2024

Annual report

albert GROUP

Contents

Introduction to eEducation Albert AB

The Albert Group develops and sells EdTech products for schools and consumers.

The company was founded in 2015 with the goal of democratising education and giving every child the opportunity to reach their full potential. The company makes learning engaging and individualised through a product portfolio of educational apps, educational videos and physical learning products. The portfolio includes the brands Albert Junior, Albert Teen, Jaramba, Holy Owly, Film & Skola, Strawbees and Sumdog.

The consumer products are provided through apps for a fixed annual or monthly fee, which are made available on the Apple App Store, Google Play and Amazon Store. The school products are sold through direct sales for a fixed annual fee or a one-off payment. The company is mainly active in the Nordic countries, the United Kingdom and the US, but is also active in several markets in Europe and Asia. Based on the company's own research, the company is a leading player in the B2C segment in the Nordics regarding digital education services with in-depth learning content. Since the company was founded, Albert has helped millions of children worldwide with learning. The company has its headquarters in Gothenburg, Sweden, and local organisations in the UK and the US.

178m net revenue

+9 markets

15 products

103 employees

6 trademarks

Key figures in focus

Tusentals SEK	2024	2023	2022	2021	2020
Net sales	177,791	177,893	101,796	62,564	23,907
Percentage change compared to comparison period	*0%*	*75%*	*63%*	*162%*	*220%*
EBITDA	-30,706	-6,251	-69,383	-52,269	-20,882
EBITDA MARGINAL (%)	-17%	-4%	-68%	-84%	-87%
EBITA	-45,984	-25,096	-78,888	-57,113	-26,153
Profit before tax for the period	-113,666	-85,157	-102,445	-57,264	-26,381
Percentage change compared to comparison period	*-33%*	*-17%*	*-79%*	*-117%*	*-80%*
Profit/loss for the period	-104,789	-79,897	-97,664	-57,264	-26,381
Earnings per share (SEK)*	-4.17	-3.18	-5.51	-3.26	-2.72
Cash flow from operating activities	-26,915	-17,880	-65,479	-51,513	-11,907
Cash flow for the period	-36,787	-22,217	-148,211	182,968	47,821

*Refers to both before and after dilution when the amount is negative.

Dear Shareholders,

Profitability is our main focus, and the journey towards it is well underway. 2024 has been a year of transformation, during which we have taken several decisive measures. We have streamlined operations, reallocated resources to high-performing areas, initiated commercial efforts to boost sales, and concentrated product development on our core areas. Altogether, these steps position us well for 2025 and achieving profitability.

Transition and Strategic Transformation

Ahead of 2024, we set our focus on profitability and efficiency, which led us to launch a profitability programme in the first quarter. A key part of this initiative was to achieve synergies between our brands and business areas. Previously, several parts of the group operated relatively independently, but throughout the year, we have unified the company and created a more scalable structure. This has provided us with better conditions to leverage synergies across product areas and geographical markets.

This organisational change also allowed us to create a more efficient organisation. We started 2024 with 129 employees and consultants, but following changes throughout the year, we reduced this number to 103 people. As a result, our ongoing costs (excluding marketing) decreased by just over one million SEK per month to approximately 11 million SEK per month.

Market Development and Business Success

Despite cost savings, we have managed to achieve organic growth within our key products. In B2B, we have reached an all-time high in invoiced sales for Strawbees and Swedish Film, while Sumdog experienced growth during the second half of the year. Growth has been strong in the US, Sweden, and Scotland. However, growth in England has been slower than expected, so we have adjusted our strategy and will now focus more on direct sales, a proven success factor in our other markets. In B2C, we have observed a positive trend shift since the summer. Campaigns in the second half of the year have resulted in a larger-than-expected base of paying subscribers.

The positive momentum in both B2B and B2C led us to increase investments in marketing and commercial personnel during autumn 2024, an investment we expect to yield positive effects in 2025 and beyond.

Financial Development

Our net revenue for 2024 was 178 million SEK, in line with the previous year, while EBITDA amounted to -31 million SEK, compared with -16 million SEK for 2023, adjusted for a positive effect of 13,002 TSEK attributable to the reversal of the contingent consideration for the Sumdog acquisition, which was not realised, as well as a negative one-off effect of 3,104 TSEK related to transaction costs for acquisitions and capital raising. Despite lower ongoing costs, EBITDA has deteriorated. This is due to increased investments in marketing and reduced capitalisation of R&D costs, which stem from a shift from development work to maintenance compared to previous years. Moving forward, the increased marketing investments are expected to drive sales growth, and with a continued focus on controlling ongoing costs, profitability should trend in the right direction. We maintain a solid financial position, with a cash balance of 44 million SEK at the end of the year and a clear plan to achieve profitability and subsequently positive cash flow.

Outlook and Strategic Priorities for 2025

Our primary goal for 2025 is to achieve positive EBITDA. This will be accomplished by continuing to focus on high-performing business areas while maintaining an efficient working approach.

- **Albert Junior:** Increase customer lifetime value by reducing churn while expanding into new and recently launched markets such as Poland, Romania, and the Czech Republic.

- **Strawbees:** Scale up our successful direct sales in the US to sell more to existing school districts while also acquiring new ones. The product is mature, but adaptations for different local markets will enhance its appeal.

- **Sumdog:** Accelerate growth in England through direct sales and a clearer focus on branding and positioning as a consolidation tool for mathematics.

- **Swedish Film:** Improve sales and distribution of our valued selection of educational and feature films by developing our own streaming platforms and optimising our sales organisation.

We have already started the year with several important product launches: Sumdog's "Fluency Booster, " Albert Junior's expansion into the Czech Republic, and a newly launched streaming portal for films. We now look forward to further developing the business around these initiatives throughout the year.

Thank You!

I would like to conclude by thanking our employees, customers, and partners for their hard work and dedication throughout 2024. A big thank you also to our shareholders for your trust and continued support. As we enter 2025, we do so with a clear strategy and a strong determination to achieve profitability while continuing our mission to help children worldwide reach their full potential through engaging learning experiences.

Best regards,
Jonas Mårtensson, CEO

Our Strategy

Schools and homes must collaborate on children's learning

In today's society, learning and education are fundamental to a good life. Mastering core subjects such as reading, writing, and mathematics is crucial for future development.

Learning takes place both at school and at home, yet the education system does not always succeed in helping every child reach their full potential. PISA results highlight challenges where some students lose motivation, have special needs, or do not receive sufficient stimulation.

The education system faces the complex task of addressing these diverse needs. Traditional teaching methods do not engage all students, and while modern pedagogical approaches, such as personalised and varied learning, are well established, many schools lack the time, resources, and expertise to fully implement them.

For children to reach their full potential, a stronger collaboration between school and home is required. Many parents have limited insight into what their children are learning and how best to support them. Some parents compensate with private tutoring or digital resources, but these are not always accessible or aligned with the school curriculum.

Engaging children in learning, both at school and at home, is essential for their future. Both the education system and parents invest time and resources in this, driving a growing market where demand is high and willingness to pay exists. Since 2021, investments in education have increased, and blended learning products (such as digital study apps) are playing an increasingly important role as a complement to classroom teaching.

Society

Education is crucial for society, but many children struggle with learning difficulties, low motivation, or lack of support, which impacts society in the long term.

School

Schools face diverse learning needs but lack the time, resources, and effective tools to deliver personalised and engaging learning.

Home

Parents want to support their children's learning but often lack knowledge, time, or financial resources. The connection between school and home is weak, and quality support is not always available.

Engaging and Personalised Learning for All

Our mission is to help every child reach their full potential by making learning fun and personalised, both at school and at home. To achieve this, our vision is to create the most engaging and tailored learning platform for blended learning, empowering teachers and parents to support children's development.

To accomplish this, we focus on six key areas

Engaging learning
Gamification, storytelling, and interactive design make learning enjoyable.

Personalised learning experience
Adapted to each child's level, interests, and learning style.

Strong school-home connection
Providing transparency and support to highlight student progress and needs.

Focus on core subjects
Strengthening fundamental skills in mathematics and STEM (alongside reading for younger children).

A strong start in learning
Prioritising early childhood learning to increase long-term academic success.

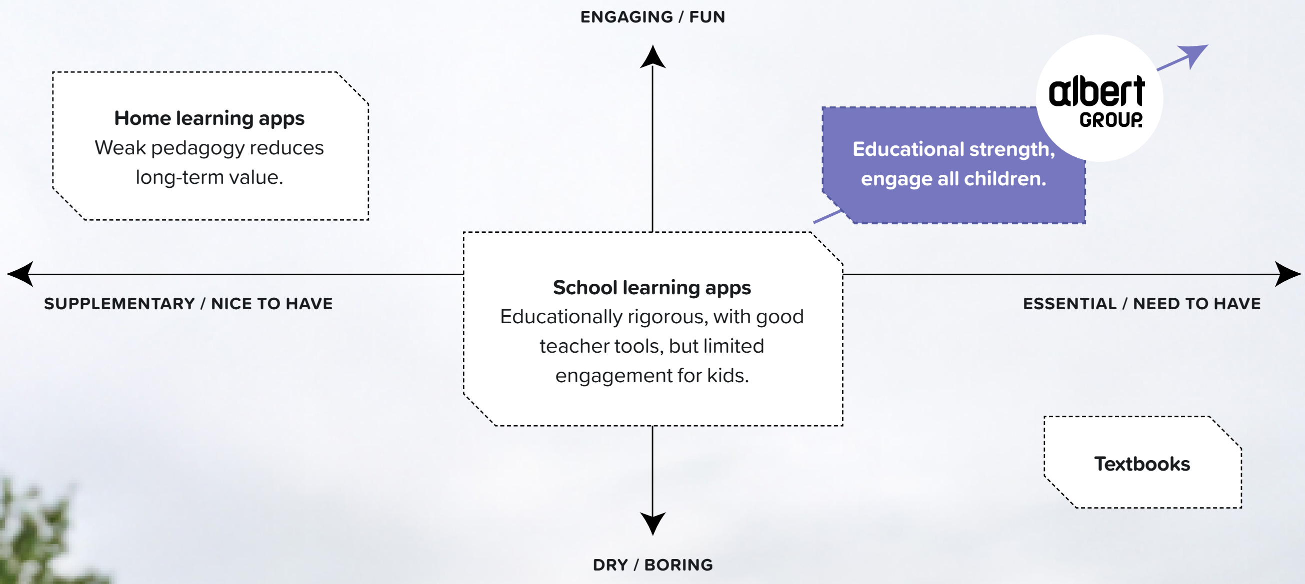
Maximising value
Helping teachers, parents, and children make the most of our products to meet their needs and realise their full benefits.

Our Strategy: Product

Product Strategy

Combining **pedagogical excellence with an engaging user experience** is key to our success.

This positioning has guided our strategy for many years, influencing both in-house product development and acquisitions. It also sets us apart from competitors. Traditional textbooks often provide high educational quality but lack engagement and require active teacher support. Similarly, most educational apps for schools are simply digitised versions of textbooks. Meanwhile, some educational apps designed for home use are engaging but often lack the necessary educational quality.



Our Strategy: Product

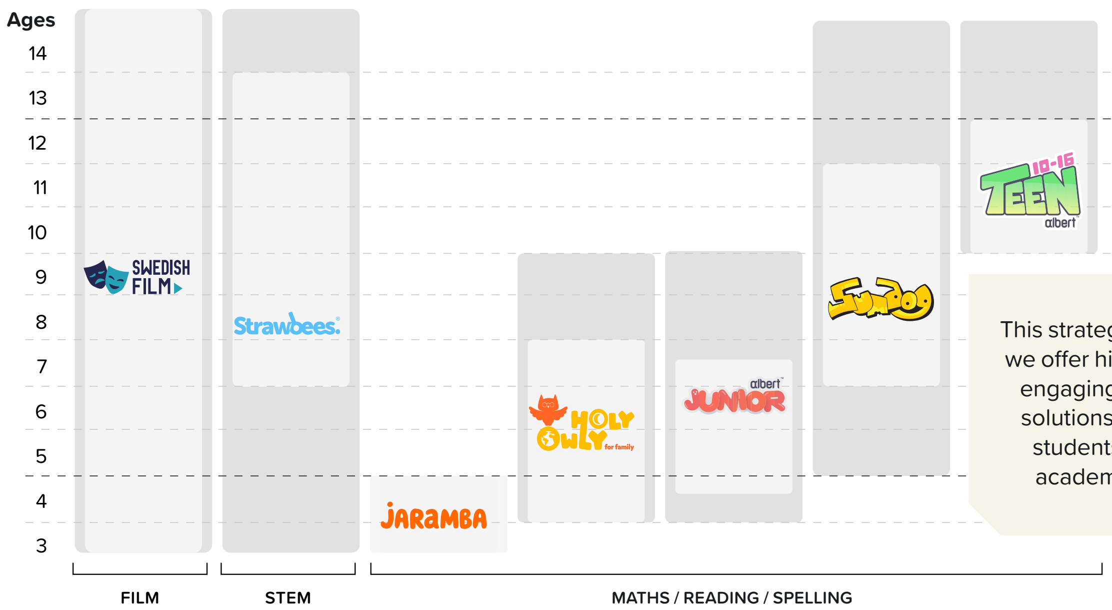
A Clear Focus for Competitive Positioning

Learning is a lifelong process. There are countless subjects to explore, and learning can take place both formally (e.g, in school) and informally (e.g., through play or experiences). The Albert Group has chosen to focus on specific areas within educational resources:

- **Focus on core subjects, particularly maths and science:** These subjects form the foundation for all learning and are critical for future studies and careers. Research shows that strong early skills in maths and language increase the likelihood of academic and economic success. At the same time, many children struggle in these areas, making targeted efforts particularly important. As society becomes increasingly technology-driven, the demand for STEM skills is growing, and we are preparing children for the future job market.

