

Albert broadens its range - launches Bamse in the Jaramba app

New content with the children's favorite character Bamse is now being launched in the app "Jaramba", a wholly-owned subsidiary of eEducation Albert ("Albert"). The addition of the popular and well-known character Bamse is expected to drive both new and existing users to the app.

In July 2022, Albert was able to announce a brand new collaboration with Story House Egmont ("Egmont"). The collaboration includes a licensing that gives Albert the opportunity to use the character Bamse in the app "Jaramba" in the form of interactive exercises and games. The collaboration is launched today and Albert can now offer children to learn together with Bamse.

Albert provides children and young people with digital tools so that they can find joy in learning at their own pace from an early age. In 2022, the Jaramba app was acquired, where younger children aged 2-5 have access to over 800 films, books, songs and games that inspire children to play their way to knowledge. The app already has well-known characters such as Babblarna, Hello Kitty and Pino and now also Bamse.

Both parties see great potential in the collaboration and there are strong synergies between Albert's values of giving children and young people a positive relationship with education and Bamse's tradition of spreading knowledge to children.

- We are happy about the collaboration with Jaramba and look forward to more children being able to play and learn with Bamse and his friends. Spreading knowledge with the help of Bamse is something that Bamse's creator Rune Andréasson did back in the 60s, says Charlotta Borelius, Development Manager at Egmont.

- We have seen a great interest in having characters from well-known brands and children's characters in Jaramba, both from existing and new users. To now be able to present Bamse in the app feels incredibly fun! We strongly believe that this will contribute to an increased incentive for children to use the app and build on their knowledge bank, while we can also attract new users to the app, says Kajsa Lernestål, Head of Marketing at Albert.

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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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