



PRESS RELEASE

A Welcomed Merger in the Postcard-App Industry: Deutsche Post AG and MyPostcard.com GmbH are Teaming up!

Berlin, December 1st 2018 – Two market leaders in the postcard-apps industry, DeutschePost AG and MyPostcard.com GmbH are teaming up. The key competencies of these companies are paramount in this collaboration and thus provide the customer with the best solution when it comes to creating, shipping and delivering postcards.

Featuring over 10,000 design templates, the creative possibilities for MyPostcard-Nutzer are nearly limitless. As a result of this collaboration, it was agreed upon, that all postcards sent from Germany using the MyPostcard app would be delivered using the reliable shipping and logistics network of the DeutschePost AG. As such, the companies offer their customers an excellent opportunity to share precious moments quickly and safely to their loved once using a postcard.

The collaboration of these companies enables users of the FUNCARD App to switch seamlessly to the MyPostcard app. To thank them for their continuous loyalty, customers of the FUNCARD App received a special perk when signing up on the MyPostcard app. A gift voucher of three euros will be applied on their first order.

Orders via the FUNCARD App can still be placed till December 1st 2018. Starting from December 1st 2018 the FUNCARD app will no longer be available for download.

Kai Schmude, SVP Online & Direct Sales of the Deutsche Post:

„The creation and sending of individualised postcards using smartphones and tablets are becoming increasingly popular. MyPostcard is a market leader, and as such an ideal partner to simplify the creation of individualised postcards for our customers. Simultaneously, users of the MyPostcard app profit from the renowned shipping services of the Deutsche Post AG.“

Oliver Kray, Founder and CEO of MyPostcard.com:

„The Deutsche Post is a renowned market leader in the shipping of letters and postcards when it comes to its shipping logistics and service quality. Ultimately, we are delighted to provide an appealing offer to its customers as a result of this



collaboration. Being able to ensure fast, secure and high-grade delivery using the Deutsche Post. “

About MyPostcard

MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 10,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

For further information:

Maria Gomelskaia
MyPostcard.com GmbH
Hohenzollerndamm 3
10717 Berlin
Phone: +49 (0)30 - 403 64 54 25
maria@mypostcard.com
www.mypostcard.com

Henriette Herfeldt
Wilde & Partner
Franziskanerstraße 14
81669 München
Phone: +49 (0)89 -17 91 90 21
Fax: +49 (0)89 -17 91 90 99
henriette.herfeldt@wilde.de
www.wilde.de