Content

P R E S S   K I T T   P O S T A N D O

About Postando – Individual, Simple, Sustainable

Postando is a German postcard app. The company specializes in the simple dispatch of individual postcards and greeting cards via smartphone. In just four simple steps, every user – young or old – can design their individual postcard with their own photos and send it directly to the mailbox of their loved ones worldwide. Up to six images fit on the front of the card while the back offers space for the personal message, for which different fonts and colors are available. A variety of special motifs is available for popular dates in the year, such as Christmas, Mother's Day or Easter. Thanks to the ingenious usability of the app, Postando users need 33 percent fewer clicks than their competitors to create their postcards. Whether it be from your vacation, as an invitation card, as birthday greeting, for Christmas or just to surprise someone – Postando is the perfect choice for all occasions.

Since July 2019, the company has implemented a video function in its app. This allows users to include moving images of their experiences in their message, so they can share those moments even more intensively with their family and friends. The video embedding works via a QR code, which is individually created for each postcard and is then printed on it. The sender can either select a previously recorded video from their media library or record a new one directly in the app. This way, the vacation greetings can be accompanied by the sounds of the sea with a white sandy beach in the background, or, as another example, new parents can deliver the joyous message of their newborn baby while beaming into the camera and letting the recipients catch a glimpse of their little bundle of joy. After receiving the postcard, the recipient scans the QR code using their Postando app and can then watch the sender's special video message. In addition to the new video function, Postando users now also receive a transmission confirmation as soon as the recipient has scanned the QR code. After scanning, the current transmission status will be immediately communicated to the app which then informs the sender that their card has been received.

The app is available free of charge in the App Store as well as in the Google Play Store. Sending a postcard (including printing and postage) with Postando costs €1.99 – worldwide. The postcard is digitally printed on high-quality paper (350g/qm) in classic postcard format. The shipping time in Germany is only 1-3 working days and 3-7 working days for international shipments. The cards are manually printed out, franked and sent from the Postando office in Frankfurt on a daily basis. Sustainability also plays an important role for the company, not only because it creates sustainable memories, but also because the founders have set themselves the goal to contribute to environmental protection: For instance, Postando does not use harmful UV lacquer and relies on climate-neutral shipping as part of the GOGREEN programme of the German Post. Additionally, the company prints the postcards on CO_2-friendly paper, which saves the CO_2 emissions of approx. 5,000 car

journeys across Germany compared to conventional postcards on the German postcard market.

With the Postando app, users can share their most beautiful moments with their loved ones in the form of a postcard or greeting card. The Postandos are easily and accurately created online and in just a few moments, the user can send an everlasting memory that is sure to put a smile on the recipient's face. Nowadays, smartphones have become an indispensable part of everyday life, so why not preserve old traditions and send a lasting memory to others in just a few steps?
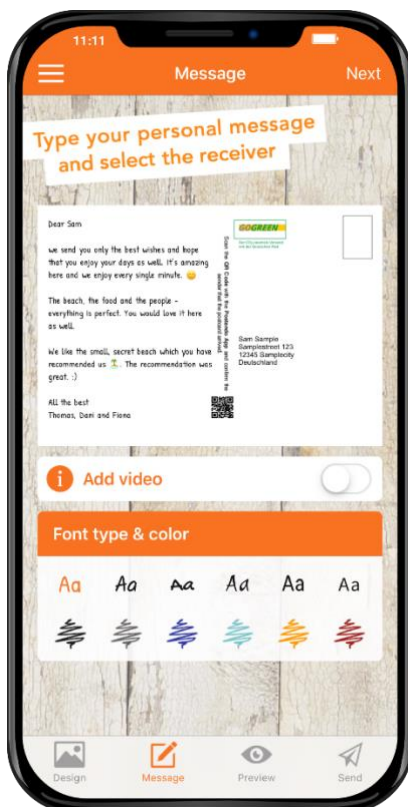
Four Simple Steps to an Individually Designed Postando
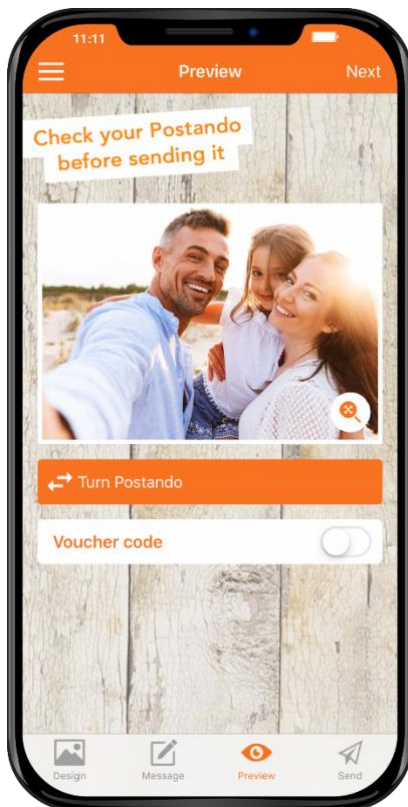
Without Embedment of a Personal Video:
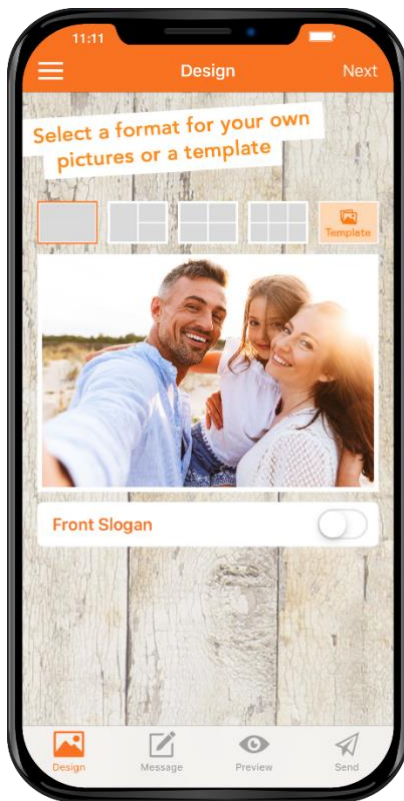
1. STEP

