PRESS RELEASE

MyPostcard receives the German Innovation Award 2022

Berlin, 24.05.2022 - The postcard app MyPostcard wins with its product audio-postcard the German Innovation Award 2022. The start-up achieves an outstanding placement in the Excellence in Business to Consumer category in e-business.

The German Innovation Awards honor innovative achievements that break new ground through their added value. As the world's only provider, MyPostcard launched the personalized audio greeting card in November 2019. MyPostcard allows end-consumers to send single, individualized audio cards. The audio card has a specially designed, CE-certified sound chip and can also be customized with personal photos in addition to the customer's voice message. These unique voice messages sent as audio cards are valuable reminders with an emotional added value.

With 640 entries in 2022, the German Innovation Awards achieved a great response once again. In every contest classes the »Gold«, »Winner« and »Special Mention« are awarded. A total of 27 products/projects were awarded »Gold«.

About the German Design Council – the organizer
The German Design Council has been operating since 1953 as one of the world's leading centers of expertise in communication and knowledge transfer within design, branding and innovation. It is part of the worldwide design community and has always contributed to the establishment of global exchange and networking thanks to its international offering, promotion of new talent and memberships. With events, conventions, awards, jury meetings and expert committees, the Council connects its members and numerous other international design and branding experts, fosters discourse and provides important stimulation for the global economy. More than 350 businesses currently count among its members.

About MyPostcard
MyPostcard is Germany's most successful postcard app and makes it possible to send personal photos as real printed postcards from anywhere via smartphone.

With more than 70,000 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 printing, and delivering the personalized postcards worldwide 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 five million users. Today, 35 employees work at 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 Licensing International Award. At the 8th annual 2021 International Best in Business Awards, MyPostcard 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 App Store (ranked 4.7 stars) and Play Store (ranked 4.1 stars). The app is currently available worldwide in eight languages.

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

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