

MyPostcard is again among Germany's growth champions

Berlin, October 25th, 2023 - The postcard app MyPostcard announces that it has once again been included in the prestigious FOCUS Wachtsumschampions 2024 ranking. Among the 1,414 participating companies, MyPostcard ranks 462nd, and 47th in the retail sector (incl. mail order and e-commerce).

The annual "Growth Champions" ranking by Statista and FOCUS is a hallmark of entrepreneurial achievement and recognizes companies with remarkable growth rates and business development strategies. In 2023, independent companies with a minimum revenue of 100,000 euros in 2019 and a revenue of at least 1.8 million euros in the previous year were eligible to participate. Despite the economically uncertain situation for the entire e-commerce industry, MyPostcard reported a growth rate of 12 percent this year.

The 500 companies that made it into the list of fastest-growing companies are published online at www.focusbusiness.de and in print by FOCUS-Business.

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 3.3 million people.

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/>.

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