- **Focus on young learners:** Early interventions have the greatest impact—if children build a solid foundation in primary school, they are more likely to succeed later. A love of learning is formed at an early age, and engaging teaching can create a positive attitude towards education for life. Parents are also more involved during these years, allowing for better collaboration between school and home. Additionally, younger students have a greater need for pedagogically adapted and interactive learning resources. Therefore, we focus on children aged 5–12.

- **Focus on blended learning:** Traditional education relies heavily on textbooks, an area already well served. Modern pedagogy highlights that children learn best through blended learning, which combines digital and physical methods to enhance engagement and variety. Digital tools personalise learning, provide immediate feedback, and boost motivation through gamification and interactivity. They also strengthen the school-home connection by giving parents insight into their children's progress. By combining traditional and modern methods, we ensure that more students receive the support they need to succeed.



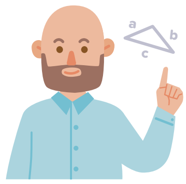
This strategy ensures that we offer high-quality and engaging educational solutions that support students' long-term academic success.

Our Strategy: Product

Bridging the Gap Between School and Home Learning

To give every child the best chance to reach their full learning potential, we must create a seamless learning journey between school and home. Today, this connection is often weak—parents have limited insight into what their children are learning, the areas they struggle with, and how best to support them. At the same time, learning competes with other digital media, and many parents lack the time, knowledge, or resources to provide the right support.

By placing the child at the centre, we aim to build a strong school-home connection where both teachers and parents gain insights into the child's development, knowledge gaps, and how to address them. With digital tools, we can achieve this in real time, enabling support both at school and at home before knowledge gaps become major problems. This increases each child's chances of success and makes learning more accessible and inclusive.



School use validates educational credentials.
Parental engagement reinforces learning.

Teachers
WANT: To inspire their class
NEED: Easy implementation, see progress classwide

Parents
WANT: Their child to do well
NEED: Support - they're not professional educators

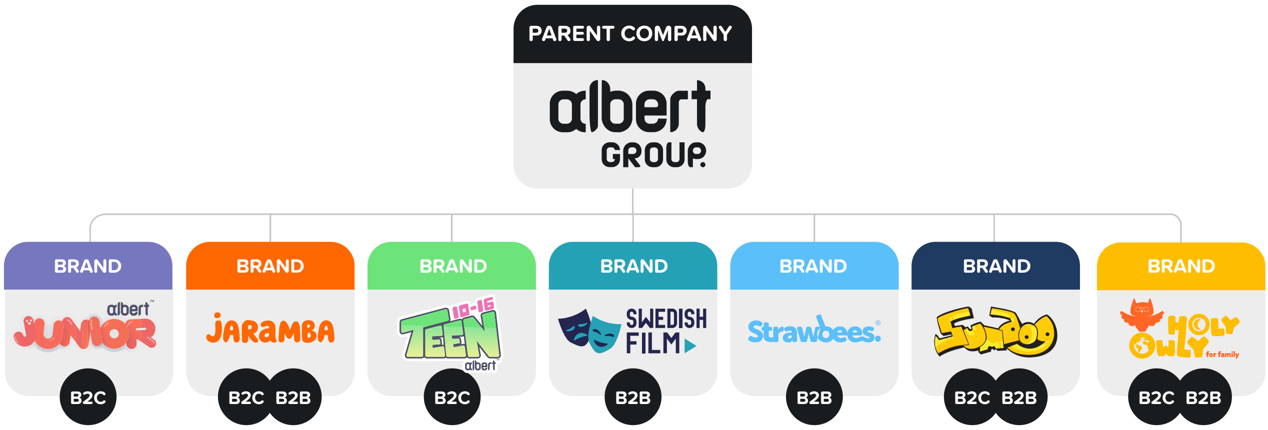
Engaging tools inspire all kids - not just high achievers. Sound pedagogy delivers achievement, leading to long-term engagement.

Students
WANT: To have fun achieving
NEED: To be engaged - with good pedagogy

Most parents can't teach - but they can motivate and support. Their reward is to see their child enjoy learning.

A Unified Group Identity with Strong Product Brands

Children and young people have different preferences regarding experiences, brands, games, and fictional worlds. The entertainment industry provides clear examples of this, with diverse offerings catering to different interests. Similarly, we adopt a portfolio strategy with multiple brands and products tailored to various needs and interests while forming a comprehensive offering. All of this is tied together by the Albert Group's overarching brand, which stands for engaging products, high educational quality, and excellent customer support to maximise product value and meet customer needs. Behind these brands lies a shared architecture covering pedagogy, gamification, user experience, IT, marketing, sales, and customer support.



Market Strategy

With a well-thought-out position and an attractive product portfolio, success depends on having a 100% customer-centric focus and executing the market strategy effectively.

Direct Sales to Own the Customer Relationship

To maximise long-term growth and customer value, we focus on owning the customer relationship and working with direct sales in both B2B and B2C. By maintaining a direct channel to our customers, we can build stronger relationships, understand their challenges to ensure they get the most value from our products, and optimise our product development based on direct customer insights.

In B2B, sales cycles are relatively long as we need to win over both teachers and decision-makers. However, once a strong relationship is established, it becomes a long-term partnership. We believe in this strategy and accept higher initial customer acquisition costs because it allows us to control the entire customer journey – from onboarding to long-term implementation. Maintaining a close dialogue with schools enables us to support them in maximising learning outcomes, which leads to higher customer satisfaction, improved retention, and increased business sustainability. Furthermore, it allows us to leverage the customer relationship to offer additional products from the Albert Group.

In B2C, we also sell directly to consumers to ensure a strong connection with users, which is crucial for engagement and customer loyalty. Direct contact enables us to tailor our communication, provide personalised recommendations, and continuously enhance the user experience. Additionally, it gives us control over pricing, brand experience, and customer data, strengthening our competitive position.

For markets where we lack a local presence or where direct sales are less effective, we collaborate with selected strategic resellers. This approach allows us to expand our reach without compromising brand experience or customer value.

> "We accept higher initial customer acquisition costs because it gives us control over the entire customer journey – from onboarding to long-term implementation."

Our Strategy: Market

Focus Markets and Expansion Strategy

Our geographical expansion strategy is based on first strengthening our position in existing core markets before scaling up to new countries. By maximising our presence in the Nordics, the UK, and the US, we can ensure stable growth, efficient resource allocation, and a proven go-to-market strategy for future expansion.

Focus on Core Markets

- **Nordics (B2B & B2C)**
  Our home market, where we have a strong brand position and can leverage established relationships in both schools and homes. A strong presence here allows us to maintain close customer contact, test new innovations and products, and increase our visibility in public discourse. We also see great potential for cross-selling between our product brands, particularly in B2C.

- **United Kingdom (B2B & B2C)**
  Our second home market, where, thanks to acquisitions, we have a strong brand and stable customer relationships built over more than 15 years. The UK is a strategically important market for adapting our products to British requirements, which will facilitate expansion into other Commonwealth markets in the long term. We also see significant cross-selling potential between our product brands, especially in B2B.

- **United States (B2B)**
  A high-priority, expansive market where we have a strong position in selected states and significant growth potential through school districts and partnerships. The education sector in the US is more commercialised, creating favourable conditions for building a business around EdTech products.

Gradual Expansion for Sustainable Growth

Our expansion strategy is to maximise our existing markets before expanding further while continuously exploring new opportunities to prepare for the next step.

Our current focus is on leveraging the potential of our existing markets through cross-selling, increasing market share, and strengthening customer relationships. Thanks to acquisitions, we now have a commercial presence in all our core markets, but we have not yet started selling all our products in each. Our priority is to localise and sell more of our products in these focus markets.

Once we have optimised our core markets, our ambition is to enter one to two new countries per year with a clear go-to-market strategy based on data and insights from our established markets. In the long term, our goal is to be established in six to eight core markets, with multiple product brands and dedicated sales organisations in each region. To prepare for this, we are already exploring new markets by, for example, launching one of our B2C products (typically Albert Junior) or selling through resellers. This approach provides valuable data points on the potential for a larger-scale investment in the future.

This strategy ensures that we expand in a profitable and sustainable way while maximising our impact in every market we enter.

Plan for Profitable Growth

Over several years, the Albert Group has been working towards a long-term plan for profitable growth. Initially, the focus was on building a strong market position by organically developing our product portfolio, growing our customer base, and expanding into new markets.

Acquisitions were used as a complementary strategy to fill strategic gaps, such as product offerings and established distribution in attractive markets.

In 2023, the company shifted its goal towards profitability and building a stable foundation. After rapid organic and acquisition-driven growth, significant efforts were made to refine internal processes and structures to achieve an efficient organisation, realise synergies, and align the cost base with revenues. This work was accelerated by a profitability programme launched in early 2024. With internal structures and costs under control, the focus in the second half of 2024 shifted towards increasing revenue. In 2025, the goal is to achieve positive EBITDA, followed by positive cash flow in 2026.

With a profitable and scalable business model supported by an efficient and structured organisation, the ambition is to grow profitably. The core plan is to achieve this organically by developing existing businesses, products, and markets, but under the right conditions, strategic acquisitions can also accelerate this plan.

Financial targets

- Achieve positive EBITDA in 2025.
- Achieve positive cash flow in 2026 with existing cash reserves.
- Strive for double-digit profitable growth in the long term.

Strategic Focus for Achieving Profitability

To reach positive EBITDA and cash flow, the company has conducted a strategic review to focus on our highest-performing areas and allocate resources accordingly. This means prioritising our four brands – Albert Junior, Strawbees, Sumdog, and Swedish Film – in the Nordics, the UK, and the US.

Increase customer lifetime value by reducing churn and expanding into new and recently launched markets such as Poland, Romania, and the Czech Republic.

Scale up our successful direct sales approach in the US to sell more to existing school districts while also acquiring new ones. The product is mature, but local adaptations make it even more attractive in different markets.

Accelerate growth in England through direct sales and a clearer focus on branding and positioning as a volume training tool for maths.

Improve sales and distribution of our highly regarded educational and feature films by developing our own streaming platforms and optimising the sales organisation.

In addition to these brand and market-specific initiatives, we have four overarching strategic focus areas that guide everything we do:

1

Essential elements in learning

Embedding our products as essential learning tools by combining high-quality educational content with engaging user experiences.

2

Build a habit

Helping customers build a habit of using our products by working with teachers and parents to integrate them into daily routines.

3

Customers experience the full value of our products

Ensuring customers realise the full value of our products by passionately supporting them in onboarding and learning new features and capabilities.

4

Growth through an optimised and scalable business model

Driving growth through an optimised and scalable business model that attracts new customers in a scalable way while also reducing churn and thereby increasing customer lifetime value.

Sustainability Report

Introduction

eEducation Albert AB strives for a sustainable business, a developing work environment, and contributing to society by creating quality and inclusive education. The Albert Group's sustainability report summarises its sustainability efforts during 2024.

The sustainability report has been prepared voluntarily, as there is no legal requirement for sustainability reporting.

The Albert Group's operations contribute to more inclusive education and aim to be a leading provider of blended learning materials both in schools and at home. The Albert Group's products help make education more enjoyable, and more accessible to all, including learners from socio-economically disadvantaged areas.

Business model and management of key sustainability risks

The Albert Group's operations are divided into two business areas: business-to-consumer (B2C) and business-to-business (B2B) for schools and organisations. These two segments have different sustainability impacts and risks.

B2C

The product offering consists of digital educational services distributed via the Group's websites and distribution platforms such as the App Store and Google Play Store, available through a monthly or annual subscription fee. These digital products have minimal environmental impact. From a social perspective, key concerns include children's sedentary behaviour and screen time. It is crucial for the Albert Group to promote responsible screen time. The apps are designed for short digital learning sessions each day, exemplified by the Holy Owly brand, which applies a micro-learning approach with five-minute learning sessions daily.

B2B

The Albert Group also offers educational solutions for schools. The majority of the product offering for schools consists of digital services, but the Group also sells physical products under the Strawbees brand and rents out physical films under the Swedish Film brand. These activities have a greater sustainability impact due to the production and transportation of goods. The Group takes responsibility by making conscious choices regarding materials and production processes to minimise its climate impact. A close collaboration with the Albert Group's suppliers is maintained, and working conditions and environmental considerations in the supply chain are monitored through review protocols.

Stakeholder dialogue

The Albert Group maintains an ongoing dialogue with its stakeholders, including users, customers, suppliers, partners, and investors, to understand the Group's sustainability impact and risks.

Sustainability policies

The Albert Group continuously works towards a sustainable business through the implementation of a sustainability policy and other governance documents. The Albert Group also expects its suppliers and partners to adhere to equivalent standards reflected in the Group's sustainability policy and related documents within their own operations.

New policies are approved by senior management, presented to all employees, and made available on the intranet. To ensure that all employees are familiar with the policies and can apply them in their daily work, new employees are introduced to these policies as part of the onboarding programme. Additionally, periodic reminders about various policies are provided. All policies within the Group are reviewed annually, and any updates are communicated to employees. The company currently lacks an anti-corruption policy, which will be developed and implemented during 2025.

Sustainability measures in the Albert Group

- Minimal environmental impact – digital distribution of educational services via websites and apps.
- Conscious material choices and optimised logistics to reduce the carbon footprint of physical products.
- Regular monitoring of working conditions and environmental considerations through audit protocols.

