

 MyPostcard

TAKE A

LOOK

into the future of the postcard



Table of contents

Rethinking postcards	p. 3
The postcard as a medium	p. 6
Social engagement	p. 7
The whole world at the click of a button	p. 8
How it works	p. 9
Our products	p. 10
Founder & CEO, Oliver Kray	p. 12
Factsheet	p. 13
FAQ's	p. 15
Brand Assets	p. 16
Contact	p. 17

MyPostcard is

RETHINKING

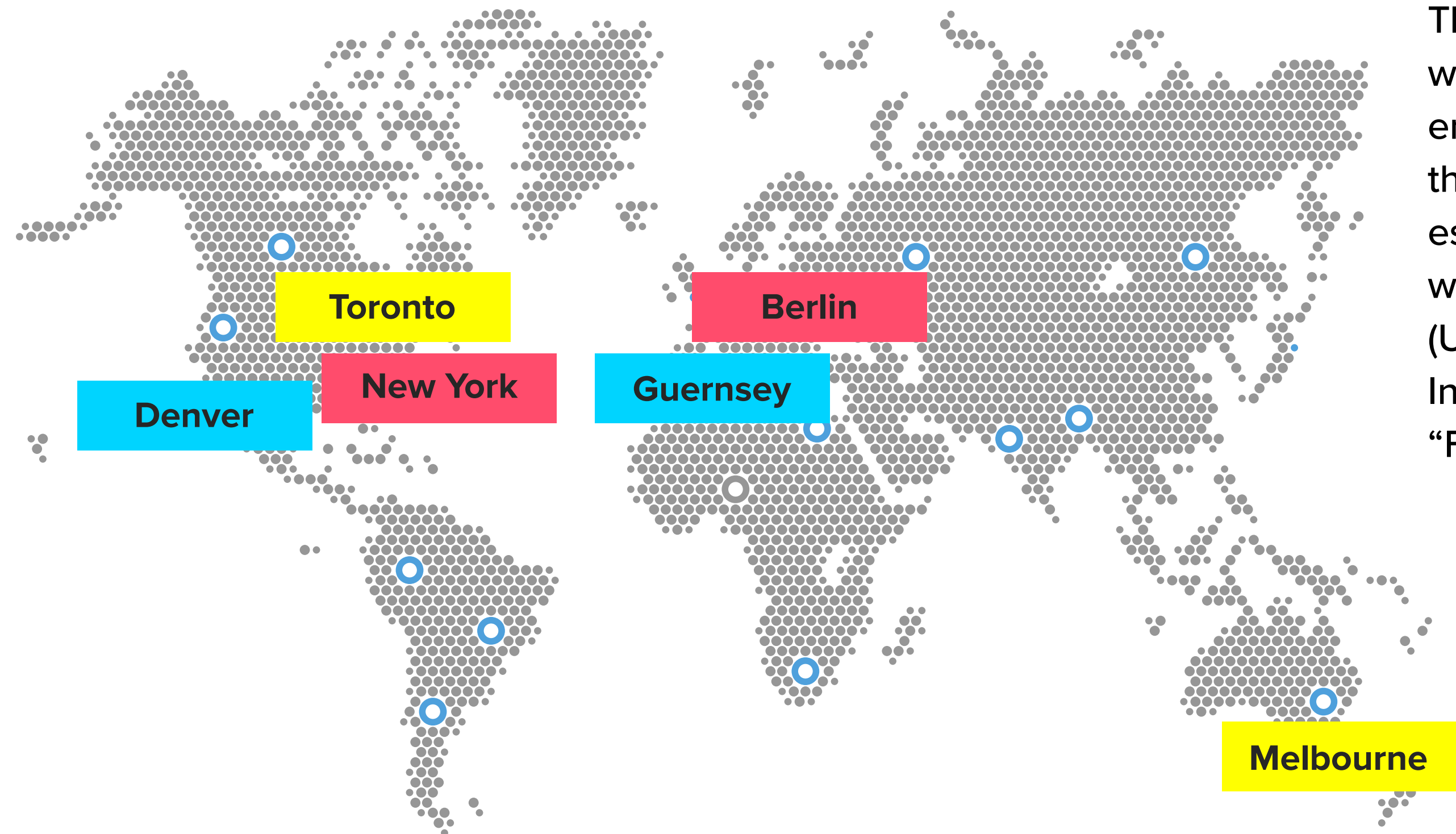
POSTCARDS

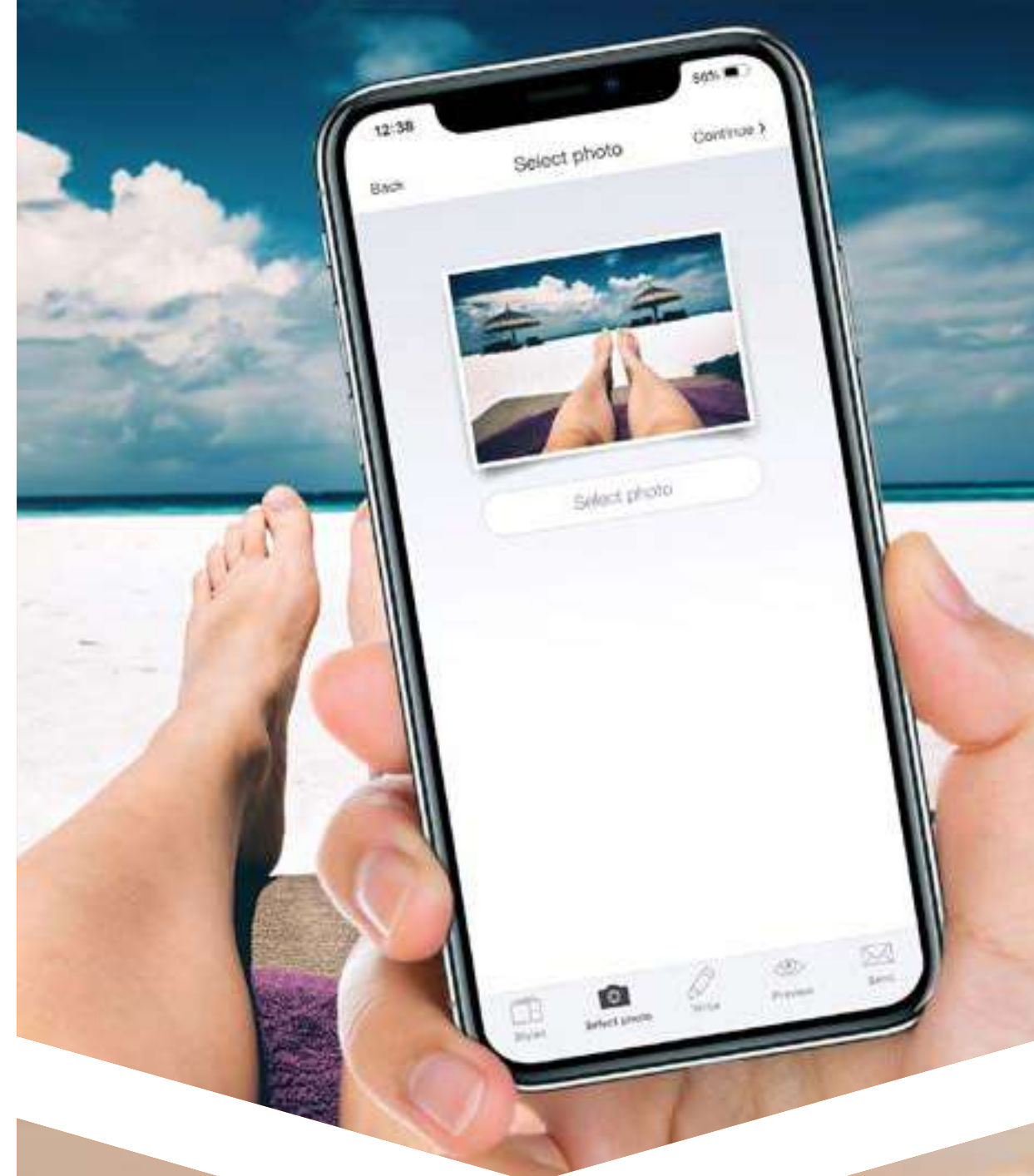
“Upload a photo, add text, enter the address and send your own picture as a real postcard - and your very personal souvenir greeting for your family, friends or acquaintance is ready! The Berlin-based start-up MyPostcard is adapting the postcard for the digital age.”

