



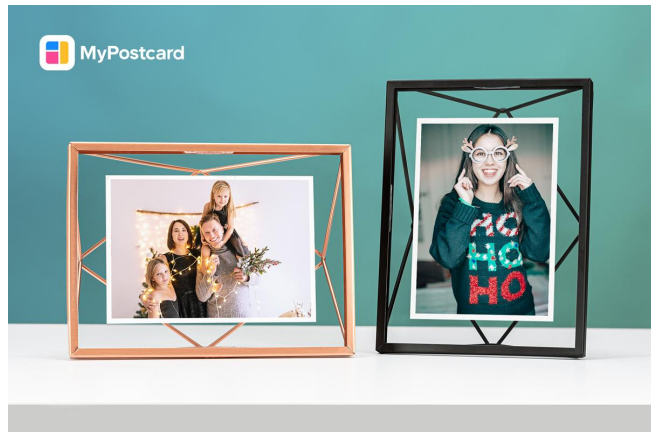
PRESS RELEASE

Posters & Umbra Frames - New additions to the MyPostcard product range

Berlin, 16.12.2021 - Tedious assortments and never changing products are completely unknown to the Berlin-based company, MyPostcard. The innovative start-up is once again expanding its product range, now providing its users with customizable posters, as well as personal photos framed in elegant Umbra® frames. Next to the video postcard and "Stampit", a service for customizable stamps, released earlier this year, these products are among the four major MyPostcard product innovations of 2021.

Since 2014, the Berlin-based company has been providing its users, whether via app or web, with personalized, printed postcards. From now on, customers can also send their own pictures in frames or large-format posters.

The fancy Umbra® frames are specially-designed MyPostcard picture frames that give photo gifts a particularly personal touch. They are available in the MyPostcard app at prices starting from €25.00. Simply upload the desired square image and select an Umbra frame in black, silver or copper. The high-quality photo print is then framed by hand before shipping. Behind acrylic glass and in a securely packaged parcel, the Umbra frame with your favorite memory will be delivered to your recipient's doorstep anywhere in the world.



Personalizable posters are available in A1, A2 as well as A3 from €14.99 (plus shipping) in the MyPostcard app within Germany. You can choose from different grids that offer space for 12, 24 or 35 photos. Simply select the photos you want and arrange them in any order. Printed on high-quality matte paper, this way a multitude of photos are given new life together. To round off the poster





aesthetically, matching frames in black and white are available. So from now on, the professional posters allow you to create and send the perfect photo accessory for home at any time and from anywhere.

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, 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 Gleebe® 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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