

MEMRY

Press release

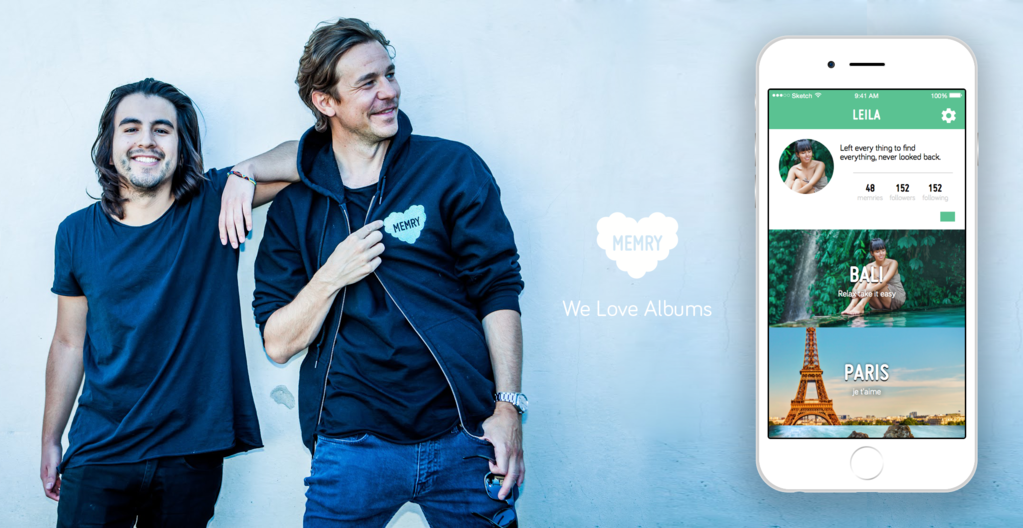
Q3 2015



WE LOVE ALBUMS | WWW.MEMRY.ME

# MEMRY – The Swedes who challenge Facebook!

With an explosion of number of pictures and videos taken, the Swedish Start-up MEMRY now challenge Facebook on creating and sharing Albums!



The founders of MEMRY – Peter Jundin and Pelle Kjellqvist was on the music festival Way Out West in Gothenburg, Sweden, when they first came up with MEMRY. Peter and Pelle was sitting on the train back to Stockholm, going through all the good photos and videos they been taking over the weekend. However, they didn’t want to spam their Instagram feed neither did they want to share their moments to Facebook, which have become a hysteria of links and advertising, as well as people they hardly know. It was cool to have thousands of friends a couple of years ago, but not any longer.

Then and there, late summer 2013, the idea to MEMRY was born. A social platform where users easily can create beautiful, epic albums, combining both photos and videos in the same album, that can either be shared with friends and family or just kept private.

Today MEMRY has a team of 10 people in total, live on AppStore, launching Android in October, to conquer the world ☺

The CEO of MEMRY, Peter Jundin, explains further that there is approximately 180% higher interaction rate on the album format than single photos and status updates. People love albums, telling the full story of their travels, weddings, birthdays etc. Also adding value to smaller events, like dinners, nights out with friends or spending time with your children.

Through MEMRY, we also solve people’s problems with the storage of their photos and videos, by being sorted into albums. All MEMRY albums created, are automatically stored in the MEMRY Cloud, so our users always have their important and most precious moments safely stored, even if you would delete the photos and videos on your phone because of lack of space, or by mistake.

According to a new survey from august 2015, made by the Swedish research institute Novus in Stockholm, more than 50% of all survey attendees (3.038 people), had the problem of running out of space on their smartphones, which means not being able to take any more photos or videos. The majority of these people (73%) deleted their old photos and videos, in order to take new photos and videos.

The future of MEMRY includes a web based photobook function, printing physical photobooks out of your MEMRY albums, launching in Q4 2015, together with one of the world leading companies within supply chain, print and packaging and e-commerce – Elanders Group. Within 90 seconds, you will be able to create a photobook of selected MEMRY albums, sent to your location, all around the world.

# About MEMRY

MEMRY is a registered trademark.

Peter Jundin, CEO and Co-founder, graduate economist, from London, University of Westminster, 35 years old. Previously Peter has worked as a search analyst on Keybroker, Digital director on Bonnier, and as a Performance marketing manager and digital project leader on the media agency Starcom in Stockholm.

Pelle Kjellqvist, CCO and Co-founder, digital strategist from Hyper Island Stockholm & Karlskrona, 25 years old. Previously Pelle has worked as Art Director on Digitas Stockholm and Starcom Stockholm.

Contact:

**Peter Jundin**

CEO & Co-founder

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