

Albert launches in Romania – scaling into new markets after a successful pilot project

eEducation Albert ("Albert"), a leading Nordic EdTech company, is now launching Albert Junior in Romania. The launch is a strategic step towards profitability and sustainable growth. By entering new markets and optimising marketing efforts, more customers can be attracted without increasing the customer acquisition cost per user.

Following a successful pilot project, Albert is focusing on expansion by launching Albert Junior for children aged 3-9 in the Romanian market. Albert has been refining its existing marketing efforts for some time, resulting in the highest lifetime value (LTV) per customer ever recorded this spring. At the same time, Albert sees opportunities to further optimise customer acquisition costs, leading to the decision to expand into more markets and leverage its scalable business model.

During the pilot project, Albert observed a high level of interest in the Romanian market, and the launch will include subjects such as mathematics, English, and programming.

"Establishing ourselves in Romania is an important step in our strategy to ensure profitable growth. With our business model, which has proven to be scalable in existing markets, we see great potential in expanding into new regions where we can benefit from economies of scale while keeping costs low," says Jonas Mårtensson, CEO of the Albert Group.

Maria Alexandru, the project manager for the app and the Romanian launch, who has Romanian roots and a deep understanding of the local market, has played a key role in ensuring a smooth launch.

"Our market research and pilot study clearly showed a lack of strong local educational products in Romania, and the interest in Albert has been significant. Leading the launch in my home country has been a great honour for me. By combining our local insights with Albert's strong product, we've created a solid foundation for long-term success in Romania," says Maria Alexandru, Project Manager for Albert Junior and the Romanian launch.

The Romanian launch is a key strategic initiative aimed at maximizing both profitability and growth in volume. By scaling into new markets where demand is high and customer acquisition costs can be kept low, Albert is strengthening its position as a leading player in digital education.

The Romanian website is salutalbert.ro, and the app is available for download on the App Store and Google Play.

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About eEducation Albert AB (publ)

The Albert Group develops and sells edtech products for schools and consumers. The company was founded in 2015 with the goal of democratizing education and providing every child the opportunity to reach their full potential. The product portfolio includes educational apps, educational videos, and physical learning products under the brands Albert, Jaramba, Holy Owly, Film & Skola, Strawbees, and Sumdog. Since the products were launched, they have helped more than ten million children make learning engaging and personalized. The company is headquartered in Gothenburg, Sweden, and operates actively in several countries in Europe, the USA, and Asia. Albert is listed on Nasdaq First North Growth Market with the ticker symbol ALBERT. The company's certified adviser is Carnegie Investment Bank AB (publ), +46 (0) 73 856 42 65, certifiedadviser@carnegie.se.

Read more at investors.hejalbert.se

Attachments

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