A Sustainable Business for Albert and Its Stakeholders

The Albert Group's business is built on a combination of innovation and long-term vision regarding product development, operations, and employees. The Albert Group strives for sustainable business practices, ongoing efforts to promote employee well-being and development, as well as contributing to the local community and minimising its climate footprint.

Within the Albert Group, we apply a broad definition of sustainability, with ambitions grounded in our values. We see sustainability as an integrated part of our business strategy and a key factor in our success. The company's sustainability focus is divided into five key areas: Society, Services, Employees, Diversity, and Environment.

The UN's Agenda 2030 and its 17 Global Goals provide a pathway to a better and more sustainable future for all. The Albert Group is committed to making a tangible difference towards a sustainable future by collaborating with relevant actors such as organisations, educational institutions, and the public. The matrix below presents the results of our evaluation of the alignment between the Albert Group's sustainability focus areas and the UN's framework.

In addition to a sustainability policy, Albert also has policies related to sustainability, including Risk Management, HR, Data Protection, Work Environment, Gender Equality, Non-Discrimination, and Communication.

Priority Area: Society

Society

"To help every child reach their full potential by making learning fun and personalised." This is the mission of the Albert Group.

Education is a fundamental human right, and research shows that inclusive, high-quality education for all is one of the most essential foundations for prosperity, health and equality in every society. Thus, the Albert Group's purpose is to fulfil the goal of quality education for all by offering its products and services at a price that enables broad accessibility, thereby democratising quality education.

It is also important to consider children's overall well-being. Lack of movement and excessive screen time are not beneficial. The Albert Group actively addresses this by encouraging blended learning, where traditional book-based learning is complemented by digital products and physical experimental tools. Furthermore, the learning experience in Albert's products is designed for shorter sessions to prevent prolonged sedentary behaviour.

Highlights 2024

- Internal studies by the Albert Group have shown that the products contribute to reducing knowledge gaps in society. They are particularly effective for children struggling in school due to lack of motivation or engagement in the classroom..
- Learning products have been expanded to new customer groups and markets, increasing their societal impact.

Albert's ambitions for 2025

- Continued engagement in the public discourse on digital education and how digital learning tools can contribute to democratised and personalised education for all children.
- Further democratising quality education by expanding offerings with new subjects and in more markets.

Priority Area: Services

Services

Within the Albert Group, we value the experiences and opinions of children, young people, teachers, and parents regarding our products. We include them in our product development by testing our apps with children, visiting schools, interviewing teachers and parents, conducting diary studies, and sending out surveys. It is important to us that those who use our apps have a say in their development. This also allows us to draw inspiration from children's curiosity and enthusiasm for learning. Our user studies have provided valuable insights, such as how much children appreciate the characters in our apps and how these characters help them express their learnings verbally.

The primary impact of our services is making learning engaging and supporting children's knowledge development. During the year, several studies have been conducted by both the Albert Group and independent entities.

Highlights 2024

- Multiple user studies and customer surveys conducted.
- Several studies carried out showing that Albert Group's services engage children in learning, maintain high educational quality, and enhance children's knowledge.

Albert's ambitions for 2025

- Continue contributing to making learning engaging.
- Conduct more studies on the Group's products.

Selected results:

Albert Junior
A study with 192 parents in Sweden found that 84% felt their children became engaged or highly engaged in learning through the app. 60% believed their children's knowledge improved across all core subjects, with a remarkable 71% improvement in mathematics.

84%
of parents observed increased engagement in learning.

Strawbees
According to the independent 2024 "EdTech Impact Pedagogical Quality Evaluation," Strawbees was considered to offer high educational quality and effective learning. In a separate survey of over 2,000 teachers in the US, 88% reported that their students' STEM (science and technology) knowledge had improved due to using Strawbees in lessons.

88%
of teachers saw improved STEM skills.

Sumdog
A survey of 324 British teachers using Sumdog found that 84% believed Sumdog had contributed to improved mathematical skills among their students, with 58% noting a significant improvement.

84%
of teachers saw improved mathematics skills.

Priority Area: Employees

Employees

The Albert Group strives to be a fair and attractive employer. We believe that engaged and competent employees are crucial to our success. Therefore, we place great emphasis on creating a good working environment that supports both professional and personal development for our employees. Our employees' decisions and actions drive the business forward. If we fail to recruit, develop, and retain employees with the right skills, we risk underperformance as a company.

To address this, we actively work with the following:

- **Core Values**
  We have clear core values that create a shared foundation for how we act.
- **Open and Transparent Work Climate**
  We want all employees to feel included and have the opportunity to influence their work situation.
- **Competence and Leadership Development**
  We offer regular competence development to ensure that our employees can grow and develop in their roles.
- **Good Physical Work Environment**
  We want our employees to have a safe and pleasant workplace.
- **Healthy Work Climate**
  We value a good balance between work and leisure and encourage flexible working arrangements

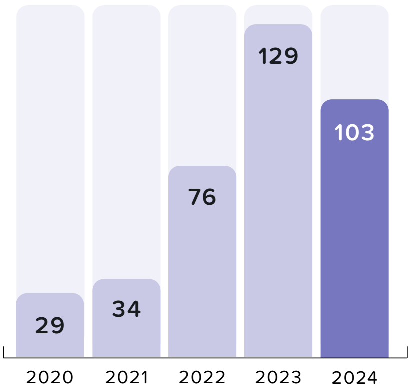
Highlights 2024

- Organisational changes and staff reductions have been carried out in a professional and humane manner, with great care for both those who had to leave and those who remained.
- High participation (80-90%) in our quarterly employee surveys, with eNPS increasing by 12 points over the year.
- The Group has united around key values and desired behaviors for a good work environment and high-performing teams.

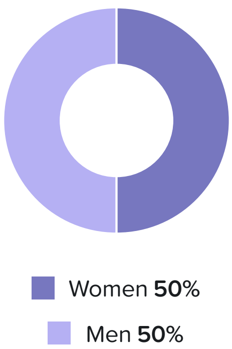
Albert's ambitions for 2025

- Personal development plans with targeted competence development activities.
- Dialogues on the company's overall strategy and how it affects the strategies of different brands and respective teams.
- Continued work with employee surveys and ongoing improvements based on identified gaps.

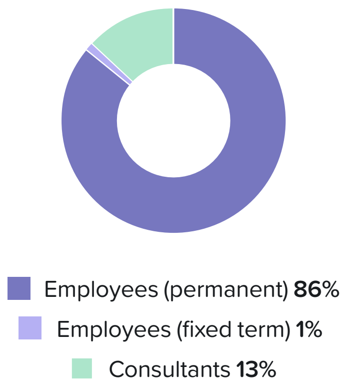
Number of FTEs (employees and consultants) at the end of the period



Distribution by gender



Distribution by employment types and consultants



Priority Area: Diversity, Equity and Inclusion

Diversity, Equity and Inclusion

One of Albert Group's core values is that our strength lies in our differences. We strongly believe in diversity and that every individual should be able to be themselves fully.

At Albert, everyone is welcome as they are. We see diversity as an opportunity. By striving for diversity in all dimensions of differences and experiences, we can harness the strengths that a diverse workforce offers. We are convinced that as a company, characterised by diversity and inclusion, we stimulate innovation and drive better business development.

We celebrate and highlight our colleagues' differences in many ways. For example, we observe days such as "Moon Day" and "International Fika" to recognise different cultures and traditions. We arrange internal events and workshops where employees can share their own cultures and traditions.

We have acknowledged and celebrated events like Pride, International Women's Day, "Women in Tech Day," and women's well-being in the workplace (e.g., raising awareness about menopause). These efforts have included internal and external activities, themed content in our products and lessons, and marketing communications.

We have actively worked to increase diversity within the organisation as a whole and among leadership. For example, 50% of the Group's staff are women. Among managers, 52% are women, and within the executive management team, 33% are women. Additionally, the executive management team has become more diverse over the year, with the proportion of individuals with non-Swedish citizenship increasing from 14% to 33%.

We have actively leveraged our diverse workforce to highlight the value of diversity. In market research and product localisation for new markets, we have engaged employees with backgrounds from these regions. For example, in Albert Junior's adaptation to Romania, the project manager was from Romania, and for the Czech market, the team leader was from the Czech Republic.

Highlights 2024

- Recognised multiple events focused on diversity: Pride, International Women's Day, "Women in Tech Day," and women's well-being in the workplace.
- Increased diversity within the organisation and among leaders in terms of gender and nationality.
- Actively involved employees with different backgrounds in business and product development to highlight the value of diversity.

Albert's ambitions for 2025

- Increase diversity among senior executives.
- Make learning more inclusive for all, regardless of culture, socioeconomic background or other learning abilities.

Environment

The Albert Group is primarily a digital and knowledge-based company, with approximately 84% of its revenue coming from digital products and services, and 99% of employees engaged in knowledge work.

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Most of the Albert Group's other products are produced, marketed, and consumed digitally, resulting in a minimal environmental impact. However, it is essential that the organisation operates as efficiently and sustainably as possible to minimise its environmental footprint. All domestic travel is conducted by train, and most waste is sorted for recycling in the offices. For longer trips, travel is planned to minimise the number of journeys.

The 16% of products that are not digital primarily consist of Strawbees products. Strawbees manufactures and sells physical products, including creative construction kits with straws, connectors, and electronic robotics kits. This segment of the business has an environmental impact from production and transportation. Strawbees actively works to minimise material use, encourage product reuse, and ensure easy recycling at the end of the product's life cycle.

Strawbees does not own its factories but collaborates with two suppliers in China. Production occurs in factories that involve both automated and manual labor. The company acknowledges that production can have significant social and environmental impacts within suppliers' and subcontractors' operations and is committed to exercising due diligence regarding human rights and environmental protection.

During the year, production planning has shifted to larger, fewer batches, which has helped reduce transport frequency and environmental impact.

The construction kits are primarily made of polypropylene (PP), a high-quality plastic. The advantage of using high-quality plastic in straw form is that much less plastic is required, while maintaining lightweight structures. Strawbees connectors and straws are durable, flexible, and dishwasher-safe. The kits can also be combined with upcycled materials such as cardboard, plastic containers, and regular straws, adding value to materials that would otherwise be discarded. Ultimately, children can dismantle their projects and start again.

When worn out, the products can be recycled as plastic waste. To improve recyclability, we have chosen polypropylene for all components, as it is the easiest plastic to sort and recycle.

Several of Albert Group's products focus on linking education to environmental issues. In Holy Owly, the entire app revolves around solving tasks to clean the world from waste. The Strawbees Classroom platform includes multiple lessons related to the UN Sustainable Development Goals, and we also sell a sustainability station where students can create their own Strawbees from recycled materials. The Film & Skola portal offers nearly 200 educational films on environmental topics.

Highlights 2024

- New, more efficient packaging that uses less material and optimises automated production.
- New component refill system in production, further reducing material usage.
- Improved production planning has led to fewer but larger production batches, optimising energy use and logistics.

Albert's ambitions for 2025

- Conduct on-site inspections of manufacturing facilities in China and review environmental and labor certifications.
- Calculate the company's carbon footprint and develop a plan to reduce it accordingly.

Directors report

The Board of Directors and the CEO of eEducation Albert AB (publ) hereby present the Annual Report and Consolidated Financial Statements for the financial year 1 January 2024 – 31 December 2024.

Business Activites and Focuses

eEducation Albert AB (publ) was founded in 2015 with the mission to democratise learning. The Albert Group's business idea is to combine technological innovation with tailored content to provide world-class, personalised learning experiences.

The journey began with the launch of one of the world's first digital teachers, and over the years, the company has expanded both organically and through strategic acquisitions. Today, the Albert Group is a leading European EdTech group with eight brands and a presence in more than ten markets.

The Group's extensive range of products and services enables it to serve both the school market (B2B) and the consumer market (B2C). Sales to the school market primarily take place through the companies Sumdog Ltd, Strawbees AB, and Swedish Film AB (Film och Skola). Sales to the consumer market are mainly conducted through eEducation Albert AB, Ampd AB (Jaramba), and Kids MBA SAS (Holy Owly). The companies Sumdog Ltd, Strawbees AB, ARPU Management AB/Swedish Film AB, Ampd AB, and Kids MBA SAS are wholly owned subsidiaries of eEducation Albert AB (publ).

The product portfolio of educational materials includes apps, films, and physical construction products, spanning multiple subject areas. The products focus on younger age groups (5–12 years), but there are offerings from preschool to upper secondary school. Revenue for 2024 amounted to 178 million SEK, of which 59% came from sales to schools (B2B) and 41% from sales to consumers (B2C). Sales to the school market are primarily conducted through direct sales, allowing for the establishment of long-term relationships, though to a limited extent also through resellers. Sales to consumers take place via proprietary websites and digital marketplaces such as Google Play Store and the App Store, where digital products reach a broad audience.

B2B revenue mainly comes from subscriptions and is characterised by longer contract durations, typically one year, with advance payments, providing increased predictability in revenue and cash flow. A portion of B2B revenue also comes from transactional sales, but with a high rate of repurchase. Revenue from the B2C segment is generated through subscriptions, with customers paying either monthly or annually in advance. The B2C business has higher revenue per customer, better scalability, but also higher churn. Together, these business models create a balance between long-term stability and scalability.

Employees

As of 31 December 2024, the Group had a total of 103 employed and contracted individuals, corresponding to 96 full-time equivalents (FTEs). Of these, 65% worked in the Swedish operations, 29% in the UK operations, and 6% in other countries. At the same time in the previous year, the Group had a total of 129 employed and contracted individuals.

