

LUXCITIZENSHIP

ANNUAL REPORT

2021

Across the world, 2021 was a year of change, adaptation, and exponential growth. Learn more about how our team did all three of these things in 2021, and where we are today.



A WORD FROM OUR FOUNDER

In the first weeks of 2019, we set about redesigning all of LuxCitizenship's processes to operate 100% remotely. We had just experienced tremendous growth in 2018 and wanted to totally reinvent every step in the process I first created in 2013 for applying for Luxembourg Dual Citizenship. It took us until the end of January 2020 to complete this digital transformation.

Only a few weeks later, on February 25th, 2020, one of the first reported Covid outbreaks in Europe occurred at the Costa Adeje Palace Hotel in Tenerife. I had just been at that hotel on my first vacation with my long-lost family from Luxembourg whom I met in 2018. I knew that this was a hotel that was highly frequented by tourists from Luxembourg and this spelled major trouble. Little did I know then.

Sitting here writing this report the last week of December 2021, the omicron variant of the Covid-19 Coronavirus is raging in New York City, Luxembourg and around the world. Sitting here today, I couldn't feel more lucky with our decision in 2019 to focus on making our business as digital and remote-friendly as possible. This move has allowed us to weather the many challenges caused by Covid-19 as best as possible. We have traversed government office shutdowns across the planet, countless changes to travel restrictions, and the necessity to change Luxembourg's nationality law two times. It is hard to believe that travel between the USA and Luxembourg was impossible for 14 months. Since then, it's already been shut down and restarted at least once each, let alone the countless changes to the rules on getting in and getting out of the two countries.

Despite the many challenges caused by Covid-19, our decision to maximize our digital offering and put in place as many procedures as possible has allowed us to scale our business immensely, growing our clients over 3x since the start of 2020. In 2021, we have crossed the threshold of helping over 1,000 Americans on the path to Luxembourg dual citizenship.

At LuxCitizenship, transparency is one of our most important values. We are committed to providing as much transparent data about our activity as our contracts allow. I trust that you will find the insights quite intriguing.

Sincerely,

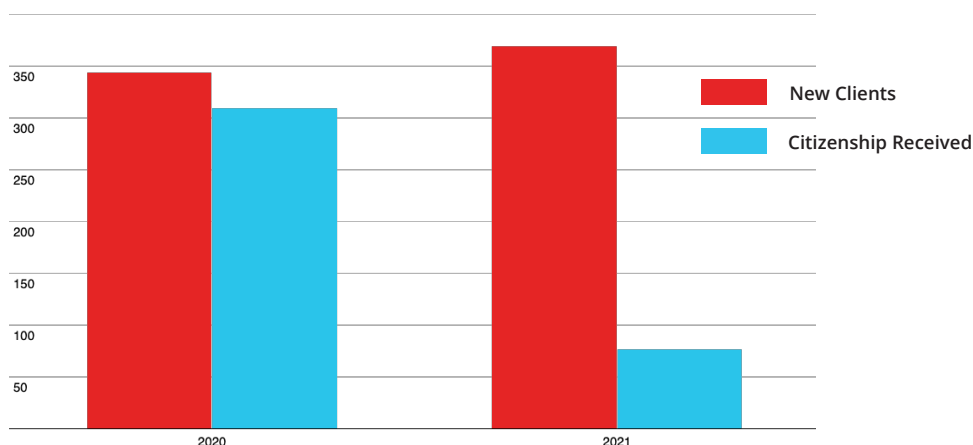


Daniel Atz, Founder & CEO, LuxCitizenship

2021 OVERVIEW

Despite the constantly changing international travel and health regulations across 2021, LuxCitizenship experienced steady growth across nearly all metrics. While the total number of new clients we signed up in 2021 was 7% lower than in 2020 (344 vs 370), over 4 times as many clients had their Luxembourg dual citizenship confirmed in 2021 than 2020 (310 vs 77).

of New Clients & Citizenship Received by Year



However, one thing remains clear, applicants are still hesitant about international travel. Although around 260 clients were eligible to travel to Luxembourg to complete their dual citizenship application, only 48 clients did so during the 140 days in 2021 it was legal to travel to Luxembourg.



MAJOR ACHIEVEMENTS

GROWTH & MILESTONES

On November 16th, 2021, LuxCitizenship celebrated its 5th anniversary. Exactly one month before this deadline, we hit the milestone of 1,000 total clients we have helped on the path to dual citizenship. On December 23rd, 2021, we hit the milestone of 1,000 active American clients.