MyPostcard is **Germany's most successful postcard app**, making it possible to send your own photos as real printed postcards from anywhere via postcard. With over 5 million downloads and a rating of 4.7 stars, MyPostcard is also one of the European market leaders in the postcard app sector. **Internationally, the app is available in 8 different languages and in 6 different currencies.**

With more than 70,000 designs, the company currently has the **world's largest design store** with different motifs and templates, and offers completely new formats with audio and video cards in addition to the classic A6 postcard. **Fifteen million postcards and greeting cards** have been sent via the MyPostcard app so far, delighting people all over the world.

The company, based in Berlin and New York, was founded in 2014 by designer and serial entrepreneur Oliver Kray (CEO). Since entering the American market in 2017, MyPostcard has established an office in New York. The company works with printers in **Berlin** (Germany), **New York** (USA), **Melbourne** (Australia) and **Guernsey** (UK). In 2018, MyPostcard acquired the postcard app "Funcard" from Deutsche Post AG.





MyPostcard has been awarded with prestigious awards from different categories in the past years. In 2019 to 2021, MyPostcard was recognized by the **Deloitte Technology Fast 50 Award**, making it officially one of the top 50 fastest-growing technology companies in Germany.

According to the Financial Times 2020 - 2022 rankings, MyPostcard is **among the top 1000 fastest growing companies in Europe**, ranking 19th in the e-commerce category. Furthermore, MyPostcard is among the **2020 & 2021 Growth Champions according to Focus Business**. In 2020 - 2022, the company was awarded the **Gold Stevie Award** in the category Company of the Year and received the coveted **Licensing International Award**.

The postcard as a medium

MyPostcard brings the traditional postcard into the digital age, making it the postcard of the future.

People today have, on the one hand, become accustomed to the advantages of digital everyday life and the ease of having everything at their fingertips in just a few clicks. On the other hand, multidimensionality is falling by the wayside. People want digital speed, but don't want to miss out on haptic sensory impressions. **MyPostcard brings both together, because it combines the simplicity of a digital transaction with the emotional, haptic experience of a postcard.**

Receiving personal greetings in analog form, **to feel and touch**, stands out from our many digital interactions on WhatsApp, Facebook and mail, and remains in the memory.

The latest figures from a representative survey conducted by MyPostcard and YouGov also show that **the postcard is an indispensable medium** and is once again very much in vogue, despite or perhaps because of its high nostalgia value.

Birthday greetings are the absolute frontrunner when it comes to sending postcards: in 2021, 41 percent of respondents use postcards to congratulate their loved ones. In addition, vacation greetings and special celebrations such as weddings are among the top occasions for sending postcards. Here, one in three is convinced that the postcard is the right choice for greeting those at home.





