

# NL crypto stamp 2022

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Pionier m  
de alleree  
NL crypto  
Het nieuwe verzame

28 november 2023



# Why Cooperation with the Austrian Crypto Stamp platform ?

## Win win effect of the crypto stamp family



### Expience

Marketing and sales experience

Make use of existing content + development

Riding on the latest technology



### Lower costs

Less development costs

Use content

Joint design team



### Platform

Use of existing onchain cryptostamp.com

Activation twin technique on cryptostamp.com

Easy access global crypto consumers



### PR-value

Global crypto consumer

Triple issue has added value for the collector



### Revenue

Additional revenue existing foreign customers

Triple issue generates additional revenue



De eerste NL  
crypto stamp:  
die wil je toch  
hebben?

Reserveer 'm nu

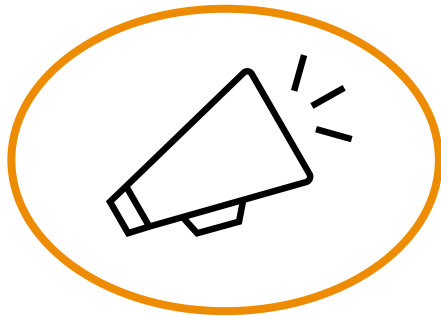
# First NL crypto stamp 2022



# Highlights 2022

Joint journey from announcement until the gold edition

25. May  
Joint-issue  
announcement



10. August  
Campaign



Chase



2. September  
Pre sale  
Exhibition



22. september  
Main sale



22. November  
GOLD EDITION



# Campaign NL crypto stamp 2022

Succesful with Dutch partner: Crypto Insiders platform

## Campaign

- Objective: Awareness & sales to new target group



## PostNL results

- Highly visible in the target group social network.
- Videos high watch interest (70%) and click rate (278%)
- Brand lift score 10.9%!!
- PR value + €500.000!
- Sales in 32 countries



## Crypto Insiders platform

- Reach 700k people
- Successful use of Influencers



# Products NL crypto stamp 2022

NL crypto stamp / NL crypto stamp Gold Edition



NL crypto stamp



Stamped sheet



Duo-box

All sold out!



Stamp book



First day cover



NL crypto stamp  
GOLD EDITION

# NL crypto stamp 2 – lion 2023



# NL crypto stamp 2 – lion 2023

The crypto family is expanding!

The lion roars in three countries!

PostNL, POST Luxembourg and Österreichische Post released simultaneously their own crypto stamps based on the same design concept and symbol (the lion).

With different graphics and a different country and value designation.





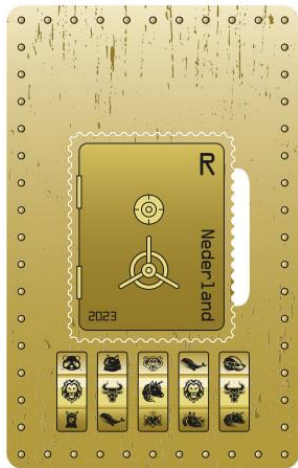
# NL crypto stamp safe 2023

## Innovation with a new crypto stamp safe

PostNL also released the NL crypto stamp safe in three variants: Dummy, Bottle and Rainbow

The NL crypto stamp safe enables customers to discover a new digital twin (NFT), as a magic symbol with a certain rarity is hidden behind the door of each safe.

If you combine the NFT symbols of the safe stamps with the digital twin of the NL crypto stamp 2 – lion or the NL crypto stamp- bull, the NFT symbol transfers (morphing) into a new motif (a new NFT).



# Campaign NL crypto stamp 2023

Successful with Dutch partner: Crypto Insiders platform

## Campaign

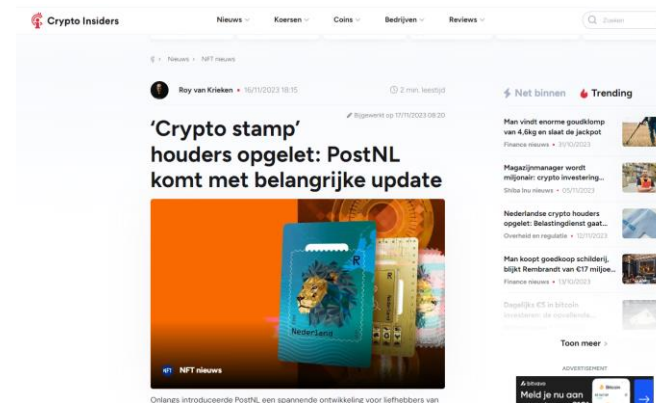
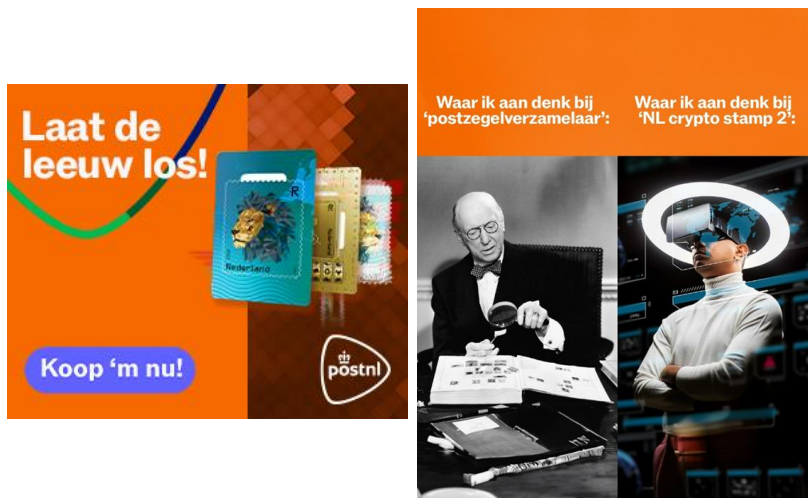
- Objective: Awareness & sales to crypto target group

## Crypto Insiders platform

- Reach 900k people
- Successful use of Influencers

## PostNL first results

- Highly visible in the target group social network.
- Videos high watch interest (67%)



# NL crypto stamp 2 Gold Edition 2023

NEWS: Release on Thursday 30th November 12.00 CET!



**Who will join  
our Crypto  
Stamp Family  
next year...??**

