PRESS RELEASE

MyPostcard among the top 3 at the Digital Communication Award

Berlin, 20.09.2022 - The postcard app wins a bronze award at this year's Digital Communication Award. In the category "Campaign of the year" MyPostcard convinced with its brand awareness campaign #IFEELTHESAME supporting LGBTQIA* rights.

The Digital Communication Awards have rewarded outstanding online projects and campaigns since 2011. Hosted by Quadriga University, the awards are open to companies and agencies, associations and NGOs, political institutions and parties from all over the globe. From Brand Campaign to Data-Driven & Automated Communications, there is one of 37 categories for all types of digital projects.

"Thank you to the entire Digital Communication Awards team - what a great moment for MyPostcard. We were very inspired by the competition and being awarded, as well as a great opportunity to gain insight into trends and expertise in the field of digital communications. Receiving the award means a lot to my team and me and I am grateful to work with people who are so passionate about their work," says Oliver Kray, CEO of MyPostcard.

About Digital Communications Award
The Digital Communication Awards are hosted by Quadriga University of Applied Sciences. The Quadriga University of Applied Sciences launched the Digital Communication Awards in 2011 as a competition in online communications on both a practical and academic level. An expert jury formed by leading practitioners and academics review your outstanding online projects and campaigns.

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 (ranked 5,0 Sterne). The app is currently available worldwide in eight languages.

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

For more information or inquiries:
Maria Gomelskaia
MyPostcard.com GmbH
Hohenzollerndamm 3
10717 Berlin
Tel.+49 30 – 403 64 54 25
maria@mypostcard.com
http://www.mypostcard.com/

Anna-Katharina Sobotta
schoesslers GmbH
Neue Grünstr. 17/18
10179 Berlin
Tel: +49 175 1198 151
anna.sobotta@schoesslers.com
http://www.schoesslers.com/