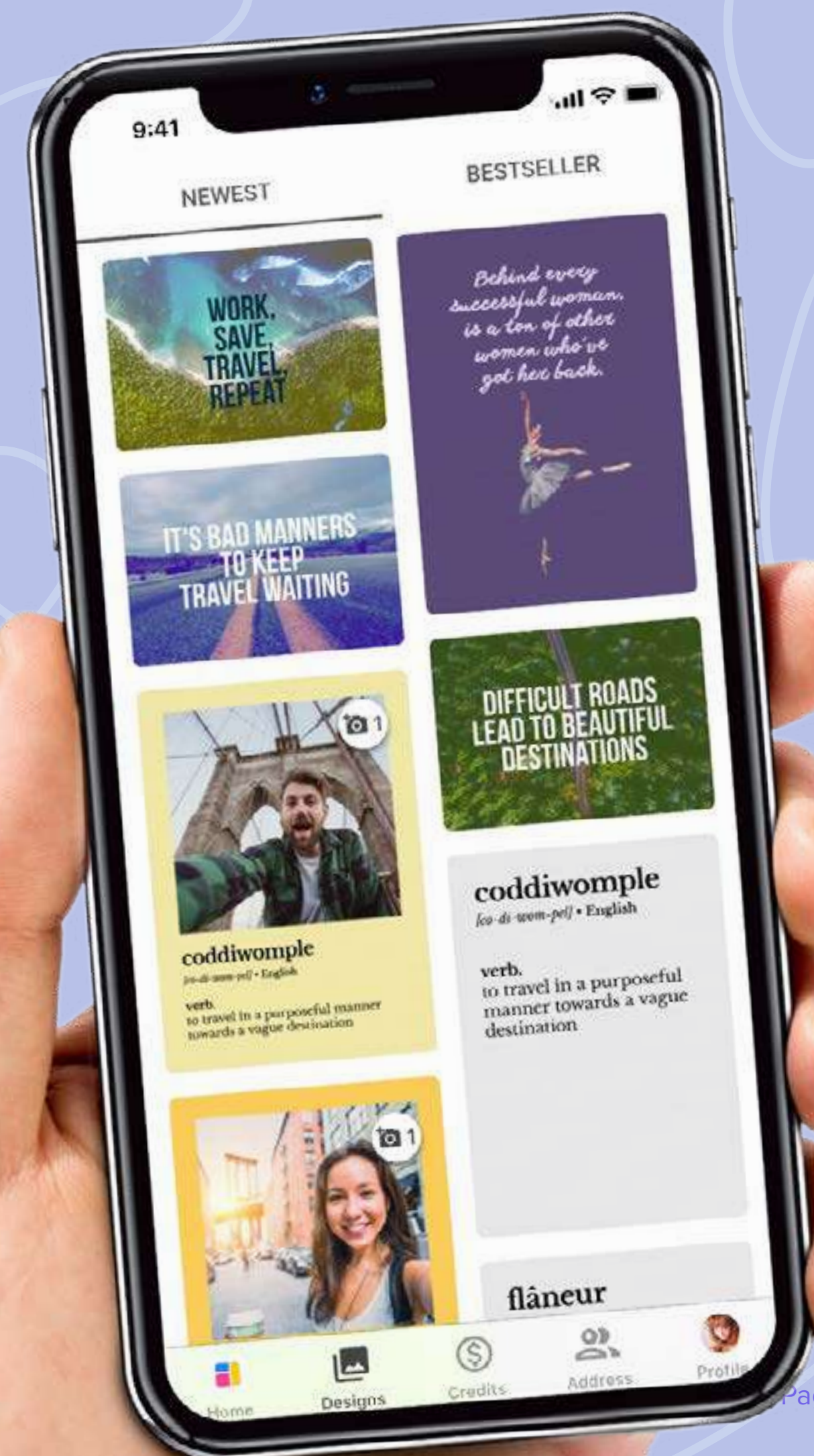
Social engagement

In addition to the daily postcard business, social commitment is very important to the 35-strong team at MyPostcard. From the beginning, MyPostcard has supported various social projects worldwide, such as the **American Heart Association**, **All Out**, **Rotary International Club**, **Terre des Femmes**, **Amnesty International** and the **International Society for Human Rights**. In 2017, for example, the startup launched a campaign in cooperation with **N24/Axel Springer** for for Die Welt correspondent, Deniz Yücel, who was still imprisoned in Turkey at the time, or for Coming Out Day 2021 with the hashtag **#IFEELTHESAME**, where it launched a major postcard campaign with the non-profit organization **All Out** and the **Grundgesetz Für Alle** initiative to jointly set a political example.

