

eEducation Albert signs pilot agreement for the sale of Albert's licenses in MediaMarkt's stores

eEducation Albert, a leading Nordic EdTech player, has today entered into a collaboration agreement with Impressive Relations AB with the purpose of driving sales of Albert subscriptions to families with children in MediaMarkt's stores.

The agreement is a pilot agreement which runs until the end of April 2023. Albert commits to train Impressive Relations staff within its entire product portfolio to give potential customers in the best possible in-store demonstration and walkthrough of Albert's product portfolio.

"From the inception, Albert has worked focused on democratizing education and it is great fun to now be able to make this possible together with Impressive Relations and MediaMarkt. We are excited about the opportunity to give families a proper demonstration of our digital education platform live in stores and see this as an additional vehicle and channel to reach out and educate the market about our platform. We are impressed by the results generated for other brands and see this as a high-quality but also cost-effective forum for a dialogue with potential customers. We believe this collaboration and channel complements our existing digital marketing mix and customer acquisition channels well," says Kajsa Lernerstål, Head of Marketing at Albert.

The collaboration agreement is entered into immediately with a pilot period of approximately three (3) months and Impressive Relations will receive a fixed compensation per generated customer for Albert. If the agreement is not terminated by either party at the pilot's expiration date, the agreement is automatically continued. The agreement doesn't guarantee any minimum volumes but when fully rolled out it indicates approximately 2.500 customer meetings per day.

For additional information, please contact:

Martin Dahlgren, Head of Finance
Mobile: +46 (0)73 909 26 31
Email: martin@hejalbert.se

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 Erik Penser Bank, certifiedadviser@penser.se, +46 (0) 8463 80 00

Read more at investors.hejalbert.se

Attachments

eEducation Albert signs pilot agreement for the sale of Albert's licenses in MediaMarkt's stores