Choose the format of your Postando and select either your own photos, e.g. selfies, group photos or beautiful landscapes, or use one of various templates.

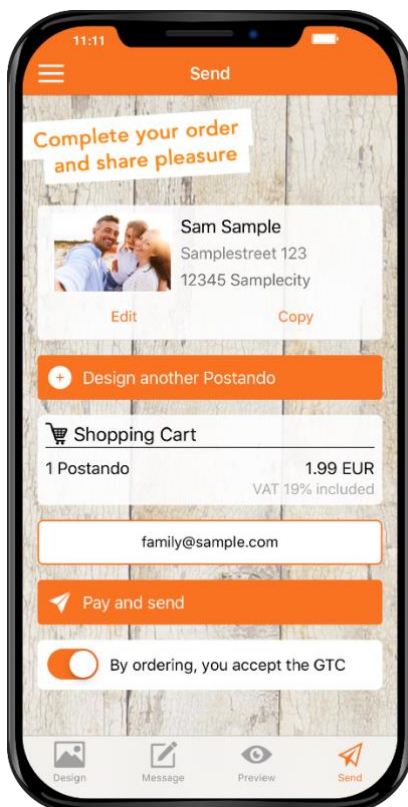
2. STEP

Write a personal message and select the lucky recipient of the Postando.
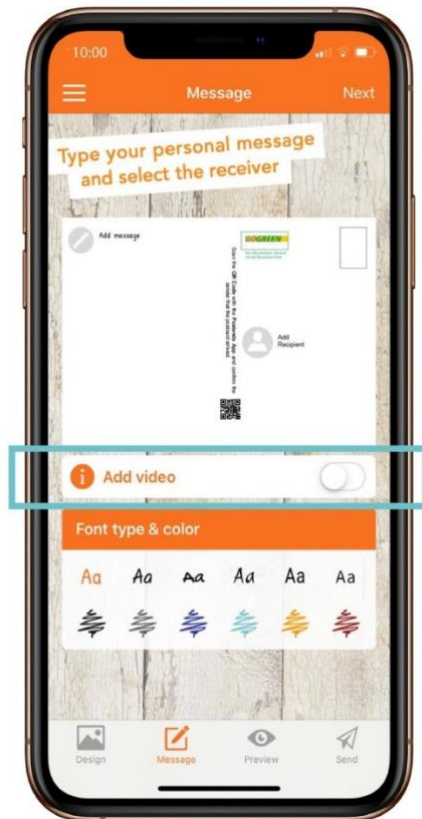
3. STEP

Check the front and back of the individual Postando before final shipping.

4. STEP

Pay and send to gift your recipient an everlasting joy.

