



PRESS RELEASE

MyPostcard is one of Europe's fastest growing companies

Berlin start-up takes 599th place in Financial Times 1000 Ranking

Berlin, 02.03.2021 - MyPostcard is listed in this year's Financial Times ranking, making it one of the fastest growing businesses in Europe according to the Financial Times and Statista.

In the fifth-ever Financial Times ranking, MyPostcard once again manages a top position, reconfirming last year's placement. With a total growth rate of 266.7% the company managed to make it to 27th place in the Ecommerce category. Each year, the wide-reaching daily newspaper ranks 1000 companies with the highest sales growth rate during the past four business years in collaboration with Statista. In 2021, the ranking will reward the outstanding performance of companies particularly successful in terms of innovation which, as such, are the key to Europe's economic strength. Although half of European companies listed have experienced a decline in sales due to the economic impact of the coronavirus, the ranking shows the promising growth rates from the weeks prior to the Covid-19 pandemic.

In addition to companies with turnovers in the two digit millions, the award also goes to start-ups that deal with emerging trends. In comparison to other European nations, a particularly high number of Italian companies were able to assert themselves, whereas London is the city with the largest number of high-growth businesses. 204 of the 1000 award-winning companies come from Germany. The in-depth FT 1000 report and the complete ranking with all placements can be found in the print edition of March 22th 2021 as well as in the paid online version.

The MyPostcard App allows users to send postcards that they have designed or personalized themselves with their own photos. MyPostcard takes care of printing, postage and worldwide shipping. With over 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 field of postcard apps. MyPostcard brings the good old postcard into the digital age.

About Financial Times

The Financial Times is an international daily newspaper published by the Nikkei publishing group, based in London. The six-day paper is available in over 100 countries and is known for various rankings.





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. It is ranked among the top 1000 fastest growing companies in Europe according to the Financial Times, even achieving place 19 in the ecommerce sector.

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