LUXCITIZENSHIP IN PORTUGUESE

Did you know that for every American applicant, 3 Brazilians applied to reclaim Luxembourg dual citizenship? In September, we launched a whole new version of [our website for the Brazilian dual citizens](#) moving to Luxembourg. We also added several videos!

EXPANSION OF OUR TEAM

In 2021, our team grew from 2 to 6! In January 2021, we welcomed [Sarah Friedman](#) as General Manager at our office in New York. Daniel and Sarah previously worked together at the [Belgian-American Chamber of Commerce](#).



OPERATION FROM LUXEMBOURG

Daniel spent from May-August 2021 living in Luxembourg which allowed LuxCitizenship to [expand our services](#), [build new partnerships](#) on the ground in Luxembourg, [expand our video content](#), and meet with Luxembourgish politicians and [press](#) about dual citizen issues.

EXPANSION OF OUR AMERICAN-LUXEMBOURGERS STUDY

This year we launched the [first survey of American-Luxembourgish dual citizens](#), a research report how the [events of 2020](#) affected applications for dual citizenship, and an expansion of our annual [American-Luxembourgers study](#). We also launched a [special interactive study](#) about the dual citizens living in Minnesota.

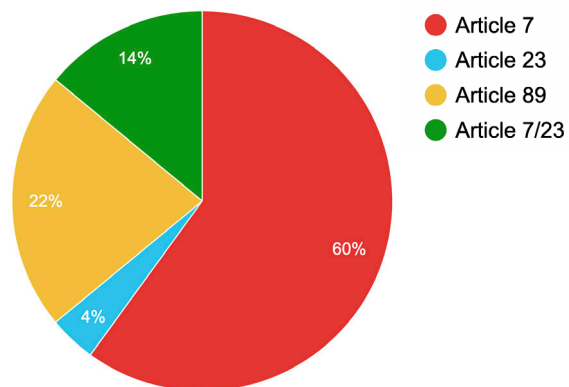
IMPACT REPORT

As of December 31st, 2021, LuxCitizenship has helped 1,008 Americans on the path to Luxembourg Dual Citizenship. Of this group, 723 or 72% are adults and 285 or 28% are minor children. Further breaking it down, 53% are male and 47% are female.

Although there are many ways to legally obtain Luxembourg dual citizenship, LuxCitizenship exclusively works on the four types of citizenship procedures related to having ancestors from Luxembourg. Each procedure is based on rules in certain articles of the Luxembourgish Nationality Act of March 2017.

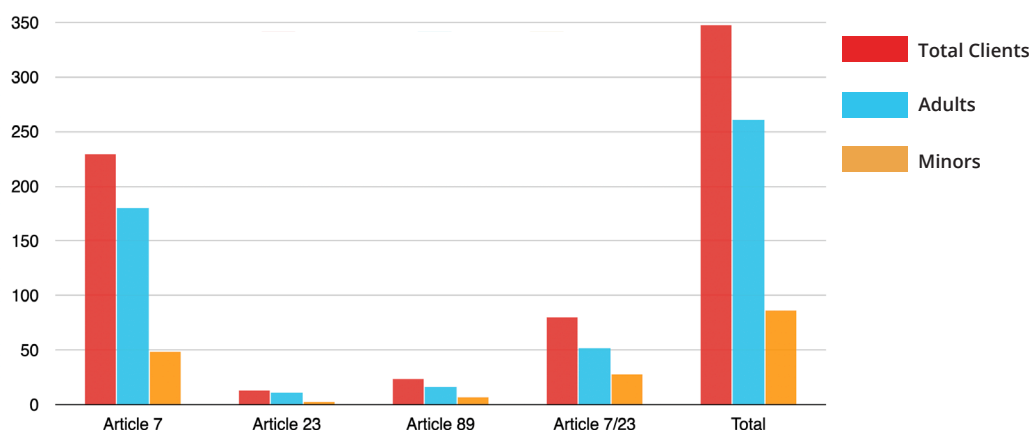
NEW APPLICANTS FOR DUAL CITIZENSHIP

Of these 1,008 (future) US-Luxembourg dual citizens, 344 people entered into contract with LuxCitizenship in 2021. These 344 individuals from 2021 account for 34% of our total dual citizenship clients.



Our clients tend to apply in groups. Of the 344 clients, there were 114 family groups, averaging out to 3 persons per group. In 2021, our largest family group had 25 applicants while 52 individuals applied on their own. For the 114 family groups, there were 93 Luxembourg ancestors, meaning some of our clients are related to each other.

2021 Applicants by Type



IMPACT REPORT

CONTINUED...

