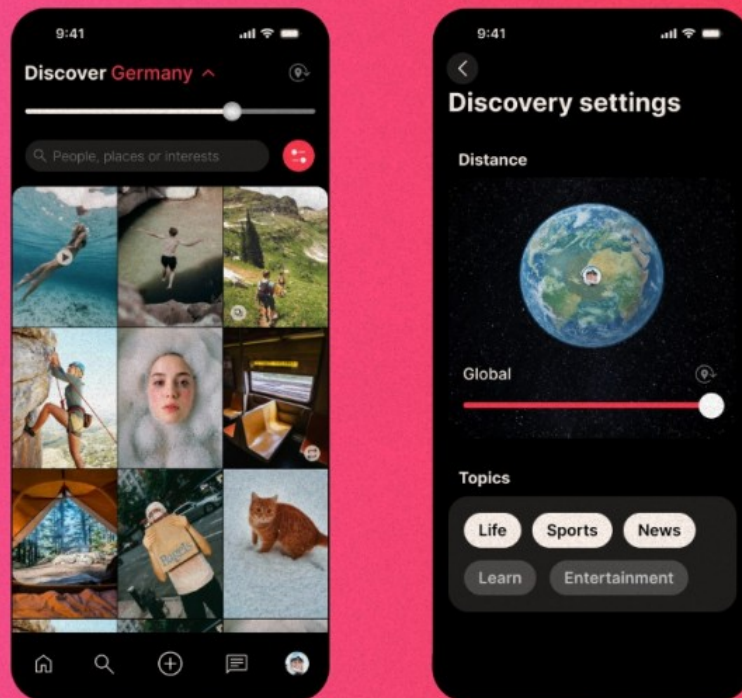


Monnett passes 100,000 registrations as Luxembourg social network prepares to leave beta

Luxembourg-built social platform records more than 43,000 weekly active people at its summer peak, prepares October launch and subscription model, and sets its sights on Benelux expansion.



Luxembourg, Luxembourg Sep 2, 2026 ([Issuewire.com](https://www.Issuewire.com)) - [Monnett](#), the Luxembourg-built social network focused on real relationships rather than endless content consumption, has passed **100,000 registered people**, marking its strongest period of growth since launching its beta.

During the summer, Monnett recorded a new high of **more than 43,000 weekly active people**, while weekly activity has averaged **above 30,000 people**. The milestone comes as the company prepares to move beyond beta and launch the **first full version of Monnett in October 2026**, alongside the introduction of its subscription membership model.

Germany is currently Monnett's largest market, with **more than 35,000 registered people**, while Luxembourg has become the platform's strongest market in terms of penetration. The company plans to concentrate much of its rollout and community-building efforts on **Luxembourg, Belgium and the Netherlands through the end of 2026**, while continuing to grow its wider European community.

"Passing 100,000 registrations is an important milestone, but the number I care about even more is the number of people actually coming back," said **Christos Floros, founder of Monnett**. "Seeing more than 30,000 people active in a normal week, and more than 43,000 at our peak, tells us there is a

genuine appetite for a different kind of social network.”

Building social media around people, not attention

Monnett is positioning itself as an **intentional social network**: a platform designed primarily for people to share their lives, stay connected with friends and discover the people and world around them — rather than spend hours passively consuming an endless stream of recommended media.

The company believes that changing the economics of social media is an essential part of changing the product itself.

From October, Monnett plans to begin introducing **paid memberships and subscriptions as its core business model**, reducing its dependence on the advertising economics that have traditionally rewarded social platforms for maximising attention and time spent on-screen.

“The fundamental problem with the attention economy is that the user and the platform ultimately want different things,” Floros said. “If your revenue increases every time somebody watches another video, sees another advertisement or scrolls for another ten minutes, you have a financial incentive to keep them there.”

“We want to build the opposite. Our ambition is not for people to spend their entire evening on Monnett. We want them to open it, see their friends, share something from their day, discover something or someone interesting, make a plan — and then go and live their life.”

Concerns around problematic and compulsive social-media use have increasingly moved from public debate into health and regulatory policy. Monnett believes subscription economics can create a different alignment: the company succeeds when its members believe the network is valuable enough to keep, rather than when it extracts more minutes of attention from them.

From a feed to a social layer for real life

The October release will also mark a broader evolution of what Monnett wants a social network to do.

While sharing with friends remains at the centre of the product, the company is developing Monnett around the idea that a social network should help facilitate **real-world social life**.

That includes making it easier to:

- keep up with what friends are actually doing;
- make plans and spend time together;
- discover interesting people nearby;
- meet new people socially or romantically;
- discover places, activities and things happening around you; and
- turn online discovery into real-world interaction.

Dating, for example, is not intended to become a separate Monnett dating product. Instead, the company sees meeting a potential partner as one of many possible outcomes of discovering people around you — alongside friendship, professional connections, communities and shared interests.