With Embedment of a Personal Video:

1. STEP

Check the box "Add video" to embed a personal video in the postcard.
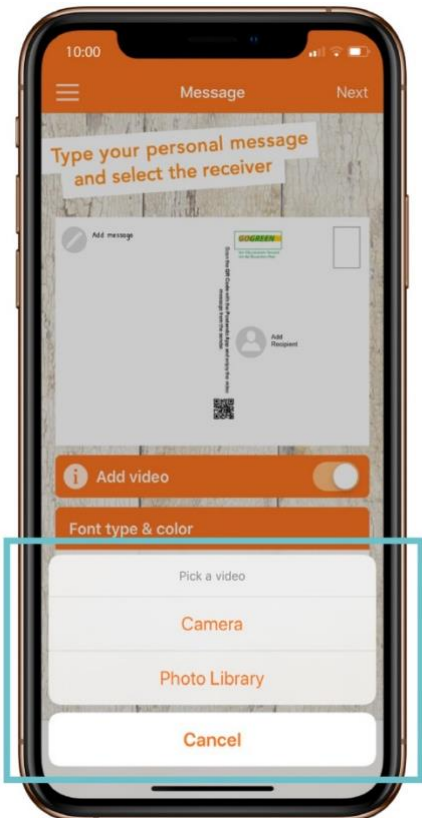
2. STEP

Select the source of the video. You can record a new video or select an existing one.

3. STEP

The recipient scans the QR code on the back of the postcard with the Postando app and gets access to the video.

4. STEP

The personal video message opens directly in the browser and can be viewed again and again.

About Postando's B2B-Portal

Postcard marketing is an innovative instrument for addressing customers. Through the targeted and personal approach, new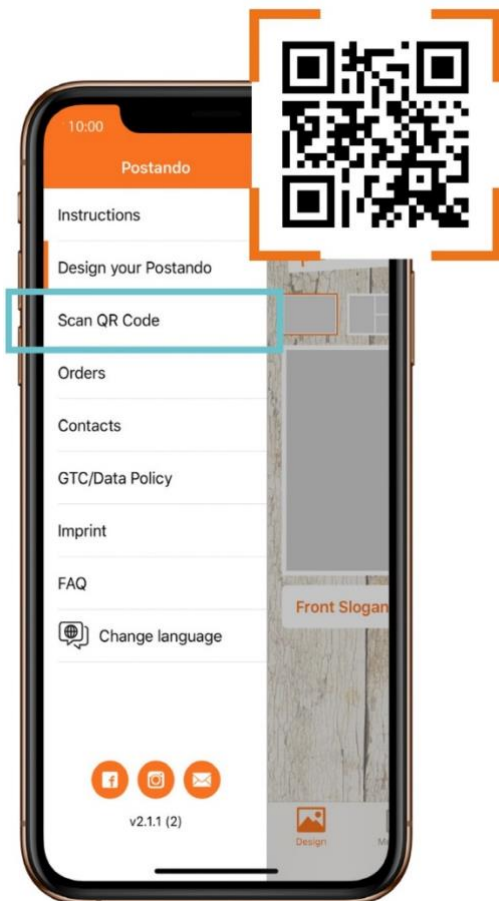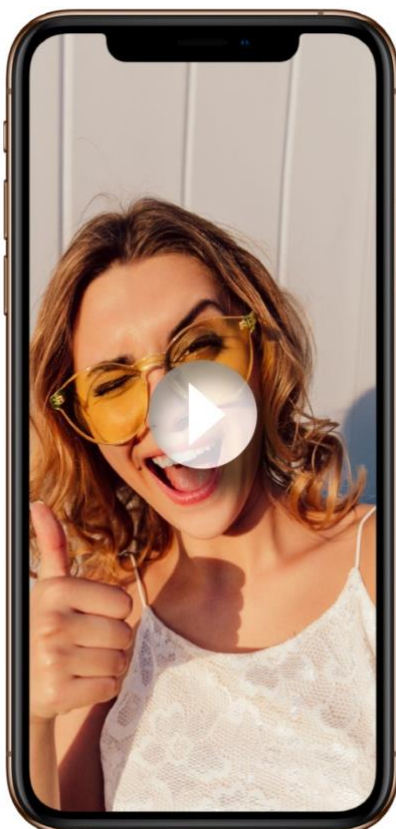 customers can be acquired, while existing customers can be reactivated at various occasions and times. Via the Postando B2B portal, companies create individual and creative cards of high quality and transmit their advertising message to their target group in a personal way. The portal's simple and intuitive handling means that only minimal time is required, enabling the postcard marketing campaign to be implemented quickly. Thanks to the automatic production and the possibility to define the delivery date in advance, even for each postcard individually allows campaigns to be planned and determined in advance. The GDPR-compliant option of providing segmented address data throughout Europe enables companies to address new customers.

Customer Relationship Management with Postando

Likewise, Postando's B2B portal is ideal for the implementation of Customer Relationship Management (CRM) measures. Usually, CRM activities, such as Christmas cards, require a lot of effort and are rarely differentiating from those of competitors: The greeting cards have to be selected and purchased, as well as the envelopes and stamps. Writing, preparing and collecting the signatures for each individual card also costs endless hours. Postando's B2B portal offers an easy solution by quickly implementing all these process steps. Instead of standard letters or e-mails, companies strengthen their customer relationships with individual, creative postcards and thus show their customers how much they value them. As with postcard marketing, the shipping date for each card can be set in advance.

