



## PRESS RELEASE

### **Mail with a little something extra - MyPostcard from now on offers gifts**

**Berlin, 12.12.2022** - MyPostcard, Germany's most successful postcard app, is now extending its product range with an exclusive selection of gift options. Now, customers can add Lindt pralinés, YES cakes, HARIBO Goldbären, soaps as well as specially designed and manufactured bracelets to their card order to give recipients a very special surprise.

#### **Gifts bring joy to the heart**

Whether it's for a birthday, anniversary, day of friendship or just a little something in between - whatever the reason for making someone happy, simple gestures of kindness are perfect for any occasion and will remain in the memory. The act of gift-giving also conveys a feeling of appreciation and solidarity among the giver and recipient. People who give gifts build a social bond or strengthen existing relationships, as the brain releases more happiness. [Studies](#) have shown, for example, that generous behavior and feeling happy is directly related. It has even been found that surprises cause a stronger increase in dopamine, the neurotransmitter for happiness. In which case, surprises give our human brain an actual thrill.

With MyPostcard, users now have the chance to send gifts with their own custom-designed postcards worldwide. Lindt Pralinés, YES-Törtchen (inkl. candle), HARIBO Goldbären, Designer soaps in two different forms, as well as "Pure Joy" bracelets can now be combined with your cards. They can be added to the regular A6 as well as XL postcards and greeting cards too. The new products are available for purchase just before checkout as a "gift" option. They will be available permanently in the MyPostcard app from now onwards, and will be sent in new, exclusive MyPostcard packaging.

#### **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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