

## Albert initiates collaboration on language apps for older children

eEducation Albert ("Albert"), a leading Nordic EdTech player, has today entered a license agreement with Simya Solutions Ltd. ("Simya") regarding content for language apps for children 13-16 years. Through the agreement, Albert will broaden its product offering in all its markets, with launch planned to take place during the second quarter of 2022.

The licensed content is currently offered through Simya's app Ling, with overall high ratings in App Store and Google Play. Ling is currently used by millions of users in markets mainly outside Europe. Through the collaboration, Albert will be able to offer children 13-16 years the opportunity to learn more languages. Initially, it covers English, German, French, Spanish and Italian. The collaboration is in line with Albert's ambition to broaden the product offering for older children in all its markets. Currently, only mathematics and, in some markets, geography are offered to the older age category.

Arta Mandegari and Salman Eskandari, founders of Albert, said: "Language is high on our customers' wish list when it comes to new products. We are therefore pleased to initiate this collaboration where we will license well-proven content and offer it to the older age categories in all our markets. By offering language learning, we create even better conditions for continued growth, while the licensing structure is a time and cost effective way to evaluate the value of a new service, ahead of the decision to own the content."

Both integration and launch of the content are planned to the second quarter of 2022. The pilot agreement runs until the end of 2022.

### For additional information, please contact:

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### About Us

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Albert is the children's digital teacher, who since the start in 2016 has helped over 275,000 families with homework via mobile devices. Albert's apps are aimed at younger (3-9 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](mailto:info@fnca.se), +46 (0) 8528 00 399.

Read more at [investors.hejalbert.se](http://investors.hejalbert.se)

## Attachments

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