



**The French fintech company leading the way in co-subscription  
across Europe**

**SHARESUB**

**arrives in Italy.**

**Sharesub offers an economical, accessible and collaborative solution  
to reduce streaming subscription costs and to save money.**

The use of the internet has long been an integral part of the daily lives of Italians, as well as the use of digital platforms, which have now become a burden on household finances. Europeans spend on average hundreds of euros per year on these platforms: they use them to watch movies, listen to good music, and follow their favorite teams during various sporting events.

According to research conducted by **Sharesub**, the **French fintech company leading the way in co-subscription across Europe**, the average annual cost of all combined subscriptions per European country is €600 for Italy, €780 for France, €814 for the United Kingdom, €720 for Spain, and €684 for Germany. These costs have recently increased due to the products offered by the various platforms.

Platforms like Netflix, DAZN, Spotify, Amazon Prime, and Disney+ have now become companions in everyday life and common topics of conversation, but they have also turned into recurring expenses that may significantly strain one's monthly budget. Yet, there is a solution to enjoy the latest TV series, Champions League matches, or the newest album at a reduced price - **by sharing subscription plans!**

**Sharesub** comes to the rescue, allowing its users to enjoy movies, music, newspapers, and sports without having to give them up, by offering an **economical, accessible, and collaborative solution** that reduces costs and helps save money.

**Founded in 2020 and present in 33 countries**, Sharesub allows users—through a smooth and intuitive experience—to **share subscription costs for numerous digital services**, including streaming platforms, music services, educational apps, and productivity tools.

With Sharesub, sharing a subscription is no longer a problem but an opportunity: there's no need to chase loved ones for reimbursements or give up on useful services due to cost concerns. Thanks to this platform, group purchases are enabled in a legal and secure manner, allowing users to share expenses while enjoying multiple services.

*“At Sharesub, we firmly believe that culture and entertainment should be accessible to everyone. Our mission is to make digital subscriptions more accessible by allowing anyone to share costs legally and securely”* - said **Jean-Brice de Cazenove, founder and CEO of Sharesub.**



The approach developed by the French platform makes subscription sharing not only a practical and economical solution but also a tool to reduce inequalities in access to cultural and digital goods. This digital and social divide is exacerbated by the fact that current payment solutions are not designed to meet the needs of sharing: expense splitting, recurring payments, or simplifying connections.

The high cost of subscriptions has thus become a significant barrier, limiting access for many families who are often forced to abandon these services, losing the opportunity to enjoy Netflix, Spotify, Disney+, and other streaming platforms.

Thanks to the automated and secure management of subscription and payment lifecycles, Sharesub enables its users to share expenses while simplifying the experience.

These are some of the services covered by the French fintech platform:

- Video streaming platforms (Netflix, Disney+, Amazon)
- Music services (Spotify, YouTube, Deezer)
- Press subscriptions (Readly)
- Educational and practical tools (Duolingo, Microsoft, Dropbox)

### **About Sharesub**

Sharesub is a French platform pioneering subscription sharing in Europe. Founded in 2020, it allows users to share subscription costs for over 560 digital services, including streaming platforms, music services, educational apps, and productivity tools. Present in 33 countries, Sharesub offers an innovative solution that reduces costs by 30% to 75%, with annual savings that can average up to €400.

### **Official Channel**

<https://www.sharesub.com/it>

---

Press Office:

COCO District

Lucrezia Spiezio - [lucrezia@coco-district.com](mailto:lucrezia@coco-district.com)

Paola Taiano - [paola@coco-district.com](mailto:paola@coco-district.com) - 328 9174831