



PRESS RELEASE

Most prominent Christmas party - Christmas postcards with MyPostcard at Madame Tussauds Berlin

Berlin, 13.12.2021 - MyPostcard will be accompanying the Christmas campaign of Madame Tussauds in Berlin from december 9th onwards. For a very special Advent atmosphere, the prominent figures in the wax museum of the capital are transformed into Christmas stars. The specially designed MyPostcard photo box gives visitors the opportunity to take a photo of themselves with their favorite star and have it sent directly to their loved ones at home as a real printed postcard.

The internationally renowned wax museum will shine in festive splendor during the 2021 Christmas season. Figures such as Brad Pitt, Abba, Angelina Jolie and Julia Roberts rock around the Christmas tree and invite visitors to Germany's most prominent Christmas party in Ugly Christmas Sweaters or festive outfits. As Little Drummer Boy, resident wax DJ Felix Jaehn will play the coolest Christmas hits and pop star Rihanna will be in a Mrs. Claus outfit.

"We are always happy to offer our visitors very special moments with their idols," enthuses General Manager Nadja Troublefield. "Who hasn't imagined what George Clooney looks like in an Ugly Christmas Sweater or wished they could toast the New Year with Leonardo di Caprio?"

"MyPostcard connects people 365 days a year, but the Christmas season in particular is often an occasion for very personal words and special greetings to the people who are important to you," said Josipa Gelo, Senior Marketing Manager at MyPostcard. "That's why we're even more excited about the great campaign with Madame Tussauds and the joint Christmas postcards."

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, 35 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 Globe® 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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