



MyPostcard

# PRESS KIT

# MyPostcard: breathing life back into postcards

Upload a photo, add text, enter an address and click send – **and that's it**. The photo gets mailed off as a real, completely personal postcard and holiday greeting for family or friends. **The Berlin based start-up, MyPostcard, is bringing the postcard into the digital age.**

MyPostcard is an app which allows you to send your own photos as real postcards anywhere worldwide. From a selection of **over 50,000 designs**, users are able to select the appropriate template to match their image, text and occasion, and personalize it accordingly. With prices starting at just US\$2.29, you can send this very personal greeting all over the world. Premium and XXL cards can also be individually ordered. MyPostcard takes care of the printing, stamping and worldwide shipping of postcards.

**Designer and graffiti artist Oliver Kray launched MyPostcard in May 2014 in Berlin.** Since then, he has built the start-up company into the most successful provider of postcards and greeting cards sent directly by app. MyPostcard now offers the largest selection of design templates out there and has been downloaded by app over three million times. More than ten million cards have been mailed worldwide via the MyPostcard app so far. As well as photo postcards, MyPostcard also offers photo greeting cards, postcard and greeting card sets and even photo prints.

**In October 2016, the German Federal Ministry for Economic Affairs and Energy selected MyPostcard to participate in the development program, German Accelerator.** The program supports up and coming German start-ups in gaining a foothold in the US market. Since 2016, MyPostcard has been active in the US market from its office base in New York. In addition to this, the company has won a place on Facebook's own new accelerator program, "FbStart" in the USA.

**In 2018, Deutsche Post AG merged its Funcard app with MyPostcard, entering into a long-term cooperation with the market leader in postcard apps, MyPostcard.** Funcard app users experienced an easy switch to the MyPostcard app and were offered free credit to get themselves started. Since 01.12.2018, the Funcard app has been unavailable to download.

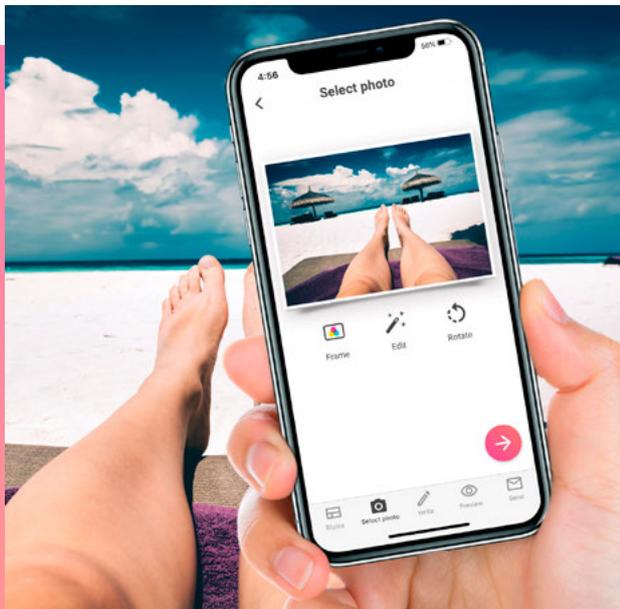
In November 2019 MyPostcard was honored with the **Deloitte Technology Fast 50 Award**, meaning it belongs to the top 50 fastest-growing technology companies in Germany.

According to the **ranking of the Financial Times 2020 MyPostcard belongs to the Top 1000 Fastest Growing Companies in Europe**, and in the E-commerce category, even scores 19th place.

**Social commitments are very important to the 30-strong MyPostcard team.** MyPostcard currently supports various social projects worldwide, including the American Heart Association, All Out, Rotary International Club, Terre des Femmes and International Society for Human Rights.



# Reach the whole world at the click of a button: here's how MyPostcard works



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** and over 50,000 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 entering the address of the recipient and confirming the order, the postcard is **processed within 24 hours on weekdays**. Orders received on the weekend are printed and sent on Monday mornings. MyPostcard takes care of printing, stamping and sending the postcard. Regardless of its destination worldwide, postcards are sent **for as little as US\$2.29**. Premium and XXL cards can be ordered individually.



# Graffiti artist, designer and business man: MyPostcard founder, Oliver Kray



**Oliver Kray (born in 1981) is the founder and CEO of MyPostcard.** The designer and façade artist founded the start-up in May 2014.

By the time he'd reached young adulthood, Kray had already made a name for himself across Germany as a graffiti artist. He began his artistic career right after finishing school, at the renowned Lette-Verein, where he studied fashion design. He presented his first fashion collection before he graduated. Shortly after, Kray founded his first company under the name, "Colors of Berlin", bringing his first children's fashion collection to the European market.

As a product designer, he subsequently worked for, among others; Leonardo Glas; the wallpaper manufacturer, Rasch; the car manufacturer, Audi and the car rental company, Sixt. In 2012, he designed several designer bakeries for the self-service bakery company, MaitreBack, in Berlin. As well as working as a designer in these different industries, Kray further developed his reputation as a façade artist and won several prizes in the same including the German Façade Prize.

His colourful façade artworks decorate single or multi-family houses, hotels, company buildings and large tenement houses across the whole of Germany. One such vast project involved creating the world's largest Mercedes star, which he painted on the roof of the Mercedes-Benz Arena in Berlin within two weeks.

In between all this, Kray founded a social media agency with friends, which he left four years later when the idea for MyPostcard began to take shape. Even now, he still works occasionally as a freelance designer outside of MyPostcard. At the moment, Oliver Kray is enthusiastically committed to the global and product expansion of MyPostcard as well as the development of other mobile photo apps. He currently lives and works between Berlin and New York.



# Facts & Figures

<b>Company:</b>	MyPostcard
<b>Website:</b>	<a href="http://www.mypostcard.com">www.mypostcard.com</a>
<b>Market entry:</b>	May 2014
<b>Founder &amp; CEO:</b>	Oliver Kray
<b>Headquarters:</b>	Berlin
<b>Other bases:</b>	New York
<b>Employees:</b>	30
<b>Industry branch:</b>	Tourism / E-Commerce

## Business model:

- Send your own photos by app as printed postcards
- Printed, stamped and mailed by MyPostcard
- Postcard costs start at US\$2.29 including worldwide delivery

## USPs:

- More than 50,000 design templates and as such the widest range worldwide
- International product available anywhere, anytime
- Available in ten languages

## How it works:

1. Download the app
2. Choose a format
3. Choose photos and design
4. Enter the recipient's address
5. Printed, stamped and mailed by MyPostcard



# FAQ

## **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 50,000 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 50,000 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; an-

other 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.

## **Which countries send the most postcards?**

Most postcards come from Europe - especially Spain, Italy, France and the UK - followed by the USA and Australia.

## **How many postcards are sent each year?**

In 2020, three million cards are expected to be sent via MyPostcard.

## **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.

## **What prizes has MyPostcard won?**

In October 2016, the German Federal Ministry for Economic Affairs and Energy selected the company to participate in the development program, German Accelerator. The program helps up and coming German start-ups to gain a foothold in the US market. Since 2016, MyPostcard has set up an additional office in New York and is active in the US market. As well as this, MyPostcard is participating in the new Facebook program "FbStart", which helps start-up companies with technical support.

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## For further information and questions:

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## More information:

### Information

[www.mypostcard.com](http://www.mypostcard.com)

### Facebook

[www.facebook.com/mypostcard/](https://www.facebook.com/mypostcard/)

### Instagram

[www.instagram.com/mypostcardapp/](https://www.instagram.com/mypostcardapp/)

### Wikipedia

<https://de.wikipedia.org/wiki/MyPostcard>



**THANK  
YOU!**