

MyPostcard Welcomes PenPal into Its Family

Berlin, 31.05.2023 - MyPostcard is pleased to announce the acquisition of PenPal, a thoughtful social platform, into its ecosystem.

The Berlin company is thrilled to see PenPal, a platform committed to reducing loneliness and fostering genuine human connection, join the MyPostcard family. This transition marks an exciting time for both parties as we see a promising future in our combined efforts.

PenPal has been successful in creating a space for meaningful friendships, approaching 100k users from every country in the world, and facilitating over half a million monthly interactions since its pre-seed funding round last year.

As PenPal integrates with MyPostcard, its co-founder, Felix Wunderlich, is set to embark on his next entrepreneurial journey. MyPostcard would like to extend heartfelt thanks to Felix for his vision and dedication.

“From PenPals beginnings as just a vision to becoming a business that means a lot to so many people, it’s been such an exciting journey. I’m happy to see it grow and evolve as a part of the acquisition by MyPostcard. There’s a clear strategic alignment that offers a promising future.”, says Felix Wunderlich, Co-Founder of PenPal.

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 widest 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 app 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 the [Huawei App Store](#) (5.0 stars). The app is currently available worldwide in eight languages.

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

FOR MORE INFORMATION OR INQUIRIES:

Marisa David

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

Stefanie Müller

schoesslers GmbH
Leipziger Straße 126
10117 Berlin
Tel: +49 1757492999
stefanie.mueller@schoesslers.com