ABOUT THE NEW APPLICANTS BY ARTICLE

ARTICLE 7 - RECOGNITION OF LUXEMBOURG DUAL CITIZENSHIP

Article 7 is for individuals who were already born a citizen of Luxembourg, whether they knew so or not. These individuals mail in their application and do not travel to Luxembourg.



67% of LuxCitizenship's 2021 clients or 227 people are applying under Article 7. This is a decrease of 15% when compared to 2020, where Article 7 represented 261 people or 70% of clients. For the 227 clients from 2021, a total of 172 or 76% were able to submit their applications to Luxembourg by the end of the year. Of those, 11 or 6% have already received proof of citizenship and 161 or 94% are still waiting for a response. An additional 55 or 24% have not yet submitted their mail-in application.

ARTICLE 23 - LUXEMBOURG DUAL CITIZENSHIP BY OPTION

Article 23 is for an individual with a parent or grandparent who is or was a Luxembourgish citizen.



Like for Article 89, this procedure is split into a first mail-in and then a second in-person phase in Luxembourg. However, unlike Article 89, these people have no deadlines. 4% of LuxCitizenship's new clients in 2021 or 15 people are applying under Article 23. For these 15 clients, a total of 12 were able to submit their mail-in applications to Luxembourg. Of those, 5 have received a certificate from Luxembourg and an additional 7 are still waiting for a response. **Of the people who received a certificate, none traveled to Luxembourg to actually apply for citizenship.**

ARTICLE 89 - RECOVER LUXEMBOURG CITIZENSHIP

Article 89 is for an individual with a Luxembourgish ancestor alive on 1/1/1900. These individuals must travel to Luxembourg before 12/31/2022 to obtain dual citizenship.



Because these individuals had to first apply before 12/31/18, our new 2021 clients completed the 1st phase without LuxCitizenship's help. While Article 89 represent 22% of total LuxCitizenship clients, only 7% of 2021 clients are applying under Article 89. This is equivalent to 23 people, which is a decrease of 4% when compared to 2020 (24 people, 6% of 2020 clients). Currently, we have an additional 89 Article 89 clients who are waiting to travel to Luxembourg. They have until 12/31/2022 to do so.

IMPACT REPORT

CONTINUED...

ABOUT THE NEW APPLICANTS BY ARTICLE

ARTICLE 7/23 - POSTHUMOUS CITIZENSHIP BY OPTION

Finally, Articles 7 and 23 can be combined to make additional people eligible for citizenship.



Article 7/23 applicants represent 23% of LuxCitizenship's 2021 clients or 79 people. This figure represents an increase of 5% on 2020's 75 applicants or 20% of total 2020 clients. For our 2021 Article 7/23 clients, a total of 39 or 49% were able to submit their mail-in applications by the end of the year. Of those, 30 or 77% have already received a certificate from Luxembourg. An additional 9 or 23% are still waiting for a response. Of the people who received a certificate from Luxembourg, 6 were able to travel to Luxembourg and complete their application in 2021.

Of all 344 LuxCitizenship clients that joined us in 2021:

66%

Applying under Article 7

4%

Applying under Article 23

7%

Applying under Article 89

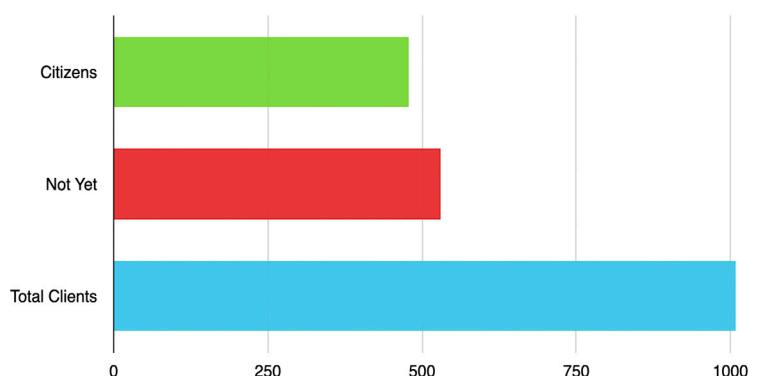
23%

Applying under Article 7/23

CITIZENSHIP RECEIVED

As of 12/31/2021, a total of 478 LuxCitizenship clients have received their Luxembourg dual citizenship, or 47% of our clients. 319 or 67% are adults and 159 or 43% are minors. Additionally, 247 or 52% are male and 231 or 48% are female.