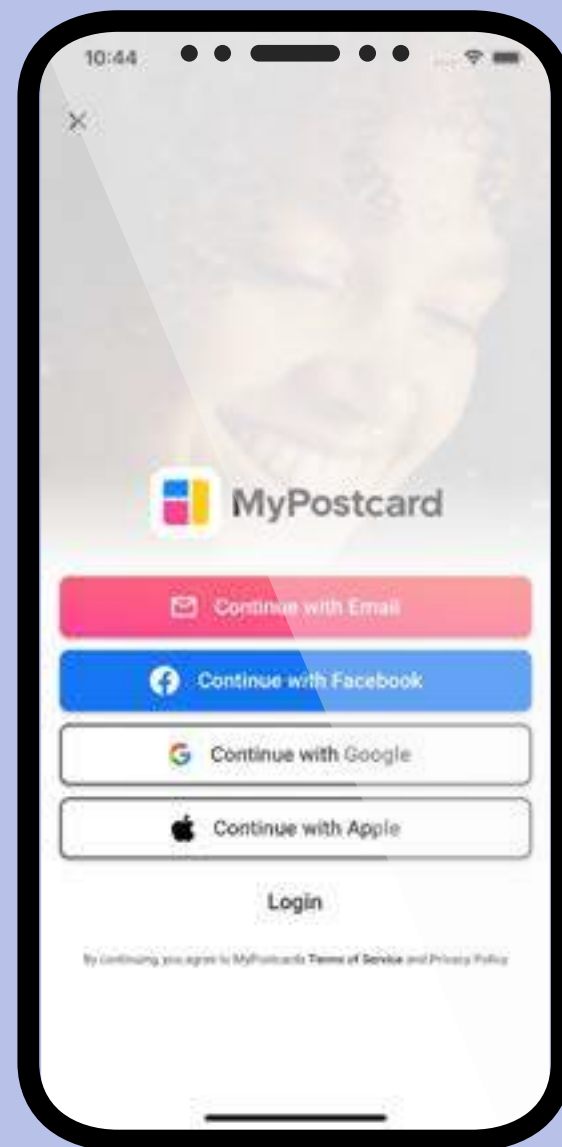
Reach *the* *whole world* at the click of a *button*

It has never been easier to design your own postcards online, add your own photos and send them worldwide by direct mail.

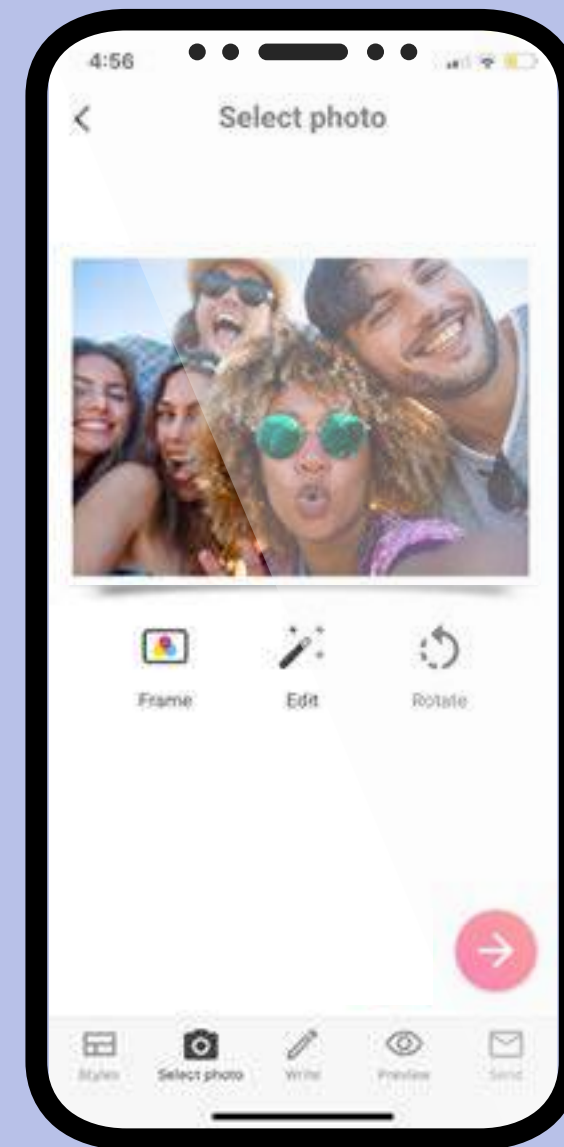
After successfully downloading the app (via the App Store for iPhone and iPad or the Google Play Store for Android) and registering, users are able to make a postcard using their own photos and choose from various formats as well as over 70,000 design templates. The text on the back of the postcard is shown as “digital handwriting” and allows the postcard to be made even more personal. After the recipient’s address has been entered and the order completed, the postcard is processed within 24 hours (on working days). MyPostcard takes care of the printing and mailing of the postcards. Postcards can be sent a uniform price anywhere worldwide starting from €2.69.