“For years, social media has gradually become less social,” Floros said. “The feed became

entertainment, creators became broadcasters and ordinary people started posting less. We want to move in the other direction.”

“Monnett should be useful because your friends are there, because the people around you are there and because it helps something happen in your actual life.”

Building the next stage from Luxembourg

Monnett is continuing to grow its team and operations in Luxembourg as it prepares for the October release.

The company now sees the next stage as proving that a consumer technology company built from Luxembourg can grow into a meaningful international social platform.

Its immediate expansion focus will remain the **Benelux**, where the company believes Luxembourg can serve as a strong testing ground for a multilingual, cross-border European consumer network. Germany, already Monnett’s largest market by registrations, will continue to be another important growth market.

Monnett also plans to begin preparing its **next fundraising round over the coming 12 months**, with the objective of building the team, accelerating product development and competing with a rapidly emerging generation of social startups in both Europe and the United States.

The fundraising comes amid renewed investor interest in consumer social technology and products attempting to rethink what comes after the traditional algorithmic feed.

“There is serious capital going back into social, particularly in the United States, because investors are beginning to believe again that the social graph is not finished,” Floros said.

“Europe should be part of that next generation. We do not need to build a smaller copy of an American social network. We have an opportunity to build something with a different philosophy, a different business model and a different relationship with the people using it.”

“Our next challenge is turning the traction we have today into a company capable of competing at that level — while keeping the product and the team rooted in Luxembourg.”

October: from beta to Monnett

The October 2026 release will represent the most significant product milestone for Monnett so far and the beginning of its transition from an experimental beta into a commercial social platform.

The company plans to reveal further details about its memberships, new product features and Benelux rollout ahead of the launch. For Floros, however, the mission remains deliberately simple:

“Social media originally gave us an extraordinary ability to find each other. Somewhere along the way, we turned it into somewhere to watch strangers.”

“We want Monnett to make social media social again.”

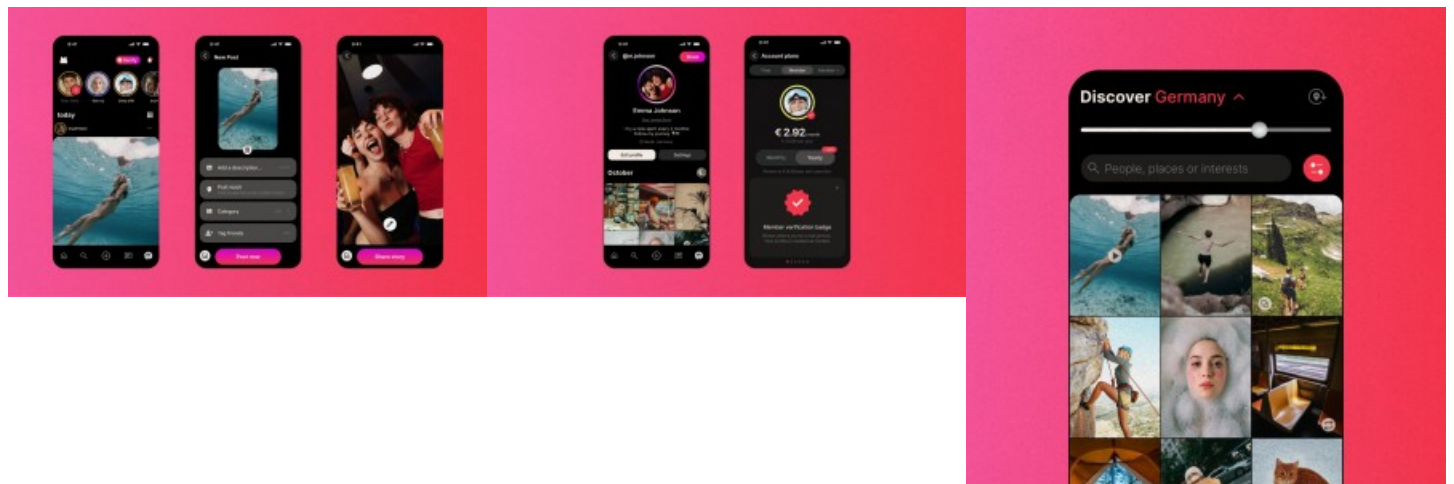
About Monnett

Monnett is a social network built in Luxembourg around intentional social connection. Rather than optimising for endless consumption, Monnett is designed to help people see their friends again, share everyday life, discover people and places around them, and turn digital connections into real-world ones.

The company is developing a subscription-led business model intended to align the success of the platform with the value it provides its members rather than the amount of attention it can capture.

Monnett has surpassed **100,000 registrations**, with more than **43,000 weekly active people at its highest recorded point** and weekly active usage averaging above **30,000 during summer 2026**.

The first full version of Monnett will launch in **October 2026**.



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Source : Monnett

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