



PRESS RELEASE

MyPostcard secures 31st place in the Technology Fast 50 competition which honors Germany's fastest-growing technology companies

With a growth of 484.7%, MyPostcard has scored 31st place in Deloitte's Technology Fast 50 Competition 2019 meaning it belongs to the top 50 fastest-growing technology companies in Germany.

Berlin, 8th November 2019 - MyPostcard has been honored with the Deloitte Technology Fast 50 Award. The ranking is based on growth in sales percentage during the past four years (2015-2018). In this period of time, MyPostcard was able to reach a growth of 484.7%. A significant factor behind this sales growth was the technology the Berlin company developed inhouse.

The MyPostcard app allows its users to design and send personalized greetings featuring their own photos as real printed postcards. MyPostcard takes care of printing, stamping and shipping worldwide. With more than 3 million downloads and a rating of 4.6 stars, the Berlin company has become the most successful and popular postcard app, which makes it the German market leader in the postcard app sector. MyPostcard adds a digital note to the old school postcard.

Marco Hülsmann, COO and CTO of MyPostcard, looks back at the past four years and the sales growth rate of 484.7% particularly positively: "A well-defined focus on technology, scalability and innovation is definitely a key characteristic of our company which has allowed us to grow so quickly. But it is also thanks to our passionate and dedicated team that we were able to move so quickly and become market leader in the postcard app sector within a short amount of time", Hülsmann says.

"Through our consulting expertise, we at Deloitte know that hardly any brand can afford to miss out on technology nowadays", Dr. Andreas Gentner, partner and leader of the field Technology, Media & Telecommunications EMEA at Deloitte, explains. "Innovative technology means working towards being sustainable in the future across every sector and provides attractive offers for customers, which in turn strengthens Germany as a business hub.



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About MyPostcard

The postcard of tomorrow: MyPostcard allows you to send your personal photos as a real, printed postcard anywhere in the world – taking care of the worldwide shipping, printing, and posting. The app is available in ten languages and provides the world's largest design selection with over 10,000 designs. Oliver Kray, a designer and Serial-Entrepreneur, is CEO and Founder of MyPostcard, headquartered in Berlin with a New York office and 25 employees.

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