How it works



1. Download the MyPostcard app



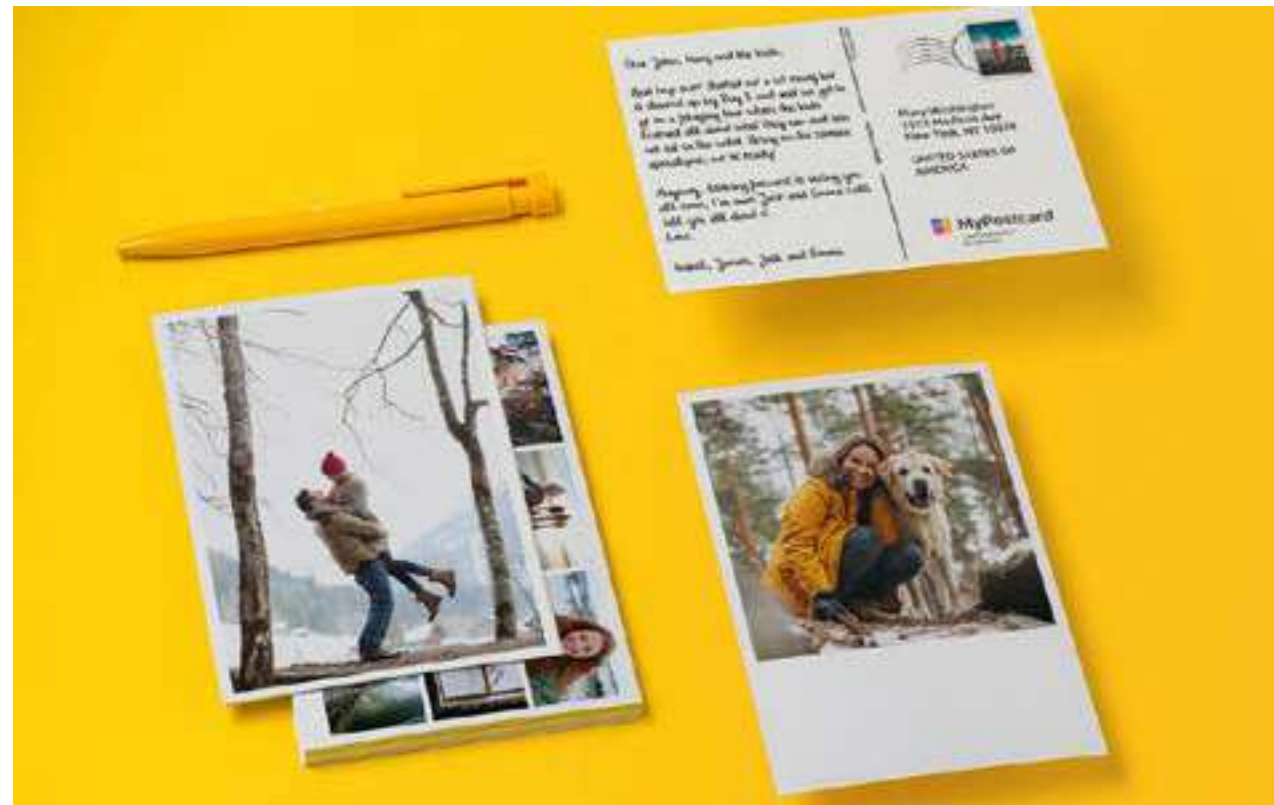
2. Upload your favorite pictures



3. Write a personal message



4. Send a real, printed postcard anywhere in the world.



Postcards and greeting cards / XL & XXL sizes

All MyPostcard postcards are produced in 4.1 x 5.8 inch format, which is the international DIN A6 standard, the traditional postcard format. MyPostcard prints all postcards with a digital printer on 300g paper or postcard cardboard. The postcard is also provided with a high-quality glossy lamination on the front side.

Your own photos can also be ordered as a real postcard or greeting card in XXL format.



World's largest design store

With MyPostcard, it is possible to send individually designed greeting cards with your own photos or to choose from one of the over 70,000 design templates. Optionally, you can send cards without a photo.

The MyPostcard design store offers the largest selection worldwide, so that the perfect postcard design is available for every occasion.



Postcards and photo sets

Blank card sets offer you the chance to bulk order your favorite motif as a blank postcard or greeting card.

Personalized cards for self-labeling are available in sets of 8 to 200 cards.



Audio, video & scented cards

MyPostcard audio cards offer the opportunity to send personalized voice messages! Simply record your own voice or a song and surprise your loved ones with a musical greeting card!

MyPostcard video greeting cards are also available in the MyPostcard app. For the visual design, 13 different greeting card layouts are available. Scented postcards with a rose fragrance are also available.



Umbra® frames & posters

These fancy Umbra® frames are especially designed for MyPostcard. Simply upload your desired picture and select an Umbra frame in black, silver or copper. Next, the high-quality photo print is hand-framed before shipping.