We can also break the 478 figure down based on application type. 24% of individuals have obtained dual citizenship under Article 89, 69% under Article 7, 1% under Article 23, and 6% under the Article 7/23 Combo. **Of these 478 LuxCitizenship clients, 310 obtained their dual citizenship in 2021.**



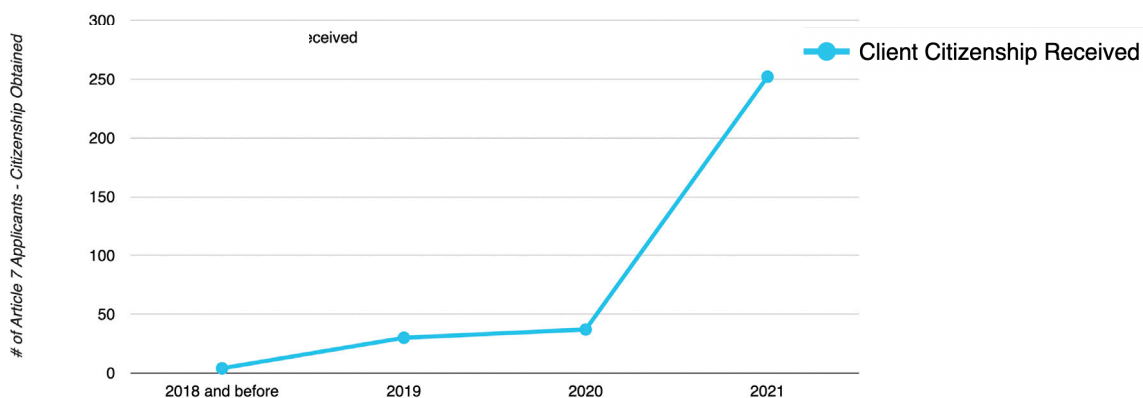
IMPACT REPORT

CONTINUED...

CITIZENSHIP RECEIVED BY ARTICLE

ARTICLE 7

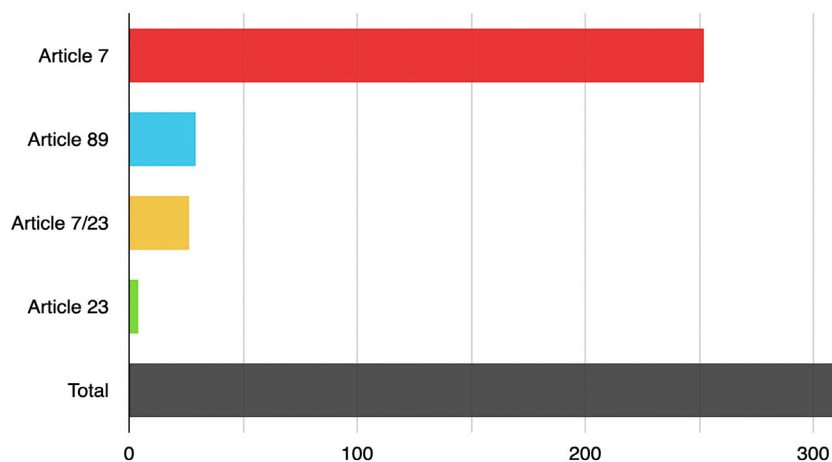
252 people or 81% obtained their dual citizenship under Article 7. This is a 681% increase compared to the 37 total Article 7 applicants who received their citizenship in 2020. Of the 252, 93 individuals or 37% submitted their applications in 2021, 139 or 55% submitted their applications in 2020, 18 or 7% submitted their applications in 2019, and 2 or less than 1% submitted their applications in 2018.



OTHER PROCEDURES

An additional 9% or 29 people traveled to Luxembourg and received their citizenship under Article 89. 4 clients or 1% traveled to Luxembourg and received citizenship under Article 23.

Under the Article 7/23 combo, 26 clients or 8% of 310 received citizenship in 2021.



EDUCATION & OUTREACH

In addition to the individuals we directly support in their application for dual citizenship, many additional individuals benefit from resources which we make publicly available online and free of charge,

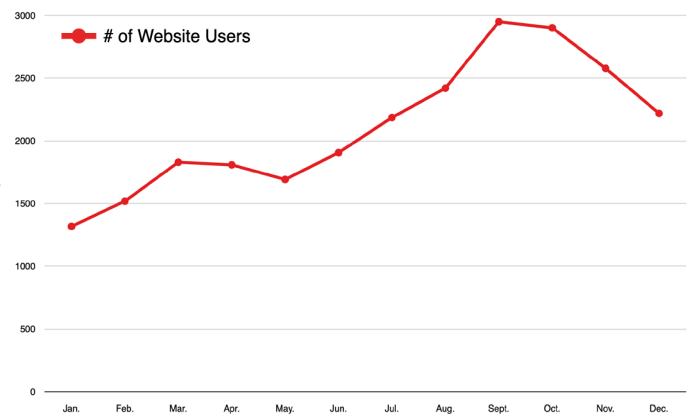
WEBSITE PERFORMANCE

From the period January 1st-December 31st, 2021, we had 23,228 visitors to our webpage, which is a 7.3% increase from the same period in 2020, where we had 21,516 visitors. Of our visitors, 56% came from the USA, 11% from Brazil, and 10% from Luxembourg.