The four simple steps of the B2B-Portal

Whether postcard marketing campaign or CRM measure - the Postando B2B portal convinces by its simple, intuitive and fast operability in only four simple steps. First, the user selects a format and uploads either their own motifs or graphics. In addition, Postando offers templates for various occasions. In the next step, the user writes the personal message, for which they can add personal salutations and customized fonts, and uploads the recipient list. In the third step, the logo of the company as well as a signature can be added and the postcard can be checked again before sending. Finally, the user determines the shipping date and sends the individualized postcard to thousands of personally addressed recipients with one click. The cards will be produced and sent on the desired date.

Data protection

Campaigns via the Postando B2B portal are GDPR -compliant. All partner data is processed within the European Union and can be deleted via automatic deletion concepts after a pre-defined number of days after transmission. In addition, Postando has standard data protection contracts with all partners in accordance with GDPR.

You can find further information at www.postando.de/postkarten-marketing/.

The History of Foundation

The founders Johannes Duttenhöfer and Dennis Goetjes met during their bachelor studies in Osnabruck. Dennis became friends with Christoph Baumann during his Master studies in Vienna and brought the three now best friends together. On a Bali trip at the end of 2015, they first became aware of the difficulties of traditional postcard mailing when they wanted to share the beauty of the island with their relatives and therefore send some cards. At first, they did not find any fitting cards, and then no stamps and no mailbox, and finally, the cards arrived late or even not at all in Germany. Back home Johannes, Dennis and Christoph thought about these issues again. Together, they thought of possibilities to combine traditional postcards with new technologies and make them suitable for the modern world. For the three of them, postcards are an emotional way to share experiences and memories without the temporality of a digital message on Facebook and Co. and therefore something they wanted to preserve.

At research, they came across several apps with which they could create individual postcards, but they found them to be rather confusing. Johannes, Dennis and Christoph wanted to simplify things for the user. In addition, postcard apps on smartphones was still relatively unknown at that time - only one out of ten respondents knew that there was such a thing as a postcard app.

In order to perfect this service and make it accessible to more people, the trio founded their company Postando in April 2016. Only a few months later, in October 2016, the first version of the app was available on the App Store and the Google Play Store. The goal was to make the app as simple and user-friendly as possible, which resulted in many discussions and long nights for the three perfectionists. During the development and final stages of the launch preparation, countless tests were never enough to satisfy all three. The absolute simplification of the app for every user as well as the activation of the first users before the launch were real tests for the best friends and really bound them together as a team. Today, Postando is a well-established company on the postcard app market and convinces its users with its easy handling. The app has a rating of 4.5/5 stars in the Google Play Store.

Future Vision

In the future, the entrepreneurs would like to offer as many people as possible the opportunity to share joy and memories with friends and family with the Postando app as the leading postcard app. Their aim is to ensure that the postcard does not fall into oblivion. "Our children should also know the feeling of joy of opening the mailbox and finding a card in it. We want them to know that there is much more than just digital mass messages via WhatsApp, Instagram and Facebook," say Johannes, Dennis and Christoph.

Simply Share Joy

The Founders

Johannes Duttenhöfer – CEO & Founder

Since 2010, Johannes Duttenhöfer has been working as an investment banker in the equities business at Goldmann Sachs in Frankfurt am Main and advises institutional investors on the selection of equities. Today, he is the Executive Director Head of Enquity Sales for Germany and Austria. As CEO & founder of Postando, he is managing the divisions Sales and Investor Relations.

Dennis Goetjes – Founder

Dennis Goetjes has been working for a management consultancy since 2013 and supports companies in the food and beverage industry. Today, as Principal, he is in charge of the optimization of the supply chain management. His responsibilities as the founder of Postando include finance, HR and service providers.

Christoph Baumann – Founder

From 2012 to 2017, Christoph Baumann was employed at Mondi Group, where he most recently held the position of Head of Commercial Business Solutions. Since 2017, the Postando founder dedicates his entire time working for his own company and is responsible for IT, Data and Operations.

Story Ideas & Interviews

Story Ideas:
- Traditional values reconsidered: How Postando continues evolving the idea of the postcard
- Share joy: Create a real postcard on your smartphone in just four steps
- No more cheesy designs: Create individual postcards with Postando
- Emotional postcards as advertising tool with an opening rate of 100%

Interviews:
- Lifestyle: Postcards as a special gesture in our digital world
- B2B: Postcard marketing as a highly effective tool with high conversion rates for companies in every area of business
- Business: Starting a business with friends, Starting a business parallel to a full-time job, Starting a business from your own resources, Best friends and business partners: Does it work?

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