The customizable posters are available in A1, A2 and A3. You can choose from different grids that offer space for 12, 24 or 35 photos. Simply select the desired photos and arrange them in any order.

Graffiti artist, designer & business man:

MyPostcard founder & CEO, Oliver Kray



For over 20 years, Oliver Kray has worked as an artist and designer in various segments of the interior industry and has been awarded several facade prizes, including the prestigious German **Fassadenpreis**.

After his studies in fashion design at the renowned Lette-Verein in Berlin, he founded his first company and launched his own children's fashion collection on the European market under the label, "**Colors of Berlin**".

Oliver Kray then worked as a product designer for major brands such as **LEONARDO Glass, Rasch Wallpaper, Audi and Sixt**. In 2012, he designed several designer bakeries for the Berlin-based

self-service bakery chain, **MaitreBack**. His colorful facade artworks adorn single- and multi-family homes, hotels and corporate buildings throughout Germany. One very extensive project was the **world's largest Mercedes star**, which he sprayed onto the roof of the Mercedes-Benz Arena in Berlin within two weeks.

With his experience and focus on innovation and digitalization, Oliver Kray is constantly driving the global expansion and product enhancement of MyPostcard.

Oliver Kray lives and works in Berlin and New York and still works as a freelance designer alongside MyPostcard.

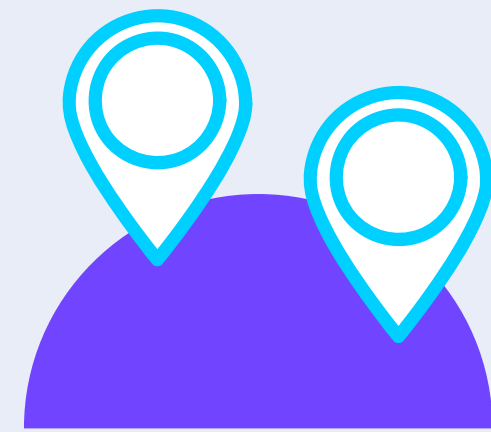
Factsheet

CEO: Oliver Kray

COO/CTO: Marco Hülsmann



Since May
2014



BERLIN, Germany
NEW YORK, USA



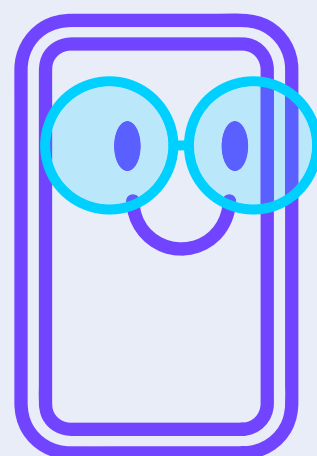
35 Team members
(and growing!)