The average visitor spent 3 minutes and 35 seconds on our website and visited 5.37 pages equaling to 158,873 webpage views.

Throughout 2021, our three most visited pages included our Eligibility for Luxembourg Dual Citizenship page with 18,447 views, our Home Page with 13,842 views, and our Article 7 Luxembourg Dual Citizenship page with 5,813 views.

of Website Users by Month



In 2021, our website received...

106

New Pages + Posts

23,228

Website Visitors

158,873

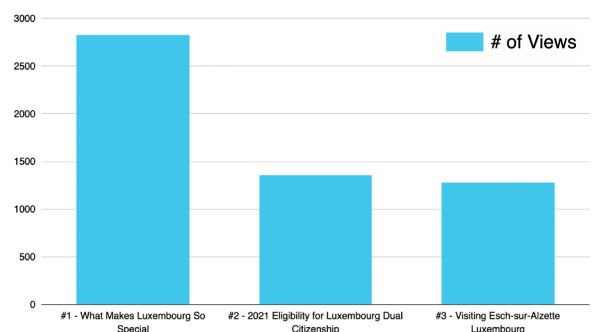
Page Views

121

Viewers' Countries

VIDEO CONTENT

In addition to our website, we significantly expanded our focus on video content in 2021. To date, we had uploaded 52 videos to YouTube in 2021. Across 2021, our videos appeared in over 151,711 user searches and received 14,900 views. This represents 153% growth from 5,910 view in 2020. Our viewers watched 33,288 total minutes of our content, which is equivalent to 23.1 days.



Our most popular videos on YouTube were Reasons to Become a Citizen of Luxembourg with 2,824 views, 2021 Eligibility for Luxembourg Dual Citizenship with 1,355 views, and Visiting Esch-sur-Alzette, Luxembourg, receiving 1,281 views.

EDUCATION & OUTREACH

CONTINUED...

ELIGIBILITY TEST

Many visitors to our website take advantage of our free tool, the Luxembourg Dual Citizenship Eligibility Test. The tool can provide accurate, automated dual citizenship eligibility feedback for over 95% of submissions. In 2021, the tool issued 526 dual citizenship eligibility opinions or about 44 per month. At that rate, we converted approximately 22% of the respondents into customers.



REJECTIONS

In 2021, as in all previous years, the Luxembourgish Government has approved 100% of LuxCitizenship cases submitted.

We state publicly on our website that we only have a 99.99% approval rating because from time to time we ourselves have to reject clients. A few times a year, we agree to enter into a contract with a client only to discover that they are not eligible. Common reasons include ancestors being born in former Luxembourgish towns ceded to other countries, an ancestor born on the boat from Europe to the USA, or surprises in family history (ex, someone's grandmother/father was not who they thought they were). We had to reject 6 client family groups in 2021.

SOCIAL MEDIA

When it comes to social media, we are active on Facebook, Twitter, Instagram, and LinkedIn. While we do our best to provide news updates, cultural awareness, and information about our business and community via all social channels, we post most frequently to Facebook. We ended 2021 with 812 page likes (928 followers) on Facebook. Across the year, we made 176 Facebook posts reaching 11,559 users and earning 2,542 reactions.



ABOUT LUXCITIZENSHIP

LuxCitizenship.com is an online platform helping people get dual citizenship, relocate and find professional opportunities in Luxembourg and across Europe.

We live in a world which today faces many global challenges that only risk to grow with time. We fervently believe that building bridges across the Atlantic between the Americas and Europe is one of the best ways to reinforce the place of democratic values in tomorrow's world and to overcome tomorrow's global challenges.

We set out on this adventure as mission-driven business in 2016. We specifically work with individuals who have ancestors from Luxembourg to establish eligibility and apply for dual citizenship in the Grand Duchy of Luxembourg. We also strive to educate and keep these new transatlantic influencers informed about Luxembourg and its culture, economy, and history. Once these individuals obtain dual citizenship, we also help them analyze, prepare for, and execute on building a future in Europe.

Founded in 2016 by international affairs consultant and entrepreneur Daniel Atz, LuxCitizenship is headquartered on New York City's famed Madison Avenue.



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