PRESS RELEASE

Postcards for Down Under - MyPostcard teams up with Australia Post

Berlin, 31.05.2021 - MyPostcard is expanding its business in Australia and has teamed up with Australia Post. Through this collaboration, Australia Post seeks to provide an enhanced postcard sending experience for their customers via MyPostcard's wide range of products and features.

As a market leader in the postcard app sector, MyPostcard offers a wide selection of products, including personalized postcards, greeting cards, XXL cards, card sets and photo prints. MyPostcard is available on iOS, Android and your desktop and aims to impress with its intuitive navigation. With over 50,000 design templates, the Berlin company offers endless creative possibilities for customers designing their own individual postcards and greeting cards. Through a close partnership with a powerful printing house in Australia, the postcards will still be produced in Australia and exclusively delivered via the reliable network of Australia Post to Australian addresses.

To celebrate this collaboration, MyPostcard and Australia Post are providing new customers with an exclusive introductory offer of 25% off their first order until September 30th, 2021. by making use of the introductory offer to send personalized postcards and greeting cards to family and friends, customers can try out MyPostcard's products first-hand- on the go or in the comfort of their own homes. MyPostcard will take care of the printing, postage and mailing for customers wanting to send postcards and greeting cards worldwide, and Australia Post will exclusively deliver all orders sent to Australian addresses.

To access the exclusive introductory offer, simply enter the code **_AP25OFF_** when you checkout via the [MyPostcard website or in the app](). The offer is valid until September 30th, 2021. Registration is required. MyPostcard is the recommended alternative to the Australia Post Postcards App, which will be decommissioned on 31 May 2021.

Michael Oates, GM Mail Services and Decipha at Australia Post:
"As smart phone use is now a way of life, it only makes good sense that Australia Post is collaborating with MyPostcard. This relationship provides our customers access to MyPostcard's wide range of designs and easy to use features via their iOS or Android device, as well as online, so they can send their own personalised postcards or greeting cards to loved ones in Australia or on the other side of the world. Our customers can trust that their order is in good hands with Australia Post delivering all orders sent to Australian addresses."

Felix Wunderlich, Head of Business Development at MyPostcard:
"MyPostcard is a successful postcard provider in the Australian market and is enjoying ever growing popularity and a constant increase of customers in Australia. That's why we're all the more excited about our collaboration with one of Australia's most trusted brands, Australia Post. This important collaboration makes it possible for customers in Australia to continue using personalized postcards from MyPostcard to stay in touch with their family and friends."

About MyPostcard
The postcard of tomorrow: MyPostcard is Germany's most successful postcard app, letting customers use their own photos to customise and send personalised 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 headquarters is 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 19th place in the ecommerce sector.

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