Sustainability

eEducation Albert AB is committed to sustainable business operations, a progressive work environment, and contributing to society by fostering quality and democratised education. The Group applies a broad definition of sustainability, with its ambitions grounded in its core values. Sustainability is regarded as an integral part of the business strategy and is crucial to the Group's success. The Group's sustainability focus spans five areas: Employees, Society, Diversity, Services, and Environment. A detailed overview of the Group's sustainability efforts can be found in the voluntarily prepared Sustainability Report, see pages 15–22 in Albert's 2024 Annual Report.

Research and Development

The company continuously develops its digital education solutions to strengthen its market position, maintain a high user experience, and deliver innovative and scalable products.

During the year, the company continued investing in the development of new features and applications. Development efforts have primarily focused on the company's products, such as Strawbees Classroom, Albert Junior, Albert Teen, and Jaramba.

Investments include both internal resources, such as personnel within product and technology development, and external consultancy services. Proprietary applications and platforms form a key part of the company's long-term strategy and contribute to increased competitiveness.

In accordance with the company's accounting policies, expenditures for internally developed intangible assets are capitalised when the criteria under K3 are met. Capitalised development costs are amortised over the estimated useful life of the asset, determined based on the product's lifecycle and future economic benefits. See also Note 8.

Future Outlook

eEducation Albert AB has a long-term strategy to become a leading Nordic EdTech player with profitable growth. Following a period of rapid expansion, both organically and through acquisitions, the focus during 2023 and 2024 has been on optimising operations and taking the next step in integrating acquired companies into a unified, efficient organisation. With an increased focus on sales, a more efficient organisation, and a diversified product portfolio, the company aims to achieve positive EBITDA and cash flow.

The macroeconomic environment has been and remains challenging for many companies, including eEducation Albert AB. The company has experienced greater negative impacts on its B2C business than on its B2B business due to macroeconomic conditions. However, this trend reversed in the summer of 2024, strengthening the B2C segment. A diversified product strategy reduces vulnerability to specific market fluctuations while opening up new revenue streams. The company's efficiency measures within the organisation have led to both cost reductions and increased flexibility in response to market changes while leveraging synergies. With strong leadership and a diversified portfolio of products and services, the company remains optimistic about the future and its continued journey towards profitable growth.

Significant Events During and After the Financial Year

During the financial year

January

In January 2024, Albert introduced a profitability programme with the goal of achieving positive EBITDA by 2025. The programme included organisational changes, staff reductions, efficiency improvements, and an increased focus on integrating acquired companies. In February, the new organisational structure and leadership team were announced (and later implemented in April).

In connection with this, Deputy CEO Anne-Louise Wirén announced her resignation. During the first quarter of 2024, Albert's founders, Salman Eskandari and Arta Mandegari, also announced their departure from operational roles within the company.

April

In April 2024, in connection with the preparation of the annual report, the company identified a structural error in eEducation Albert AB. The correction resulted in a reduction in net sales and corresponding costs for 2023 by 17.2 million SEK and for 2022 by SEK 21.3 million SEK. The correction had no impact on earnings or cash flow.

During the summer

During the summer, a strategic review of all Albert Group products, brands, and markets was conducted to identify the best-performing areas and focus on them to improve profitability. As a result, the company prioritised the brands Albert Junior, Sumdog, Strawbees, and Swedish Film in the Nordic region, the UK, and the US. This also involved scaling back operations in France and language-related services. Consequently, on 2 October, a decision was made to restructure and reduce resource allocation to the subsidiary Kids MBA in France. This resulted in an impairment of goodwill within the Group amounting to 20.6 million SEK (excluding deferred tax of -4.2 million SEK). In the parent company, eEducation Albert AB, shares from the acquisition of Kids MBA were impaired by 7.7 million amounting to 20.6 million SEK, equivalent to 100% of the subsidiary's shares. Additionally, intercompany balances between the parent and subsidiary were written down by 21.2 million amounting to 20.6 million SEK.

July

In July, the subsidiary Sumdog Ltd entered into a strategic partnership with YPO (Yorkshire Purchasing Organisation), a leading UK supplier to schools. The partnership included Albert Group's mathematics platform, Sumdog, as a core product in YPO's EdTech package "Learning Box," strengthening Albert Group's market presence in the UK.

September

In September, Albert Junior was launched in Romania following a successful pilot project in the spring. The aim was to continue expanding Albert Junior's customer base at a reasonable customer acquisition cost.

After the financial year

In February 2025, Albert Junior was launched in the Czech Republic. The launch was a strategic step towards increased market presence and profitable growth, in line with the expansion in Romania during 2024.

Financial Overview

During the year, the company has continued its efforts to strengthen the business model and optimise the revenue structure.

Net sales amounted to 177,791k (177,893K) SEK, which is in line with the previous year. The company has experienced continued growth in the B2B segment, which now represents an increasing share of total net sales in accordance with the long-term strategy.

The gross margin amounted to 78%, compared to the adjusted margin of 77% in the previous year.

Total revenue for the year amounted to 192,045k (209,512k) SEK. Compared to the previous year, revenue was negatively affected by a lower proportion of capitalised development costs due to a reduced share of development work and an increased share of maintenance work compared to previous years, as well as a one-off effect in the prior year related to a reversed contingent consideration. Excluding these factors, net sales remained in line with the previous year, confirming the company's ability to maintain its market position.

The company has undertaken targeted initiatives to drive growth and profitability, focusing on strengthening the sales organisation, improving customer acquisition efficiency, and optimising the cost base. Marketing efforts within the B2C segment have been intensified to strengthen brand positioning and create conditions for long-term growth. These efforts have resulted in strong invoiced sales in the second half of the year, which is expected to have a positive impact on net sales going forward.

At the same time, the company has implemented cost efficiency measures. The restructuring programme initiated in the first quarter has led to lower personnel costs and a more streamlined organisation in line with the company's long-term objectives.

Earnings Development and EBITDA

EBITDA for the full year amounted to -30,706k (-6,251k) SEK. Adjusted for one-off effects in the previous year, the change amounts to -14,557k SEK, primarily explained by:

- Increased investments in marketing and customer acquisition
- A lower proportion of capitalised development costs
- Reduced personnel costs due to efficiency improvements

Investments in marketing and product development have had a short-term impact on EBITDA but are expected to contribute positively to the company's long-term growth and profitability. The company continues to develop its processes to ensure balanced growth with a focus on profitability.

Working Capital and Cash Flow

At the end of the year, working capital amounted to -42,244k (-37,406k) SEK. The change was primarily driven by:

- Increased prepaid revenue in B2C
- Increased royalty liabilities in Swedish Film
- Slightly higher accounts payables

This development aligns with the company's business model and reflects strong sales at the end of the year.

Cash flow during the period amounted to -36,787k (-22,712k) SEK, a decline of SEK 14,570k compared to the previous year. The weaker cash flow was primarily due to a deteriorated financial result. Additionally, the difference is explained by the fact that cash flow in the corresponding period of 2023 was exceptionally strong due to a capital contribution related to three acquisitions.

Cash flow from operating activities amounted to -26,915k (-17,880k) SEK, a deterioration compared to the previous year, primarily attributable to weaker operational results. Cash flow from investing activities improved significantly to -6,870k (-61,387k) SEK, mainly due to a lower proportion of capitalised development costs but primarily because no acquisitions were made during the year.

At year-end, cash and cash equivalents amounted to 44,472k (80,482k) SEK. The company maintains a clear objective of achieving positive EBITDA in 2025 and executing its strategic plan within existing liquidity.

Investments

During the year, the Albert Group invested 6,882k (14,034k) SEK in internally generated intangible assets, primarily related to the development of new products and the further development of existing services. The investments included capitalisation of development costs such as personnel within product and technology development as well as external consulting services. The main products developed during the year include Strawbees Classroom, Albert Junior, Albert Teen, and Jaramba.

Impairments

As part of efforts to improve profitability, the company decided during the year to restructure the subsidiary Kids MBA.

This decision resulted in an impairment of goodwill amounting to 20,640k SEK (excluding a reversal of deferred tax liabilities of -4,252k SEK).

In the parent company, eEducation Albert AB, the group shares from the acquisition of Kids MBA were written down by 7,695k SEK, equivalent to 100%. Additionally, intra-group liabilities and receivables between the parent company and the subsidiary were written down by approximately 21,286k SEK.

The impairments have been carried out in accordance with applicable accounting standards.

The Albert Share

eEducation Albert AB's shares were listed on 1 October, 2021, on the Nasdaq First North Growth Market under the ticker ALBERT. In August 2021, a 250:1 stock split was carried out following a decision at the Annual General Meeting.

The following individual shareholder held more than 10% of the company's total number of shares as of 31 December, 2024: Schibsted ASA 13.15%.

Share Structure

The share capital in eEducation Albert AB (publ) amounted to 1,256,445.85 SEK (1,256,445.85) as of 31 December, 2024, divided into 25,128,917 (25,128,917) shares with a par value of 0.05 (0.05) SEK. All shares carry equal voting rights and confer equal rights to a share in Albert's assets and results.

As of 31 December, 2024, the company had two employee option programmes consisting of a maximum of 1,365,937 options entitling the holder to a maximum of 1,365,937 shares, meaning the share capital can increase by a maximum of 68,297k SEK. The maximum dilution from the active employee option programme amounts to 5.2%.

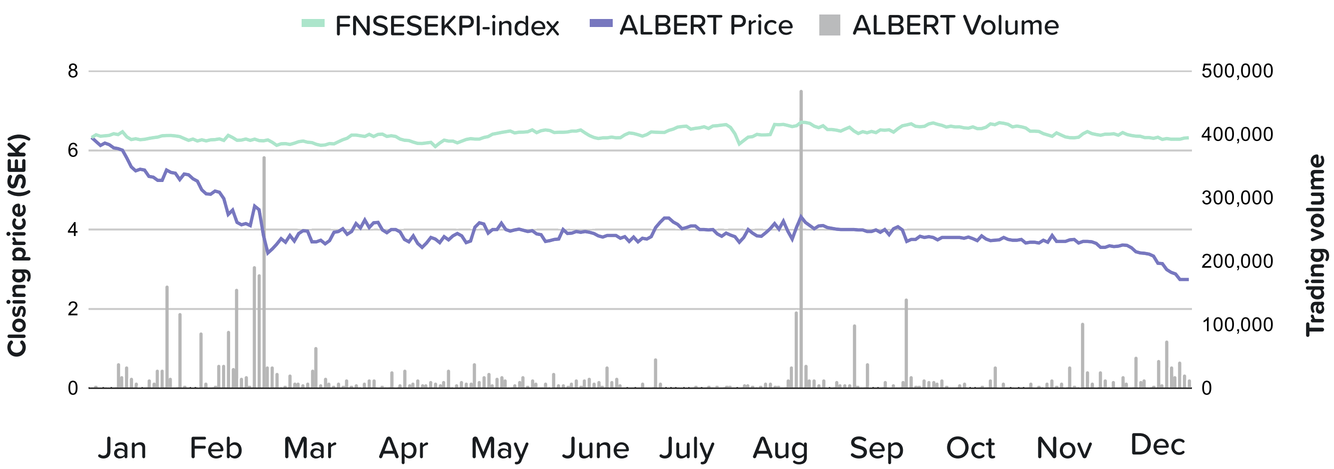
Trading in the Stock During 2024

As of 31 December, 2024, the share price was 2.74 SEK per share, the last traded price, which represents a decrease of 56% since 1 January, 2024. The First North All Share Index decreased by 1% over the same period. As of the end of 2024, Albert's market capitalisation was 69 million SEK based on the most recent traded price. The highest share price during the year was 6.32 SEK, recorded on 3 January, 2024. The lowest share price during the year was 2.74 SEK, recorded on 23 December, 2024. The number of ALBERT shares traded on the First North Growth Market during the year amounted to 4,746,517, with a total value of 19,607,861 SEK. The traded number of shares represents 18.9% of the total number of outstanding shares at year-end.

Analyst Coverage

At the end of 2024, analysts from Penser by Carnegie were actively covering Albert's shares.

Albert share performance in 2024



Ownership Structure

At the end of the year, there were 2,280 known shareholders in Albert. Of these, 89% owned 1,000 or fewer shares. The ten largest shareholders accounted for 58.7% of the shares and votes. The proportion of shares registered at addresses outside Sweden was 44.6%.

Dividend Policy

As Albert is currently in a phase focused on profitability and positive cash flow, the Board of Directors intends not to propose any dividend in the short to medium term. The company's generated cash flow is instead intended to build positive cash and reinvest in the business, taking into account cash and cash flow.

Investor Relations

Albert's communication will always be characterised by relevant, clear, and accurate information that facilitates an understanding of the company's business model, strategy, and financial development. Albert provides its shareholders and other stakeholders with equal and simultaneous information on matters that may affect the valuation of the company's shares.

Albert publishes interim reports, annual reports, and press releases, which can be found on investors.hejalbert.se/reports. Via the website, you can also subscribe to mailing lists.

