

eEducation Albert signs license agreement with Bonnierförlagen

eEducation Albert, a leading Nordic EdTech player, has today entered into a licensing agreement with Bonnier publishers regarding content from Albert Junior with the aim of launching a mathematics book for the age category 6-9 years.

The content to be licensed relates to eEducation Albert's IP rights such as characters in Albert Junior. This is with the aim that Bonnierförlagen will launch "Learn with Albert: The Math Adventure", a mathematics book for children in the age category 6-9 years. eEducation Albert will receive a one-time fee in connection with the delivery of the script for the book and a royalty based on the sale of the book.

"Albert has since the beginning worked focused on democratizing education and it is very fun to now be able to make this possible by analogy with Bonnierförlagen. We are excited about the possibility of being able to add another channel where we effectively reach our target group in a relevant context. We are convinced that together with Bonnier we can create the right conditions to promote each other's business while we help even more families with children with fun and qualitative learning in accordance with the current curriculum ", says Kajsa Lernestål, Head of Marketing at Albert.

"At Bonnier Carlsen, we are always looking for new ways to create books that are both fun and educational. To now be able to collaborate with Albert to support families with children with quality content that contributes to raising children's knowledge levels feels very exciting", says Ana Rodrigo Höjer, Marketing Manager at Bonnier Carlsen.

The license agreement is entered into immediately and Albert will receive compensation in connection with the script for the book being delivered during the fourth quarter of 2022. The book is expected to be for sale during the second quarter of 2023. The license agreement is expected to have a marginal positive effect on eEducation Albert's results in 2023. In Sweden and discussions on more topics as well as several Nordic countries will take place if the book release in Sweden is successful.

For additional information, please contact:

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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 300,000 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, 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 FNCA Sweden AB, info@fnca.se, +46 (0) 8528 00 399.

Read more at investors.hejalbert.se

Attachments

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