

Albert invests heavily in languages - launches the app Holy Owly in Sweden

In 2022, eEducation Albert ("Albert"), a leading Nordic EdTech player, acquired French EdTech company Kids MBA SAS ("Holy Owly"), whose application offers language learning for children in the languages English, French and Spanish. As Albert can see great potential for Holy Owly also in the Nordic region, the app is now being launched in Sweden.

Last year, Albert broadened its offering through the acquisition of three new companies, Holy Owly, Strawbees and Film & Skola, where Holy Owly enables language learning for children aged 3–12. Their application offers a unique learning method that focuses on microlearning and gives children an opportunity to learn a second language from an early age by sitting only 5 minutes a day. The learning method has been developed with educators and linguists and thanks to the unique method, Holy Owly has become a well-known and popular brand on the French market.

The launch will initially take place in Sweden where Albert can leverage its market position and brand awareness to introduce Holy Owly. Initially, Holy Owly will be offered as a separate subscription under its own brand, but the plan is also to explore different types of bundling within the Albert group.

"Language skills are an undeniable asset for children's professional future. My expatriation to China with my family quickly made me realize that children have clear advantages when it comes to learning several languages. Insights that I brought home to France which resulted in Holy Owly. We could see a great demand from parents in the French market right from the start and we are pleased to now also launch in the Nordic market," says Stéphanie Bourgeois, CEO & Co-founder of Holy Owly.

"We have developed a 7-step method, based on advanced voice recognition, where children can easily and fun improve their language skills in just 5 minutes a day. By using the app daily, children will quickly build up a strong vocabulary and learn correct pronunciation. Developed by experienced teachers and linguists, this unique game-based method has already helped over 300,000 children in France master a foreign language. We are now very happy to be able to offer Holy Owly also to Swedish families " says Melody Salgado, digital educator at Holy Owly.

Jonas Mårtensson, COO at Albert agrees and adds:

"For children growing up in Sweden, learning new languages is very important to understand information in foreign languages and communicate with people from other countries. Holy Owly is an excellent tool for children to learn new languages in an interactive way, with minimal effort per day. We are therefore very pleased to now be able to offer Holy Owly also in our Swedish home market. This is also an important milestone for us as a company. Through Holy Owly, we will grow in the Nordic market for language apps. I am also very proud of how quickly we integrated Holy Owly as a product and organization into the Albert Group and can now see clear value from our acquisition earlier this year."

Holy Owly can be found here: se.holyowly.com

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About eEducation Albert AB (publ)

Albert is the children's digital teacher, who since the start in 2016 has helped over 500,000 families with homework via mobile devices. Albert's apps are aimed at younger (1-9 years) and older children (10-16 years) and include subjects such as Mathematics, English, Geography, Code and Reading & Writing. Albert was founded in 2016 by two friends in Gothenburg with a clear goal - to democratize knowledge through technology - and that is what drives us even today. Albert is listed on the Nasdaq First North Growth Market with the short name (ticker) ALBERT. The company's certified adviser is Erik Penser Bank, certifiedadviser@penser.se

Read more at investors.hejalbert.se

Attachments

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