Top 10 Shareholders as of 31 December 2024

Shareholder	Number of Shares	Capital and Votes
Schibsted ASA	3,304,514	13.15%
Ahlström Invest B.V.	2,028,993	8.07%
Muirfield Invest Aktiebolag	2,000,000	7.96%
Nordnet Pensionsförsäkring	1,321,935	5.26%
Håkan Roos (RoosGruppen)	1,290,045	5.13%
Consensus Asset Management	1,277,157	5.08%
Akelius Apartments Ltd	1,021,493	4.07%
Samuels Invest AB	884,750	3.52%
Lena Apler	821,500	3.32%
Inbox Capital	773,250	3.08%
Top 10 Shareholder List	**14,723,637**	**58.65%**
Other	10,405,280	41.35%
Total	**25,128,917**	**100.00%**

Shareholder Statistics as of 31 December 2024

Size Category	Number of Shares	Number of Shareholders	Shares and Votes%
1–500	144	1,932	84.74%
501–1 000	81	103	4.52%
1 001–5 000	336	136	5.96%
5 001–10 000	216	31	1.36%
10 001–20 000	309	21	0.92%
20 001–50 000	700	20	0.88%
50 001–	19,260	37	1.62%
Anonymous Ownership	4,083	0	0.00%
Total	**25,129**	**2,280**	**100.00%**

Financial calendar

Annual General Meeting	29 April 2025
Interim report Q1	16 May 2025
Interim report Q2	22 August 2025
Interim report Q3	11 November 2025
Year end report Q4	26 February 2026

Key Risks and Uncertainties

As with any company, Albert Group is exposed to risks from both external factors and within its own operations. Below are the significant risks identified in the business.

The Group Operates in a Competitive Market

Albert Group offers various types of educational products, primarily educational apps but also physical construction products, books, and films. Its main markets are the Nordics, the United Kingdom, and the United States, with sales also occurring in other European countries and parts of Asia. The Group's extensive range of products and services allows it to serve both the school market (B2B) and the consumer market (B2C).

Albert Group operates in an internationally competitive market where the range of educational services targeted at both the school and consumer markets is broad. Competition comes from both established educational suppliers (such as textbook publishers), large global EdTech companies, and small, innovative startups.

Management

Albert Group works with continuous and systematic market monitoring. Before product launches and market entries, thorough competitor analysis is conducted to ensure the market conditions are suitable for a successful launch. Simultaneously, the Group is continuously working to improve existing products to ensure they maintain high quality and stand out in the competitive markets.

The demand for high-quality products in terms of curriculum alignment, user experience, design, and technology is increasing from both the school sector and the consumer market. This benefits Albert Group's products, which meet these requirements, while potentially hindering competitors who are less well-developed.

The diversification of the product portfolio in recent years, due to both organic product development and strategic acquisitions, aims to strengthen the Group's competitiveness. This is achieved both through diversified revenue streams and by capturing a larger share of the customer's wallet, potentially reducing exposure to competitors. Solid finances also benefit Albert Group, as many smaller competitors, in the current macroeconomic climate, are facing financial issues and are forced to reduce their product and market investments.

Risk Assessment

The risk level is considered medium. Competition is significant, but the Group's products and services are of high quality, and the wide product portfolio contributes to a diversified customer base.

External Market Conditions

The demand for Albert Group's products and services is influenced by several external factors, including the macroeconomic climate, political decisions, laws, and regulations. The Group's sales to the consumer market are somewhat more sensitive to fluctuations in the economy. This was evident during the recent economic downturn, which led to slightly lower conversion rates, but these improved just as quickly when the economy strengthened last autumn. For the school market, the impact of the economy is less obvious, but school purchasing power is affected by political decisions, and in some cases, laws and regulations. Changes in these areas can impact the Group's business.

Management

The company continuously monitors external factors and strives, to the greatest extent possible, to adjust its products, services, and strategies accordingly. The Group's broad product portfolio and presence in multiple markets reduce the risk exposure to local changes in both the economy and political decisions, laws, and regulations. The diversified revenue streams from both the consumer and school markets also reduce risk, as these are typically influenced by different external factors. The Group also works proactively to safeguard exports to key markets, such as the US, to minimise the impact of political decisions.

Risk Assessment

The risk level is considered medium. These external factors are beyond the Group's control, but the broad product portfolio, geographic presence in multiple markets, and the different revenue sources (schools and consumers) provide some protection.

The Group's Offering May Be Imitated and Lose Its Uniqueness

The content in the Group's products and services is based on curricula and other available course materials developed for relevant age groups. The Group's costs to maintain, update, and develop relevant content are relatively low. There is a risk that a new player with strong financing or other market actors with minimal initial investment could establish themselves in the Group's existing markets or markets the Group intends to enter. Since the Group cannot significantly protect the content in its offering, there is a risk that competitors and other market actors may launch similar services, which would negatively impact the Group's growth.

Management

In addition to ongoing content development, the Group focuses on user experience and ensuring high usage of its products, which reduces the risk of the products being directly replaceable with a competitor's product containing similar content.

For the school segment, loyalty is built through long-term relationships and close customer dialogues, both with the purchasing units and with teachers through training, competitions, and school visits. The Group's products also connect the child's performance and development with teachers through teacher portals and parents through parent portals. This type of data-driven overview and reporting also creates a lock-in effect.

The Group has invested significantly in brand-building, both of the brand names and in the characters, fantasy worlds, and stories present in the educational products and related services such as competitions and merchandise. For instance, most families in Sweden are familiar with Albert, and children are seen wearing clothes and products featuring Albert's characters. The same can be said for Sumdog in the UK and Holy Owly in France. This is difficult to replicate. In the long term, the aim is to link the ecosystem between the student/child, the school/teacher, and the home/parents for an even stronger lock-in effect.

Risk Assessment

The risk level is considered low. While content in some cases may be similar in competing products and services, there is a uniqueness in several of the Group's products, which, along with a focus on user experience and ancillary services, increases customer loyalty.

Marketing Costs and Marketing Efforts

To increase brand awareness and customer base in the consumer market, Albert Group has historically invested heavily in marketing. There is a clear correlation between marketing investments and increased user base growth. Marketing costs represent a significant portion of the Group's expenses and will continue to do so in the future.

The company uses several marketing channels, including advertising on Meta and Google, influencers, and website banners. The outcome of marketing efforts is largely dependent on the target audience and the interest in the Group's offering. One or more repeated unsuccessful marketing efforts risk negatively affecting the expected customer acquisition rate and the Group's results in relation to the costs incurred from marketing activities. Moreover, customer acquisition costs depend on advertising prices, a factor beyond the company's control. To ensure a good return on marketing investments, the Group spends less on marketing during periods with higher advertising costs, which typically leads to fewer new customers. This means that if advertising prices remain high for an extended period, the customer base risks stagnating or decreasing.

Management

By launching more products in more markets through acquisitions and organic expansion, the Group has created opportunities to optimise marketing investments across markets and products, so that resources can be directed where the best return is at any given time. Additionally, the richer product offering has resulted in a significantly larger total customer base, enabling cross-selling between customers and leveraging already established brands when launching new products. This, along with the increasing share of revenue from the school market, reduces the reliance on traditional marketing.

The Group also works to increase organic customer acquisition through search engine optimisation (SEO), PR, social media, competitions, and recommendations. Organic customer acquisition is not dependent on advertising prices and thus reduces the risk. However, it takes longer to build, making it a long-term investment.

Risk Assessment

The risk level is considered medium. Advertising prices have fluctuated in recent years, and the Group's consumer business remains largely dependent on marketing to maintain a stable/growing customer base. However, the fact that more than half of the company's revenues now come from the school market reduces exposure.

Key Competencies and Talent Supply

The company's operations are heavily dependent on competent, experienced, and motivated employees. Losing key personnel and facing challenges in attracting and recruiting new talent would have a significant impact on the Group's operations.

Management

The Group actively works on employee and culture issues to ensure that employees are satisfied, motivated, and see opportunities for development within Albert Group. Various

Material risks and uncertainties

incentive programmes have been developed for key personnel, and employee satisfaction is measured regularly.

Furthermore, the new organisational structure creates stronger functions with more people within similar competence areas. This means that an organisation is not reliant on a single individual for a particular competence area. The unified organisation also makes our efforts in employee development and succession planning more powerful, enabling both internal career opportunities and internal replacement of employees leaving specific roles.

Risk Assessment
The risk level is considered low. While competition for skilled employees is tough, the Group generally has high employee satisfaction, a relatively low employee turnover, and a strong employer brand.

Liquidity and Refinancing Risk

A lack of liquid assets to continue operations would be very serious for the Group.

Management
Albert Group is well-financed, with cash reserves of approximately 44 million SEK at the end of 2024. The Group works continuously on long-term business planning and forecasting future cash flow to ensure continued good liquidity.

Risk Assessment
The risk level is considered low. The Group believes the current cash reserves will be sufficient to achieve positive EBITDA and positive cash flow.

SEK Thousands	2024	2023	2022	2021	2020
Net Sales	177,791	177,893	101,796	62,564	23,907
Profit/loss before tax	-113,666	-85,157	-102,445	-57,264	-26,381
Balance Sheet total	212,870	314,977	304,005	279,801	76,800
Equity/asset ratio %	51%	67%	79%	95%	91%

Proposed Allocation of Profit for the Year

Proposed distribution of earnings

The Board of Directors proposes appropriation of retained losses as follows:

Retained Earnings	222,487,877
Profit/loss for the year	-59,002,110
	163,485,767
The Board of Directors proposes that no dividend should be distributed (0.00 SEK)	0
Carried forward	163,485,767
Total	**163,485,767**

Financial Statements

Group

Consolidated Income Statement

SEK Thousands	Note	2024 Jan–Dec	2023 Jan–Dec
Net sales	3	177,791	177,893
Capitalised work for own account	8	6,882	14,034
Other income	4	7,372	17,585
		192,045	**209,512**
Operating expenses			
Raw materials and consumables		-5,375	-4,805
Other external expenses		-121,251	-104,880
Personnel expenses	5	-94,372	-100,021
Depreciation, amortisation, and impairment of tangible and intangible assets	8,9	-84,359	-80,499
Other operating expenses		-1,754	-6,776
Operating profit/loss		**-115,066**	**-86,750**
Result from financial items			
Other interest income and similar income		1,932	2,212
Interest costs and similar profit and loss items		-532	-619
Result after financial items		**-113,666**	**-85,157**
Tax on profit/loss for the period	7	8,877	5,260
Profit/loss for the period		**-104,789**	**-79,897**
Earnings per share			
– before and after dilution (SEK)*		-4.17	-3.18
Number of outstanding shares at the end of the reporting period		**25,128,917**	**25,128,917**
Average number of outstanding shares		**25,128,917**	**24,235,604**

*Refers to both before and after dilution when the amount is negative.

Group

Consolidated Balance Sheet

SEK Thousands	Notw	2024 31 Dec	2023 31 Dec
ASSETS			
Fixed assets			
Intangible assets			
Capitalised development costs and similar work	8	34,494	74,256
Goodwill	8,19	73,039	97,402
Concessions, patens, license, brands as well as similar rights	8,19	26,175	35,256
		133,708	**206,913**
Tangible fixed assets			
Equipment, tools, and installations	9	264	468
		264	**468**
Financial assets			
Other non-current receivables		426	421
		426	421
Total fixed assets		**134,398**	**207,802**
Current assets			
Inventory		5,239	3,556
Accounts receivable		14,778	15,441
Other receivables		4,017	3,573
Prepaid costs and accrued income	12	9,966	4,673
		34,001	**27,243**
Cash and cash equivalents			
Cash and cash equivalents		44,472	80,482
		44,472	80,482
Total current assets		**78,473**	**107,725**
TOTAL ASSETS		**212,870**	**315,527**

Group

Consolidated Balance Sheet *cont.*

SEK Thousands	Notw	2024 31 Dec	2023 31 Dec
EQUITY AND LIABILITIES			
EQUITY			
Share capital	13,14	1,256	1,256
Other capital contributed		520,838	520,838
Retained earnings including profit/loss for the period		-411,894	-311,676
Shareholders' equity, attributable to the Parent Company's shareholders		**110,200**	**210,418**
Non-controlling interests			
Total equity		**110,200**	**210,418**
Provisions			
Deferred tax liabilities	7,15	8,954	17,944
Other provisions	15	311	311
		9,265	**18,255**
Long-term liabilities			
Liabilities to credit institutions	16	6,033	6,955
		6,033	**6,955**
Current liabilities			
Accounts payable		6,353	5,366
Overdraft facility	17	2,457	2,522
Current tax liabilities		222	1,727
Short term Liabilities to credit institutions	16	303	2,316
Other liabilities		8,149	8,687
Accrued expenses and deferred income	18	69,890	59,283
		87,373	**79,901**
TOTAL EQUITY AND LIABILITIES		**212,870**	**315,529**

Group

Consolidated Statement of Changes in Equity

SEK Thousands	Share Capital	Other capital contributed	Retained earnings including profit/loss for the period	Total Equity
Opening equity 01/01/23	**886**	**472,129**	**-233,637**	**239,378**
Result for the period	-	-	-79,897	-79,897
Changes in equity				
Qualified employee stock options	-	-	772	772
Translation difference	-	-	1,086	1,086
	-	**-**	**1,858**	**1,858**
Transaction with owners				
Rights issue	205	- 205	-	-
Issue Costs	0	-3,500	-	-3,500
Non-cash issue	165	52,414	-	52,579
	370	**48,709**	**-**	**49,079**
Closing equity 31/12/23	**1,256**	**520,838**	**-311,676**	**210,418**
Opening equity 01/01/24	**1,256**	**520,838**	**-311,676**	**210,418**
Result for the period	-	-	-104,789	-104,789
Changes in equity				
Translation difference	-	-	3,547	3,547
Employee stock options	-	-	1,023	1,023
	-	**-**	**4,570**	**4,570**
Closing equity 31/12/24	**1,256**	**520,838**	**-411,894**	**110,200**

The number of shares outstanding as of the balance sheet date amounts to 25,128,917.

