

Successful pilot project between Akelius and Albert completed - paves the way for deepen collaboration

eEducation Albert ("Albert"), a leading Nordic EdTech player, can today announce the successful completion of a commercial pilot project together with Akelius Language Learning (gGMBH) ("Akelius"). The project was initiated in March and has aimed to evaluate commercial synergies between Akelius and Albert and a final report showing good synergies has now been delivered. The project has been fully financed by Akelius and Albert has assisted with expertise and resources in technology and marketing. Continued cooperation in the previously mentioned areas is initiated.

Akelius and Albert's educational products complement each other both in terms of subjects, target groups and geographical focus markets. Both organizations have the ambition to be globally leading players who democratize knowledge through technology. Delivering high-quality digital and analog learning experiences and individually tailored learning journeys to its users signifies both Albert and Akelius. The pilot project has clearly shown that there is a market interest in Akelius Language Courses both within and beyond Albert's core markets and both parties are opportunistic about the future.

- Akelius has followed Albert for some time. Albert has proven to be at the forefront of marketing and product development. Albert and Akelius will work together going forward, says Roger Akelius, founder of Akelius Language

- The next generation of aids for learning mathematics and languages requires new methods, continues Roger Akelius.

- We look positively at the results achieved in this pilot project and are opportunistic in what we can achieve together, say Albert's founders Salman Eskandari and Arta Mandegari.

Discussions are now being held between the parties about a more comprehensive and in-depth collaboration in product development and marketing.

About Akelius:

Language learning developed by Akelius has been developed by Roger Akelius and around 70 full-time employees within Akelius Language and is delivered to hundreds of thousands of users worldwide either directly to users via web or mobile applications or via distributors of which UNICEF is the largest.

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About eEducation Albert AB (publ)

Albert is the children's digital teacher, who since the start in 2016 has helped over 500,000 families with homework via mobile devices. Albert's apps are aimed at younger (1-9 years) and older children (10-16 years) and include subjects such as Mathematics, English, Geography, Code and Reading & Writing. Albert was founded in 2016 by two friends in Gothenburg with a clear goal - to democratize knowledge through technology - and that is what drives us even today. Albert is listed on the Nasdaq First North Growth Market with the short name (ticker) ALBERT. The company's certified adviser is Erik Penser Bank, certifiedadviser@penser.se, +46 (0) 8463 80 00

Read more at investors.hejalbert.se

Attachments

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