



## PRESS RELEASE

### **MyPostcard wins Licensing International Award 2020 The industry oscar of the licensing community goes to the Berlin start-up**

**Berlin, October 21, 2020** – MyPostcard wins the coveted Licensing International Germany Award 2020 in the category 'Newcomer of the Year' for the first time. Josipa Gelo, Senior Marketing Manager at MyPostcard, is also honored with the Rising Star award of the licensing industry.

The renowned Licensing International Germany Awards were presented in 2020 again. They have long been regarded as the "industry's oscar" among the licensing community. In 2020, members of the German Association of Licensing International nominated and voted once again. What is usually celebrated as a grand gala, took place this year in the form of a video stream on YouTube and was definitely no less exciting.

Next to major licensors such as Studio 100 Media and KIDDINX, the Berlin-based company, MyPostcard, also graced the winners' podium for the first time. In the category 'Newcomer of the Year 2020', the StartUp took home one of the coveted awards of the Licensing International Germany Awards 2020 to Berlin. In addition, Josipa Gelo, Senior Marketing Manager of MyPostcard, received the prestigious Rising Star award from the licensing industry.

The MyPostcard app not only enables users to send individually designed greetings personalized with their own photos as a real printed postcard worldwide, but also offers brands and licensors the platform to showcase their designs and offer them as postcards. MyPostcard takes care of the printing and worldwide delivery. With three million downloads, the Berlin-based company is now the most successful and, with a rating of 4.6 stars, the most popular postcard app, making it the German market leader in the postcard app segment. MyPostcard brings the good old postcard into the digital age.

#### **About Licensing International**

Licensing International has represented more than 1000 companies worldwide since 1985. It has offices in New York, London, Munich, Tokyo, Hong Kong and Melbourne. In Germany, Licensing International USA has around 190 member companies, which have gained a remarkable infrastructure through Licensing International. The aim is to strengthen the importance of the international licensing industry and to actively communicate its interests to third parties on behalf of its members.





### **About MyPostcard**

The postcard of tomorrow: MyPostcard is Germany's most successful postcard app, letting customers send their own photos as real printed postcards. The app is currently available in ten languages and is home to the world's largest collection of postcards for sale with more than 50,000 designs available. With the help of an international network of printing houses, MyPostcard takes care of printing and delivering the personalized postcards. Founder and CEO is Oliver Kray, a designer and serial entrepreneur. The company is headquartered in Berlin with an additional office in New York and currently employs 30 staff.

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