



PRESS RELEASE

MyPostcard is official winner of the Business Hero Award 2022

Berlin, 03.05.2022 - The Berlin-based start-up MyPostcard prevails over the competition at this year's Business Hero Award and can call itself one of the winners with a total score of 8.9 points.

More than 9,348 submitted applications were evaluated by the experienced jury at this year's Business Hero Award. MyPostcard was able to impress with a clear vision, an innovative platform and strong brand management.

"We are honored to receive the 2022 Business Hero Award for our business efforts. Being among the most innovative companies in Germany inspires my team and me to continue driving MyPostcard to excellence," said Oliver Kray, CEO of MyPostcard.

About the Business Hero Award

The Business Hero Award is an initiative of the Pabst Group.

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 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 App Store (ranked 4.7 stars) and Play Store (ranked 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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