Group

Consolidated Cash Flow Statement

SEK Thousands	2024 Jan–Dec	2023 Jan–Dec
Operating activities		
Result after before items	-115,066	-86,750
Adjustments for non-cash flow items		
Depreciation and write-downs	84,359	80,499
Realisation result	-22	
Changes in provisions	-	-13,002
Options	1,023	772
Exchange rate gains/losses	-427	-165
Interest received	1,290	2,212
Interest Paid	-532	-619
Tax paid	-1,619	2,128
Cash flow from operating activities before changes to working capital	**-30,994**	**-14,925**
Cash flow from changes in working capital		
Increase (-)/Decrease (+) in stock	-1,683	3,494
Increase (-)/Decrease (+) of operating receivables	-3,424	3,091
Increase (+)/Decrease (-) of operating liabilities	9,186	-9,540
Cash flow from operating activities	**-26,915**	**-17,880**
Investing activities		
Acquisition of subsidiaries / operations, net cash impact	-	-45,431
Acquisition of tangible fixed assets	-26	-204
Acquisition of intangible assets	-6,844	-15,752
Cash flow from investing activities	**-6,870**	**-61,387**
Financing activities		
New share issue	-	70,100
Issue costs	-	-3,500
Net change checking account	-66	124
Amortisation of non-current loans	-2,936	-9,674
Cash flow from financial activities	**-3,002**	**57,050**
CASH FLOW FOR THE PERIOD	**-36,787**	**-22,217**
Cash and cash equivalents at beginning of the period	80,482	104,144
Exchange rate difference in cash and cash equivalents	777	-1,445
Cash and cash equivalents at end of the year	**44,472**	**80,482**

Parent Company

Income Statement

SEK Thousands	Note	2024 Jan–Dec	2023 Jan–Dec
Net sales	3	57,475	62,118
Capitalised work for own account	8	6,460	12,700
Other income	4	16,166	3,303
		80,101	**78,121**
Operating expenses			
Other external expenses		-70,531	-55,893
Personnel expenses		-35,077	-37,220
Depreciation, amortisation, and impairment of tangible and intangible assets	8,9	-12,325	-11,279
Other operating expenses		-198	-4,959
Operating profit/loss		**-38,030**	**-31,230**
Result from financial items			
Other interest income and similar income		622	1 565
Interest costs and similar profit and loss items		-183	-190
Impairment Loss on Shares in Subsidiaries		-21,286	-
Impairments of long-term receivables from Subsidiaries	11	-7,695	-46,815
Result after financial items		**-66,572**	**-76,670**
Year-end appropriations			
Group contributions	6	7,570	2,941
Result before taxes		**-59,002**	**-73,729**
Tax on profit/loss for the period	7	-	-
Profit/loss for the period		**-59,002**	**-73,729**

Parent Company

Balance Sheet

SEK Thousands	Note	2024 31 Dec	2023 31 Dec
ASSETS			
Fixed assets			
Intangible assets			
Capitalised development costs and similar work	8	12,835	18,571
Concessions, patens, license, brands as well as similar rights	8	258	387
		13,093	**18,958**
Financial assets			
Shares in group companies	11	180,587	188,282
Other non-current receivables		257	257
		180,844	188,539
Total fixed assets		**193,937**	**207,497**
Current assets			
Accounts receivable		2,498	5,929
Receivables group companies		15,072	14,889
Current tax assets		93	-
Other receivables		838	-
Prepaid costs and accrued income	12	6,152	874
		24,653	**21,692**
Cash and cash equivalents			
Cash and cash equivalents		5,636	29,888
		4,736	29,888
Total current assets		**30,289**	**51,579**
TOTAL ASSETS		**224,226**	**259,076**

Parent Company

Balance Sheet *cont.*

SEK Thousands	Note	2024 31 Dec	2023 31 Dec
EQUITY			
Restricted equity			
Restricted equity			
Share capital	13,14	1,256	1,256
Fund for development expenditure		12,835	18,571
		14,091	**19,827**
Non-restricted equity			
Share premium reserve		520,838	520,838
Retained earnings		-298,350	-231,381
Profit/loss for the period		-59,002	-73,729
		163,486	**215,728**
Total equity		**177,577**	**235,555**
Provisions			
Other provisions	15	311	311
		311	**311**
Current liabilities			
Accounts payable		3,823	2,652
Payables to group companies		26,992	10,081
Current tax liabilities		-	377
Other liabilities		2,796	2,675
Accrued expenses and deferred income	18	12,727	7,423
		46,338	**23,208**
TOTAL EQUITY AND LIABILITIES		**224,226**	**259,076**

Parent Company

Statement of Changes in Equity

SEK Thousands	Share Capital	New share issue	Fund for development expenses	Other capital contributed	Retained earnings including profit/loss for the period	Total Equity
	RESTRICTED EQUITY			UNRESTRICTED EQUITY		
Opening equity 2023-01-01	**886**	**205**	**16,999**	**471,924**	**-230,578**	**259,436**
Changes in equity	-	-			-73,729	-73,729
Qualified employee stock options						
Translation difference	-	-	-	-	772	772
	-	**-**	**-**	**-**	**772**	**772**
Transaction with owners						
Rights issue	205	-205				
Issue Costs	-		-	-3,500	-	-3,500
Non-cash issue	165		-	52,414	-	52,579
	370	**-205**		**48,914**	**-**	**49,079**
Reclassification between items in equity						
Fund for development expenses	-	-	1,572	-	-1,572	-
	-	-	1,572	-	-1,572	-
Closing equity 2023-12-31	**1,256**	**-**	**18,571**	**520,838**	**-305,109**	**235,555**
Opening equity 2024-01-01	**1,256**	**-**	**18,571**	**520,838**	**-305,109**	**235,555**
Changes in equity	-	-	-	-	-59,002	-59,002
Qualified employee stock options						
Translation difference	-	-	-	-	1,023	1,023
	-	**-**	**-**	**-**	**1,023**	**1,023**
Reclassification between items in equity						
Fund for development expenses	-	-	-5,736	-	5,736	-
	-	**-**	**-5,736**	**-**	**5,736**	**-**
Closing equity 2024-12-31	**1,256**	**-**	**12,835**	**520,838**	**-357,352**	**177,577**

The number of shares outstanding as of the balance sheet date amounts to 25,128,917.

Parent Company

Cash Flow Statement

SEK Thousands	2024 Jan–Dec	2023 Jan–Dec
Operating activities		
Result after before items	-38,030	-31,230
Adjustments for non-cash flow items		
Depreciation and write-downs	12,325	-1,723
Options	1,023	772
Exchange rate gains/losses	-	863
Interest received	439	1,565
Interest Paid	-183	-190
Tax paid	-470	47
Cash flow from operating activities before changes to working capital	**-24,896**	**-29,896**
Cash flow from changes in working capital		
Increase (-)/Decrease (+) of operating receivables	-23,971	-11,032
Increase (+)/Decrease (-) of operating liabilities	31,075	8,346
Cash flow from operating activities	**-17,792**	**-32,582**
Investing activities		
Acquisition of subsidiaries / operations, net cash impact	-	-73,394
Acquisition of intangible assets	-6,460	-12,700
Cash flow from investing activities	**-6,460**	**-86,094**
Financing activities		
New share issue	-	70,100
Issue costs	-	-3,500
Cash flow from financial activities	**-**	**66,600**
CASH FLOW FOR THE PERIOD	**-24,252**	**-52,076**
Cash and cash equivalents at beginning of the period	29,888	81,964
Exchange rate difference in cash and cash equivalents	-	-
Cash and cash equivalents at end of the year	**5,636**	**29,888**

Notes to the Consolidated Financial Statements

eEducation Albert AB (publ), the parent company, and its subsidiaries form an internationally operating EdTech group.

The group develops and markets digital educational services on a subscription basis to both private individuals and schools. The parent company, eEducation Albert AB (publ), corporate registration number 559020–9093, is a limited liability company registered in Sweden with its registered office in Gothenburg, visiting address Polhemsplatsen 5, 411 11 Gothenburg. The parent company's shares are listed on First North Growth Market under the ticket ALBERT.
In addition to eEducation Albert AB (publ), the consolidated financial statements include Ampd AB, corporate registration number 559187–3269, eEducation Albert Invest AB, corporate registration number 559063–9331, ARPU Management AB, corporate registration number 556690–9197, Swedish Film AB, corporate registration number 556556-5925, Norwegian Film AS, corporate registration number 991698140, Strawbees AB, corporate registration number 556983–8914, Kids MBA SAS, corporate registration number 8132219900025, Sumdog Ltd, corporate registration number SC167331, and Sumdog Inc, tax registration number 352503565.

The Board of Directors approved this group and annual report for public disclosure on 26 March 2025.

Notes to the Consolidated Financial Statements

N.1 Accounting Policies and Valuation Principles

The company applies the Annual Accounts Act (1995:1554) and the Swedish Accounting Standards Board's general guidelines BFNAR 2012:1 Annual Report and consolidated financial statements ("K3").

Group Accounting

The consolidated group accounting includes the parent company eEducation Albert AB (publ) and the companies over which the parent company directly or indirectly have a controlling influence (subsidiaries). Controlling influence means a right to design different financial and operational strategies of companies with a view to obtaining economic benefits. Controlling influence exists in normally the case where the parent company directly or indirectly holds shares representing more than 50% of the votes. A subsidiary's income and expenses are included in the consolidated financial statements from the time of the acquisition until the point at which the parent company no longer has a control influence over the subsidiary.

Accounting policies for subsidiaries Complies with the Group's accounting principles.

All intercompany transactions and unrealised gains and losses attributable to intra-group transactions have been eliminated in the preparation of the consolidated financial statements.

Business Acquisitions

The company has not made any business acquisitions during the financial year. Business acquisitions are reported in accordance with the acquisition method. The purchase price of the business acquisition is valued at fair value at the time of acquisition, which is calculated as the sum of the fair values as of the acquisition date of the paid assets, liabilities incurred or assumed and issued equity instruments and expenditure directly attributable to the business acquisition.

Examples of expenses are transaction costs. In the purchase price contingent purchase price, provided that at the time of acquisition is likely to be adjusted at a later date and that the amount can be estimated reliably.

Goodwill

Goodwill is the difference between the acquisition cost and the Group's fair value of an acquired subsidiary's identifiable assets and liabilities on the date of acquisition. At the time of acquisition, goodwill is recognised at cost and after the first accounting session, it is valued at cost after deducting depreciation and any depreciation Impairment losses. Goodwill amortizes over the expected useful life which amounts to 5 years.

On each balance sheet date, the company makes an assessment of the there is any indication that the value of goodwill is lower than carrying amount. If there is such an indication, recoverable value of goodwill and establishes an impairment testing.

In the event of an impairment need, goodwill on the cash-generating entity to which it relates. A reported impairment of goodwill may not, however, be reversed in a later period.

Income

Income is recognised at the fair value of the remuneration received or to be received, less VAT; discounts, returns and similar deductions. The Group's revenues mainly consist of subscription revenues received from customers when subscribing to the Group's digital training services. Revenue from the sale of services on an ongoing basis is reported as income in the period in which the service is used by customers. Revenue from the Group's sales of goods is recorded at the time when the material risks and benefits associated with the ownership of the goods has passed to the buyer. This is done when delivering goods to the customer.

Translation of items in foreign currency

The Group's functional currency and reporting currency are: Swedish krona (SEK).

Monetary assets and liabilities denominated in foreign currencies have been converted at the balance sheet date's exchange rate. Exchange rate differences are reported in the income statement under financial items.

Non-monetary assets and liabilities recognised at historical cost have not been recalculated.

Foreign subsidiaries are reported according to the daily exchange rate method, which means that assets and liabilities are restated at the balance sheet date exchange rate and that revenues and expenses are translated to an average exchange rate for the period.

Foreign subsidiaries' financial statements are restated as accounting currency of the Group according to the following principles: balance sheet price and at average price for the income statement. Translation differences arising from the translation are reported in equity.

Employee compensation

Employee allowances in the form of salaries, paid holidays, paid sickness absence, etc., as well as pensions are reported in line with earnings. Pensions and other benefits after terminated employment, these are classified as defined contribution or defined benefit pension plans. The Group has only defined contribution pension plans.

Defined contribution plans

For defined contribution plans, the Group pays defined fees to a separate independent legal entity and has no obligation to pay additional fees. The Group's profit is charged for costs as the benefits are earned, which normally coincides with the date on which premiums are paid.

Income taxes

The tax expense consists of the sum of the current tax and deferred tax tax.

Current tax

Current tax is calculated on the taxable profit for the period. Taxable profit differs from reported profit in the income statement as it has been adjusted for non-taxable income and non-deductible expenses, as well as for income and expenses taxable or deductible in other periods. The Group's current tax liability is calculated according to the tax rates that applies as of the balance sheet date.

Deferred tax

Deferred tax is reported on temporary differences between the carrying amount of assets and liabilities in the financial instruments the reports and the tax value used in the calculation of

Notes to the Consolidated Financial Statements

N.1 Accounting Policies and Valuation Principles cont.

taxable profit. Deferred tax is reported according to the so-called balance sheet method. Deferred tax liabilities are reported for in principle all taxable temporary and deferred tax assets are in principle recognised deductible temporary differences to the extent that it is that the amounts can be used against future taxable surplus.

Deferred tax liability is reported for taxable temporary differences attributable to investments in subsidiaries; except in cases where the Group can control the timing of the reversal of temporary differences and it is not clear that the difference will be reversed within a foreseeable period of time. future. The carrying amount of deferred tax assets will be reassessed each balance sheet date and reduced to the extent that it is not sufficient taxable results are likely to be available to be exploited, in whole or in part, against the deferred tax assets. In view of the uncertainty about the future, the company's management has decided not to report any deferred tax assets.

