



## PRESS RELEASE

### **MyPostcard is honored as a 'Growth Champion' by Focus and Statista for the third time in a row**

**Berlin, 31.10.2022** - MyPostcard is once again listed among the 500 fastest-growing companies in Germany in 2023. In the 8th edition, Focus and Statista once again honor outstanding business performance. This year, the Berlin-based start-up is ranked in 345th place.

Germany's companies with the highest revenue growth between 2018 and 2021 are awarded annually at the Focus Wachstumschampions (Focus Growth Champions), where 500 companies receive the coveted title. Following success in 2021 and 2022, Germany's most popular postcard app, MyPostcard, is again ranked in the retail sector (incl. mail order and e-commerce). With a remarkable growth rate of 24%, the Berlin-based start-up achieves a notable position in 57th place.

The complete company ranking of the Wachstumschampions 2023 will appear in a supplement in FOCUS on October 15, 2022, and will be published on [FOCUS Business](#) and [Statista](#).

FOCUS-BUSINESS reports responsibly, originally and independently on the major trends of our time. The top rankings from various areas of the career and business world are compiled in cooperation with renowned partners and complement the issues.

#### **About Focus**

Focus is an illustrated German-language news magazine by the Hubert Burda Media publishing house, which is based in Berlin. It is one of the three weekly magazines with the highest reach in Germany. The weekly news magazine has a worldwide readership of 3.5 million people.

#### **About Statista**

Founded in Germany in 2007, Statista employs around 1,100 people on four continents and in 12 locations. The "Data as a Service" business model is unique in this form; there are no direct competitors on the market.





## 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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