



## PRESS RELEASE

### **MyPostcard launches app in the Huawei AppGallery**

**Berlin, 18.08.2022** - The postcard app MyPostcard will now be available for download in the Huawei AppGallery, the official distribution platform of apps for Huawei devices. This means that the popular app for personalized postcards will now be available in three app stores, alongside the Apple App Store and Google Play Store.

#### **Great news for Android users**

The AppGallery, Huawei's app store, is one of the most important app stores in the world. In addition to Huawei devices, smartphones with the Android system and the Huawei Mobile Services app will now be able to download and use Germany's most successful postcard app. Once users have identified their user account, they can browse through various categories of the AppGallery. Under the app section "Travel", the Berlin-based start-up app, MyPostcard can be found.

Despite the popularity of the well-known Apple and Google app stores, its impressive statistics prove the success of the AppGallery. The app platform is available in more than 170 countries and 78 languages and has more than 400 million active users. In addition to MyPostcard, well-known German companies such as Lufthansa, Adidas and Focus are represented with their apps on the Chinese marketplace. A constant expansion seeing the addition of international apps is accelerating the enormous growth of the AppGallery.

"The relevance Huawei's AppGallery has recently developed, particularly in Europe, and the fact that more and more apps have established their presence on the platform has not been overlooked by us. We want to ensure that MyPostcard is accessible for as many users as possible and is available for download across all platforms. Integration into the AppGallery was a consequent step for offering our service on all devices", explains Marco Hülsmann, COO & CTO of MyPostcard.

#### **About Huawei**

Huawei is a leading global provider of information technology and telecommunications solutions (ICT). Through its four business units - Carrier Network, Enterprise, Consumer, and Cloud & AI - the company offers network infrastructure, cloud computing solutions, and end-user devices such as smartphones, laptops, wearables, and tablets, and other products. Huawei operates in more than 170 countries and currently employs over 197,000 people.





Of those, around 105,000 work in research & development. More than a third of the world's population and more than half of Germany's population use Huawei technology directly or indirectly.

### **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 six million downloads. 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. The company also won this year's German Innovation Award 2022 with the audio postcard. The MyPostcard app is available free of charge in the App Store (ranked 4.7 stars), Play Store (ranked 4.1 stars) as well as Huawei App Store (5,0 Sterne). The app is currently available worldwide in eight languages.

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

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