



PRESS RELEASE

MyPostcard is “Wachstumschampion 2022” (Growth Champion 2022)

Berlin, 02.11.2021- Berlin-based start-up, MyPostcard, has reached 32nd place in this year's Focus Growth Champions, making it one of Germany's fastest-growing companies according to Focus and Statista.

Now in its seventh year, the business magazine, Focus, in collaboration with Statista, recognizes the companies with the greatest sales growth between 2017 and 2020. Five hundred companies will receive the "Growth Champion 2022" award. This year again, the aim is to appreciate the achievements of companies that provide important impetus to the economy and society, create new jobs, and thus ensure growth.

Following a successful placement in 2020, MyPostcard now succeeds in positioning itself in the retail sector (incl. mail order and e-commerce) again this year.

The MyPostcard app allows users to send individually-designed greetings personalized with their own photos as real printed postcards worldwide. MyPostcard takes care of printing and worldwide shipping. 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 sector. MyPostcard brings the good old postcard into the digital age.

FOCUS-BUSINESS reports responsibly, originally and independently on the major trends of our time. The top rankings from various areas of the career and business world are compiled in cooperation with renowned partners and complement the issues.

About Focus

Focus is an illustrated German-language news magazine by the Hubert Burda Media publishing house, which is based in Berlin. It is one of the three weekly magazines with the highest reach in Germany. The weekly news magazine has a worldwide readership of 3.5 million people.





About MyPostcard

MyPostcard is Germany's most successful postcard app and makes it possible to send your own photos as real printed postcards from anywhere via smartphone. With more than 50,000 designs, the company also has the world's largest range of postcards and offers audio and video cards in addition to postcards and greeting cards. MyPostcard takes charge of the printing, franking and worldwide dispatch of the personalized postcards with the help of an international printing network. The company, based in Berlin and New York, was founded in 2014 by designer and serial entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over 4 million users. Today, 28 employees work in the company. MyPostcard supports various social projects worldwide, including Amnesty International, All-Out.org, Terre des Femmes and in the past the #FreeDeniz campaign in cooperation with N24 / Axel Springer.

MyPostcard has a prestigious list of partners, including Deutsche Post, Haribo, adidas, Google and TUI. In the Financial Times ranking, MyPostcard is one of the Top 1000 Fastest Growing Companies in Europe. In the e-commerce sector, the company ranks 19th in Europe. MyPostcard has won the gold Stevie Award in the Company of the Year category as well as the coveted Licencing International Award. At the 8th annual 2021 International Best in Business Awards, MyPostcard has also won the Gold Globee® in the category "Heightening Awareness and Publicity Campaign of the Year / COVID-19-related Information" for the campaign "One Million Postcards #formeforus." The MyPostcard app is available free of charge in the [Appstore](#) (4.7 stars) and [Playstore](#) (4.3 stars). The app is currently available worldwide in ten languages.

For more information, please visit <http://www.mypostcard.com/>.

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