The valuation of deferred tax is based on how the company, as of the balance sheet date, expects to recover the reported the value of the corresponding asset or settle the the value of the corresponding debt. Deferred tax is calculated based on the tax rates and tax rules that have been decided before the balance sheet date. Deferred tax assets and liabilities are set off when they relate to income tax levied by the same authority.

Current and deferred tax for the period

Current and deferred tax are recognised as an expense or income in the income statement, except when the tax relates to transactions recognised directly in equity. In such cases, the tax is also recognised directly in equity. For current and deferred tax arising from the recognition of business combinations, the tax effect is included in the acquisition analysis

Property, plant and equipment

Property, plant and equipment are recognised at cost after deduction of accumulated depreciation and any Impairment losses. The acquisition value consists of the purchase price, expenses directly attributable to the acquisition of the in place and in condition for use, as well as estimated expenses for dismantling and removal of the asset and restoration of the place where it is located. Machinery and other technical equipment:

Inventory 5 years
Computers 5 years

Intangible fixed assets

Intangible assets acquired separately are recognised as cost less accumulated depreciation and any accumulated impairment charges. Depreciation is carried out on a straight-line basis over the asset's estimated useful life, which is estimated at 5 years. Estimated useful life and depreciation methods are reassessed if there is an indication that these changes compared to the previous estimate Balance sheet date.
The impact of any changes in estimates and assessments is reported forward-looking. Depreciation begins when the asset can be used.

Acquisition as part of a business combination

Intangible assets acquired in a business acquisition identified and accounted for separately from goodwill when they meet the definition of an intangible asset and their fair value can be reliably calculated. The acquisition cost of such intangible assets are their fair value at the time of the date of acquisition. These assets are depreciated over the expected useful life, which amounts to 5 years.

After the first accounting session, intangible assets acquired in a business combination at cost with deduction for accumulated depreciation and any accumulated impairment charges in the same way as separately acquired intangible assets.

Procurement through internal reprocessing

The Group applies the activation model, which means that: the work of developing an internally developed intangible fixed asset divided into a research phase and a development phase. All expenses arising from the Group's research phase are reported as costs when they arise. All expenditure on the development of new substances to include in the Group's digital training services is reported as an access if all of the following conditions are met:

- it is technically possible to complete the intangible fixed asset so that it can be used or sold
- the company's intention is to complete the intangible fixed asset and to use or sell it
- there are prerequisites for using or selling the intangible Fixed asset
- it is likely that the intangible fixed asset will generate future economic benefits
- there are the necessary and adequate technical, economic and other resources to pursue development and to use or sell the intangible fixed asset; and the expenditure attributable to the intangible fixed asset during its development can be calculated Reliable.

Expenditure on an internally accrued intangible fixed asset is only included in the acquisition value if the purpose of the acquisition is to part of the company's own development work will form part of a new unique access. After the first reporting session, internally processed Intangible fixed assets at cost after deduction of accumulated depreciation and accumulated impairment charges. Depreciation begins when the asset can be used.

Concessions, patents, licenses, trademarks and the like rights

Concessions, patents, licenses, trademarks and the like rights are recognised at cost reduced by accumulated depreciation and any write-downs. Record refers in all material respects to software acquired from Stairway and Jaramba in 2022 and Sumdog in 2023.

Depreciation

Depreciation is recognised in the income statement on a straight-line basis across intangible estimated useful life of assets, unless such Useful life is indefinite. Depreciable intangible Assets are depreciated from the date they are available to use. The estimated useful life is:

In-house developed intangible assets	3 years
Goodwill	5 years
Concessions, patents, licences, trademarks and similar rights	5 years

Notes to the Consolidated Financial Statements

N.1 Accounting Policies and Valuation Principles cont.

Inventories
The inventory is occupied at the lower of the cost and the net sales value. In doing so, the risk of obsolescence has been taken into account. The acquisition cost is calculated according to the first-in-first-out principle.

Cash and cash equivalents
Cash and cash equivalents include cash and available balances banks and other credit institutions and other short-term liquid investments that can be easily converted into cash and is subject to a negligible risk of fluctuations in value. To be classified as cash and cash equivalents, the maturity shall not exceed three months from the date of acquisition.

Cash flow statement
The cash flow statement shows the Group's and the Parent Company's changes in the company's cash and cash equivalents during the financial year. The cash flow statement has been prepared in accordance with the indirect Method. The reported cash flow only includes transactions that have resulted in payments and payments.

Specific accounting policies for the parent company
Participations in subsidiaries are reported at cost. Dividend from subsidiaries is recognised as income when the right to receive dividend is considered safe and can be reliably calculated.

Property, plant and equipment
Property, plant and equipment that is of lesser value or can be assumed to have an economic life of no more than three years is reported as cost at the first accounting date, provided that the company can make corresponding deductions under the Income Tax Act.

Intangible fixed assets
When the company reports expenses for its own development work, the corresponding amount is transferred from non-restricted equity to a Development Expenditure Fund.

Share-based remuneration
For the Albert Group, share-based remuneration is reported as shall be settled with equity instruments at fair value at the time of grant. The time of assignment is defined as the time when the company entered into an agreement on share-based remuneration. The real thing value is determined at the time of allocation and is reported as a cost with a corresponding adjustment in equity. This cost is distributed over the vesting period, based on the company's estimate of the number of shares that are expected to be redeemable. To calculate the fair value, Black-Scholes is applied a valuation model. Social security contributions attributable to the share-related Reimbursements are accrued in the same way as the cost for the services obtained. The blame for these compensations is revalued at each closing date until it is regulated

Notes to the Consolidated Financial Statements

N.2 Important estimates and judgements for accounting purposes

Key sources of uncertainty in estimates
The most important assumptions about the future are outlined below, and other important sources of uncertainty in estimates as of the balance sheet date; that pose a significant risk of material adjustments in the carrying amounts of assets and liabilities in the next fiscal year.

Impairment tests
Intangible assets
At each balance sheet date, an assessment is made of whether there is any indication of a decrease in the value of the Group's assets. This assessment takes place annually but can be done more often if there are indications that the asset may have decreased in value. If this is the case, an assessment is made of the recoverable value of the asset.

The recoverable value is the highest of the asset's fair value, less selling costs, and the utility value. Value in use refers to the present value of future cash flows attributable to the asset and present value of the net sales value at the end of the useful life. If the calculated recoverable value is less than the carrying amount is an impairment to the recoverable value of the asset. A previous impairment is reversed when there has been a change in the assumptions on the basis of which the asset was determined recoverable value when it was written down and which means that impairment is no longer deemed necessary. Reversals of previously made impairments are examined individually and is reported in the income statement. Impairment losses of Goodwill is not reversed in a subsequent period. During the year, decisions were made on the restructuring and resource allocation in Kids MBA SAS. As a result, the company during the year, the Group has written down surplus values of 20,640k SEK.

Financial assets
As of the balance sheet date, impairment tests have been carried out which has not resulted in write-downs in unit values in the parent company as of December 31, 2024. During the year, decisions were made on the restructuring and resource allocation in Kids MBA SAS. This resulted in the parent company eEducation Albert AB has written down the shares from the acquisition of Kids MBA by the equivalent of 7,695k SEK, which corresponds to 100% of the shares in the subsidiary.

Capitalisation of loss carry-forwards as deferred Tax Claim
The company has accumulated tax loss carry-forwards as of 31 December, 2024, which amounts to 261 million SEK. A postponed tax assets have not been recognised for these loss carry-forwards, as the Group has so far reported negative results and assesses that tax surpluses will not be utilised in the foreseeable future.

The company will continuously evaluate the activation of deferred tax assets as earnings improve can be realised and stable profitability can be demonstrated.

Earn-out
On 20 January, 2023, eEducation Albert acquired all shares in Kids MBA SAS. An earn-out was agreed to be paid after Annual General Meeting 2025, provided that the organic growth in the consolidated annual net sales of all companies in the 31 of January 2023, the total amount of the financial years 2022–2024. As the actual net sales for 2024 have not reached the level required to meet the is to be met, the earn-out consideration will not be paid. Nobody Provision for the earn-out consideration has been booked. On 31 January 2024, eEducation Albert acquired all shares in Strawbees AB. An earn-out was agreed to be discontinued after the 2025 Annual General Meeting, provided that the organic growth in consolidated annual net sales of As of 31 January 2024, all companies in the Group amounted to a total of 50% between the financial years 2022–2024. As the actual net sales for 2024 have not reached the required level in order for the conditions to be met, the earn-out consideration will not be deleted. No provision for the earn-out has been posted.

Notes to the Consolidated Financial Statements

N.3 Distribution of net sales

Albert's CEO, as the highest executive decision-maker, monitors and analyses the performance and financial position of the company as a whole, as well as by business segment and business model.

Business areas:
B2C - Sales to households
B2B - Sales to schools/other businesses

Business models:
B2C digital products subscription
B2B digital products subscription
B2B digital products non-subscription
B2B physical products non-subscription

	GROUP		PARENT COMPANY	
SEK Thousands	**2024**	**2023**	**2024**	**2023**
B2C	73,274	79,212	57,475	62,118
B2B	104,517	98,681	-	-
Total	**177,791**	**177,893**	**57,475**	**62,118**

N.4 Other operating income

	GROUP		PARENT COMPANY	
SEK Thousands	**2024**	**2023**	**2024**	**2023**
Exchange gains of an operating nature	1,909	4,317	144	3,303
Grants received	3	265	-	-
Unrealised contingent consideration	-	13,002	-	-
Internal income	-	-	10,714	-
Revenues outside core operations	5,308	-	5,308	-
Other	152	-	-	-
Total	**7,372**	**17,584**	**16,166**	**3,303**

N.5 Personnel costs

Average number of employees FTE

	GROUP				PARENT COMPANY			
	2024		2023		2024		2023	
	Average number	Of which men	Average number	Of which men	Average number	Of which men	Average number	Of which men
Sweden	57	26	67	32	31	13	40	17
Great Britain	26	13	31	11	-	-	-	-
France	10	4	12	4	-	-	-	-
Total	**93**	**43**	**110**	**47**	**31**	**13**	**40**	**17**

Proportion of women in senior management positions	**2024**	**2023**
Board	20%	40%
Management postitions	33%	43%

Notes to the Consolidated Financial Statements

N.5 Personnel costs cont.

Salaries and remuneration and social security contributions

	GROUP				PARENT COMPANY			
	2024		2023		2024		2023	
	Salaries and remunerations		Social security contributions		Salaries and remunerations		Social security contributions	
Board and chief executive officer	4,254	6,021	1,957	2,241	3,176	3,093	1,383	1,148
Other employees	66,708	68,483	19,165	18,822	20,973	22,964	8,200	8,757
-Pension costs	-	-	5,766	5,467	-	-	1,928	1,727
Total	**70,962**	**74,504**	**21,122**	**21,063**	**24,148**	**26,057**	**9,583**	**9,905**

N.6 Appropriations

	PARENT COMPANY	
SEK Thousands	2024	2023
Received group contributions [1]	7,570	2,941
	7,570	**2,941**

[1] The parent company has received a group contributon from Ampd AB (559187-3269) and ARPU Management AB(556690-9197).

N.7 Tax

	GROUP		PARENT COMPANY	
SEK Thousands	2024	2023	2024	2023
Current tax on profit/loss for the year	-113	-1,292	-	-
Deferred tax	8,990	6,552	-	-
Tax income/expense	**8,877**	**5,260**	**-**	**-**
Reconciliation of effective tax rate				
Profit/loss before tax	-113,666	-85,157	-59,002	-73,729
Tax Effects of:				
Tax calculated according to the tax rate in Sweden (20,6%)	23,415	17,542	12,154	15,188
Non-deductible income	4,398	53	1	1
Non-deductible expenses	-15	-8	-14	-8
Tax effect of impairment of shares	-5,970	-9,644	-5,970	-9,644
Tax effect of new share issues	-	-736	-	-736
Deferred tax	8,990	6,263	-	-
Non-capitalised tax losses	-21,941	-8,210	-6,171	-4,801
Tax income/expense	**8,877**	**5,260**	**-**	**-**

	GROUP			
	Deferred Tax Assets		Deferred Tax Liabilities	
Deffered tax	2024	2023	2024	2023
Excess Values of Intangible Assets	-	-	8,112	17,102
Other	-	-	842	842
	-	**-**	**8,954**	**17,944**

All tax loss carryforwards have, under the current regulations, no expiration dates. However, there are restrictions on how much of the losses can be offset against taxable profits each year. Of the Group's total tax loss carryforwards, 0% are recognised as deferred tax assets.

Notes to the Consolidated Financial Statements

N.8 Intangible Assets

Research costs refer to expenditure on research aimed at obtaining new knowledge regarding the development of substances or areas of current topics. Development expenditure refers to: expenditure where knowledge is applied to achieve new or improved topics or platforms.

Research expenses are expensed in the period in which they arise. In the Group, development expenses are reported as intangible asset in the event that the asset is deemed to be able to generate future economic benefits, and then only on condition that the is technically and financially feasible to complete the asset, The intention is and the condition is that the access can be used business or be sold, and that the value can be calculated on a reliably.

In the Group's balance sheet, in-house developed intangible Assets at cost reduced by accumulated depreciation and amortisation.

