

## Sumdog, a company within the Albert group, pivots its business model to drive growth and profitability

**Sumdog, a company within the eEducation Albert Group is replacing its free-of-charge subscription with a low-priced premium plan in order to drive revenues, increase profitability and ultimately make a greater educational impact with improved products.**

Sumdog provides a games-based online maths and spelling practice service to schools throughout the UK and USA. Since 2010, they have offered a freemium maths subscription to help engage learners through adaptive learning games and regular online maths contests. Sumdog has seen millions of children enjoy using their product, however, in line with their mission to close the attainment gap, they now recognise that it is their Premium paid-for subscription that can have a real impact on learners and help children reach their full potential.

Sumdog has therefore made the decision to remove its freemium subscription and focus on a Premium service to enable future growth for the company. The revenue growth resulting from this change will become clear by the end of Q2 2023. The initial response from teachers suggests the financial impact will be positive.

*"With over ten thousand schools using the free Sumdog service it was a big decision for us to move to a paid-only business model. Sumdog staff have worked hard to ensure a smooth transition and to minimise any brand risks. I am pleased to say that the initial response from teachers has been overwhelmingly understanding of the change. It's early days, however initial metrics point to revenue growth as a result of the change."* Andrew Hall, CEO Sumdog

*"This is a significant change that has been thoroughly planned and well thought through. We are happy to see that Sumdog management has had a close communication with teachers, users and schools in order to make this switch in business model seamless and long-term sustainable. Furthermore, we are proud that we can deliver this change without sacrificing our companies' main missions to democratize learning and to close children's attainment gap. Therefore, the team is simultaneously launching a low-priced premium plan validated to be affordable for the many."* Arta Mandegari and Salman Eskandari, co-founders of Albert

On 27 February 2023, Sumdog notified over 400,000 teachers with freemium accounts that from April 2023 there would be a requirement to pay to continue with their existing Sumdog account. To help support any teachers who may not be able to pay, Sumdog have provided a number of options including a grants scheme to help as many schools as possible continue with Sumdog.

**For additional information, please contact:**

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## About eEducation Albert AB (publ)

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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](mailto:certifiedadviser@penser.se), +46 (0) 8463 80 00

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

## Attachments

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