

Sumdog signs a new school agreement - strengthens B2B business area in the US

Sumdog, a wholly owned subsidiary of the eEducation Albert Group, has a digital education product that is well adapted to the U.S. school system and now one of the largest school companies in St. Joseph County, Indiana, the South Bend Community School Corporation (SBCSC), has decided to purchase Sumdog's platform for its schools. The deal is annually at 57,000 USD and is paid in advance every year.

The SBSCS is St Joseph County's oldest and largest school corporation, serving a diverse K-12 population of 16,000 students. Sumdog's games-based adaptive maths practice and online contests were recognised by former principal, Deb Martin, as having a positive impact on student engagement and motivation in her school, and SBSCS has now made the decision to purchase Sumdog for all schools in the group.

"Bringing in such a large school group is a stamp of quality for Sumdog and its products. We also believe that this order will act as a reference case and create additional value and facilitate new orders in the US. It also makes us extra happy to see our changed sales strategy with a focus on larger customers now bear fruit and we look forward to strengthening the contribution of B2B sales in the Group." says Arta Mandegari and Salman Eskandari, co-founders of Albert

Sumdog's product includes game-based and adaptive math exercises specializing in online competitions, which is a good fit for SBSCS as they launch a district-wide math competition for students and teachers later this year. Sumdog's math competitions provide students with individually tailored math questions so that everyone can compete at their own level and any class can win. When ran district-wide, they create a fun and competitive environment within the classroom and build a sense of community across school groups.

"Through the roll-out of Sumdog across SBCSC, we're confident that thousands of students will be able to access and enjoy their maths practice. We're looking forward to working with educators across the schools on the first district-wide contest and playing our part in their mission of ensuring all students achieve academic and personal success." says Tom Owen, Head of New Business Sales, Sumdog.

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 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, +46 (0) 8463 80 00

Read more at investors.hejalbert.se

Attachments

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