Internally Generated Intangible Assets

	GROUP		PARENT COMPANY	
SEK Thousands	**2024**	**2023**	**2024**	**2023**
Accumulated purchase value				
Ingoing Balance	133,571	75,450	50,672	37,972
Investments	6,882	15,752	6,460	12,700
Acquisition	-	42,334	-	-
Write downs	-30,959	-	-	-
Reclassification	-	-75	-	-
Conversion difference	2,294	110	-	-
Closing balance purchase value	**111,788**	**133,571**	**57,132**	**50,672**
Accumulated Depreciation and Impairment				
Opening balance	-59,315	-27,778	-32,101	-20,973
Depreciations	-27,025	-28,544	-12,196	-11,128
Write downs	-	-3,024	-	-
Reversal	10,319	-	-	-
Reclassification	-	75	-	-
Conversion difference	-1,274	-44	-	-
Closing Balance Depreciation and write downs	**-77,295**	**-59,315**	**-44,297**	**-32,101**
Closing Balance	**34,494**	**74,256**	**12,835**	**18,571**

Goodwill

	GROUP		PARENT COMPANY	
SEK Thousands	**2024**	**2023**	**2024**	**2023**
Accumulated purchase value				
Opening balance	133,749	28,251	-	-
Investments	-	-	-	-
Aquisitions	-	105,498	-	-
Conversion difference	2,467	-	-	-
Closing balance purchase value	**136,216**	**133,749**	**-**	**-**
Accumulated Depreciation and write downs				
Opening blance	-36,347	-7,239	-	-
Depreciations	-25,313	-29,165	-	-
Write downs	-	-8,325	-	-
Reclassification	-	8,380	-	-
Conversion difference	-1,517	-	-	-
Closing balance depreciation and write downs	**-63,177**	**-36,347**	**-**	**-**
Closing balance	**73,039**	**97,402**	**-**	**-**

Notes to the Consolidated Financial Statements

N.8 Intangible Assets cont.

Concessions, patents, license, brands as well as similar rights	GROUP		PARENT COMPANY	
SEK Thousands	2024	2023	2024	2023
Accumulated purchase value				
Opening balance	56,180	56,180	1,145	1,145
Investments	-	-	-	-
Disposals	-38	-	-	-
Conversion difference	4,810			
Closing balance purchase value	**60,952**	**56,180**	**1,145**	**1,145**
Accumulated Depreciation and write downs			-	-
Opening balance	-20,924	-9,796	-758	-629
Depreciations	-11,129	-11,129	-129	-129
Disposals	-	-	-	-
Conversion difference	-2,724	1	-	-
Closing balance depreciation and write downs	**-34,777**	**-20,924**	**-887**	**-758**
Closing balance	**26,175**	**35,256**	**258**	**387**

N.9 Tangible Assets

Equipment, Tools and Installations are recognised at cost less accumulated depreciation and any impairment losses. The item primarily comprises computers and office equipment

Depreciation is based on the original acquisition cost reduced by the estimated residual value. The residual values and useful lives of tangible assets are reviewed at each balance sheet date and adjusted if necessary. Depreciation is applied on a straight-line basis over the estimated useful life of the asset.

The estimated useful lives are as follows:
Equipment, Tools, and Installations 5 years.

Equipment, tools, fixtures and fittings	GROUP		PARENT COMPANY	
SEK Thousands	2024	2023	2024	2023
Accumulated purchase value				
Opening balance	1,312	723	474	474
Investments	40	204	-	-
Aquisitions	-	384	-	-
Disposals	-45	-	-	-
Conversion difference	25	1	-	-
Closing balance purchase value	**1,332**	**1,312**	**474**	**474**
Accumulated Depreciation and write downs				
Opening blance	-844	-522	-474	-452
Depreciations	-253	-311	-	-22
Disposals	45	-	-	-
Conversion difference	-16	-11	-	-
Closing balance depreciation and write downs	**-1,068**	**-844**	**-474**	**-474**
Closing balance	**264**	**468**	**-**	**-**

Notes to the Consolidated Financial Statements

N.10 Operating Lease Agreements

Among the company's operating lease agreements, there are no variable fees or restrictions of significant value. This year's operating lease expenses are distributed as follows:

	GROUP		PARENT COMPANY	
SEK Thousands	**2024**	**2023**	**2024**	**2023**
Lease payments recognised as expenses during the year	332	270	7	7

The future minimum lease payments for non-cancellable operating leases are distributed as follows:

	GROUP 2024	GROUP 2023	PARENT COMPANY 2024	PARENT COMPANY 2023
Within 1 year	276	275	5	5
Longre than 1 year but not more than 5 year	227	481	-	-
Total	**503**	**756**	**5**	**5**

N.11 Shares in Group Companies

	PARENT COMPANY	
SEK Thousands	**2024**	**2023**
Opening purchase value	188,282	110,714
Aquisitions	-	129,384
Impairments	-7,695	-51,816
Total	**180,587**	**188,282**

Bolag	**Org.nr.**	**Säte**	**Andel i %**	**Carrying Amount 2024**	**Carrying Amount 2023**	**Equity as of 31 December 2024**	**Result for 2024**
eEducation Albert Invest AB	559063–9331	Gothenburg, Sweden	100	88	88	30	0
Ampd AB	559187–3269	Stockholm, Sweden	100	10 000	10 000	959	- 1
Sumdog Ltd	SC167331	Edinburgh, United Kingdom	100	70 315	70 315	715	- 4 350
Kids MBA SAS	813 221 199	Paris, France	100	-	7 695	- 7 990	12 298
Strawbees AB	556983-8914	Gothenburg, Sweden	100	24 514	24 514	746	- 2 938
ARPU Management AB	556690-9197	Stockholm, Sweden	100	75 670	75 670	11 444	376
Total			**100**	**180 587**	**188 282**	**5 904**	**5 385**

During the year was a decision made of restructuring and resource allocation of Kids MBA SAS. This resulted in impairment of the parent company eEducation Albert AB shares from the acquisition of 7,695k SEK, which corresponds to 100%.

N.12 Prepaid expenses and accrued income

	GROUP		PARENT COMPANY	
SEK Thousands	**2024**	**2023**	**2024**	**2023**
Prepaid lease payments and rents	739	777	449	289
Prepaid service fees	325	216	394	185
Prepaid insurance	45	30	-	30
Accrued interest income	2	105	8	114
Prepaid platform costs	7,226	2,448	5,222	183
Other	1,629	1,097	79	73
Total	**9,966**	**4,673**	**6,152**	**874**

Notes to the Consolidated Financial Statements

N.13 Equity

As of 31 December 2024, the registered share capital comprised 25,128,917 ordinary shares (17,721,655) with a quota value of 0.05 SEK (0.05)."

N.14 Share-based Payments

As of 31 December 2024, the company has two employee stock option programmes comprising a maximum of 1,994,479 option rights, entitling holders to a maximum of 1,994,479 shares, whereby the share capital can increase by a maximum of 99,724 SEK. The company has entered into agreements with each participant for all options, whereby, upon exercise by the participant, the company's Board of Directors shall convene a general meeting to address the decision on the issuance of the corresponding number of shares.

The first employee stock options vest over a period of three and a half (3.5) years from the date of grant and can then be used by option holders to subscribe for shares no later than 2 months thereafter. The last possible exercise date occurs in 2025. The redemption price for each share covered by the employee stock options amounts to 59.11 SEK.

The second employee stock options are earned over a period of three (3) years from the date of award and can then be used by option holders to subscribe for shares no later than 2 months after that. The last possible exercise date occurs in 2026. The redemption price for each share covered by the employee stock options amounts to 13.74 SEK. The maximum dilution of the active option programmes amounts to 5.2%.

Employee stock options

SEK Thousands	Opening Balance	Changes During the year	Closing Balance
Number of Employee Stock Options at the Beginning of the Year	1 994 966	-	1 994 966
Number of Employee Stock Options forfeited During the Year	-	-487	-487
Number of Employee Stock Options Forfeited During the Year	-	-569 790	-569 790
Number of Employee Stock Options Not Allocated	-	569 790	569 790
Number of Employee Stock Options at the End of the Year			**1 994 479**

N.15 Provisions

	GROUP		PARENT COMPANY	
SEK Thousands	2024	2023	2024	2023
Other provisions				
Opening balance	311	12,450	311	12,450
New provisions	-	311	-	311
Amount utilised	-	-12,450	-	-12,450
Closing balance other provisions	**311**	**311**	**311**	**311**
Deffered tax				
Opening balance	17,944	15,675	-	-
New provisions accrual fund	-	415	-	-
New provisions excess values	-	17,529	-	-
Amount utilised	-8,990	-15,675	-	-
Closing balance deffered tax	**8,954**	**17,944**	**-**	**-**

Notes to the Consolidated Financial Statements

N.16 Liabilities to Credit Institutions

	GROUP		PARENT COMPANY	
SEK Thousands	**2024**	**2023**	**2024**	**2023**
Liabilities due within one year	303	2,316	-	-
Liabilities due later than 1 year but not above 5 years	6,033	6,955	-	-
Total Liabilities to Credit Institutions	**6,336**	**9,271**	**-**	**-**

N.17 Overdraft Facility

	GROUP		PARENT COMPANY	
SEK Thousands	**2024**	**2023**	**2024**	**2023**
Granted amount	2,500	2,500	-	-
Overdraft amount	2,457	2,522	-	-

N.18 Accrued expenses and prepaid income

	GROUP		PARENT COMPANY	
SEK Thousands	**2024**	**2023**	**2024**	**2023**
Accrued expenses for royalties	32,974	30,697	692	2,303
Accrued expenses for annual subscriptions	28,572	21,870	8,561	2,154
Accrued salaries, vacation salaries and social secury expenses	6,555	5,826	3,013	2,903
Accrued rent discounts	-	63	-	63
Other	1,789	827	461	-
Total	**69,890**	**59,283**	**12,727**	**7,423**

N.19 Business Acquisition

The Company has not completed any acquisitions during the financial year 2024. During last year, 2023 the company acquired Swedish Film AB, Strawbees AB and Kids MBA SAS. For more information of these acquisitions, please refer to the Annual Report 2023.

The balance sheet 31 of December 2024 still includes posts related to former acquisitions, as goodwill and any additional purchase price, which is reported according to the acquisition method. Please see note 8 for more information.

N.20 Pledged Collateral

The company has a guarantee commitment linked to a lease agreement that runs until 31 December, 2025. The obligation constitutes a contingent liability and pertains to ensuring rent payments. The exposure amounts to a maximum of 458k SEK.

N.21 Transactions with related parties

Purchases of marketing and management consultancy services were carried out during the financial year from Schibsted Tillväxtmedier Annonsförsäljning AB at the amount of 300k SEK and mr Grytterhielm AB at the amount of 500k SEK, including group companies that are considered related parties due to Board representation and ownership. During the fourth quarter, there were no related party transactions. The transactions are part of eEducation Albert AB's normal operations and were carried out on market terms.

N.22 Significant events after the end of the year

- Albert Junior was launched in the Czech Republic. The launch was another strategic step toward profitable growth and expanded global presence following the launch in Romania.

Other

Key figures and definitions

Financial key figures	Definition	Motivation for users
Net revenue	Net revenue refers to income from the sale of goods and services within the ordinary business.	Net revenue provides a clear and accurate picture of a company's actual income from its core operations.
Organic net revenue growth	Organic growth refers to sales growth from existing operations adjusted for the effects of acquisitions and divestitures.	Measures the company's growth in net revenue compared to the same period last year, excluding any acquisitions during the periods, for increased comparison over time.
Gross profit	Net revenue after deduction of direct sales costs, which are defined as cost of goods sold, platform fees, royalties, licenses, and payment processing fees.	Clarifying the company's contribution, which is intended to cover both fixed and variable costs of the business.
Gross margin	Gross profit as part of net revenue.	
EBITDA	Earnings before interest, taxes, depreciation, and amortisation.	Measure the results from the ongoing business independent of depreciation and write-downs of tangible and intangible assets.
EBITDA margin	EBITDA as part of net revenue.	Clarify the company's profitability generated by the ongoing operations. Facilitates the comparison of profitability between different companies and industries. Clarify the company's profitability generated by the ongoing operations. Facilitates the comparison of profitability between different companies and industries.
EBITA	Earnings before interest, tax and depreciation write-downs of acquisitionrelated assets.	Measure the results from the ongoing business independent of and impairment of acquisition-related assets.
EBITA margin	EBITA as part of net revenue.	Indicates the proportion of revenue that remains after all operating expenses have been deducted and is available for other purposes.
Net cash (-)/debt (+)	Interest-bearing liabilities minus interestbearing receivables and cash and cash equivalents.	Shows the company's total indebtedness.

Key figures and definitions

Financial key figures	Definition	Motivation for users
Working capital	Current assets, excluding liquid funds reduced by accounts payable and accrued expenses, as well as prepaid income.	Clarifies how much capital is needed to finance ongoing operations.
Solidity	Equity as part of total assets.	Clarifies the company's capital structure and, hence the company's financial strength.
Earnings per share before dilution	Profit for the period after tax attributable to the parent company's shareholders divided by the weighted average number of ordinary shares outstanding adjusted for the effects of all potential ordinary shares that give rise to a dilutive effect during the period.	Clarifies shareholders' earnings per share after dilution.
Earnings per share after dilution	Profit for the period after tax attributable to the parent company's shareholders divided by the weighted average number of ordinary shares outstanding adjusted for the effects of all potential ordinary shares that give rise to a dilutive effect during the period.	Clarifies shareholders' earnings per share after dilution.

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Financial calendar

Annual General Meeting	29 April 2025
Interim report Q1	16 May 2025
Interim report Q2	22 August 2025
Interim report Q3	11 November 2025
Year end report Q4	26 February 2026

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