PRODUCTS

70.000+ DESIGN TEMPLATES

** The world's largest postcard offering!*

AUDIO & VIDEO CARDS (and more to come!)



USER EXPERIENCE

- Intuitive handling
- Graphical user interface
- Available worldwide

6.000.000+ DOWNLOADS

SOCIAL ENGAGEMENT

MyPostcard supports various social projects worldwide, among others:

- **Amnesty International**
- **All-Out.org**
- **Terre des Femmes**
- The **#FreeDeniz** campaign in cooperation with N24 / Axel Springer
- **The Rotary International Club**
- **Postcards To Voters**
- **The American Heart Association**

AWARDS



- Deloitte Technology Fast 50 Award 2019-2021
- Deutscher Marketing Preis 2021 - Finalist
- Focus Business Wachstumschampion 2020 & 2021
- 1000 Fastest Growing Companies 2020 - 2022
- German Stevie Award 2020 - 2022
- International Best in Business Awards - Gold Globee® Winner 2021
- European Content Awards 2022 - Finalist
- Licensing International Germany Award 2020
- German Innovation Award 2022

AVAILABLE IN



PLATFORMS

WEB
www.mypostcard.com

APP
iOS (4.7 Stars)
Google Play Store (4.1 Stars)
Huawei App Gallery

Awards



Social Commitment



Featured in



FAQ's

How does MyPostcard differ from other providers?

MyPostcard is the most successful provider of postcards and greeting cards which can be sent either online or directly via app. With over 70,000 designs, MyPostcard has the widest selection of design templates worldwide and has been downloaded more than three million times. So far, over ten million cards have been sent worldwide via the MyPostcard app. Each year, more than three million postcards and greeting cards are sent. On top of all this, MyPostcard is the most committed company in its industry when it comes to supporting social projects worldwide.

Who uses the MyPostcard app?

The MyPostcard app is predominantly

used by people aged between 25 and 45, including young couples and families with children. A significant proportion of users are also accounted for by people in the age range of 50 plus.

Who creates the design templates and why are there price differences between different designs?

With over 70,000 design templates available - and new designs being added daily - MyPostcard is the biggest postcard platform and publisher in the world. Independent artists, brands, licensors, as well as our internal graphic designers publish their work on MyPostcard, meaning prices vary accordingly. It's this that gives the product range such variation - including beloved characters like Diddl Mouse and Bibi Blocksberg. The company aims to establish the platform worldwide as a place for wide-reach influencers to expand their brand on MyPostcard.

How does printing, stamping and shipping work?

MyPostcard partners with printing houses in various locations worldwide to ensure the speediest delivery possible. Among these are two printing houses in the USA - in Denver, Colorado and New York City; one in Melbourne, Australia; another in Berlin, Germany; and most recently, in Guernsey, UK. Depending on their destination, postcards are printed efficiently in the appropriate printing house and sent out within 24 hours on weekdays. In the course of internationalization, increased cooperation with printing companies worldwide is planned.

What happens if postcards do not arrive?

Should a postcard get lost in the post and not arrive, the postcard will be reprinted and sent again, free of charge. Alternatively, the amount may be refunded.

Brand Assets



Logos



PR images



Get in touch

If you have any further questions or would like to try our products, please do not hesitate to contact us.



Marisa David
MyPostcard.com GmbH

Hohenzollerndamm 3
10717 Berlin
Tel.+49 170 3425691
marisa.david@mypostcard.com



Anna-Katharina Sobotta
schoesslers GmbH

Neue Grünstr. 17/18
10179 Berlin
Tel: +49 175 1198 151
anna.sobotta@schoesslers.com