

## Albert signs a cooperation agreement with Egmont

eEducation Albert ("Albert"), a leading Nordic EdTech player, has today entered into a license agreement with Egmont Story House AB ("Egmont") regarding content linked to Bamse. Through the agreement, Albert will be able to convey content with Bamse to the age category 2-5 years via his platform for the youngest children "Jaramba".

The content licensed refers to Bamse and related IP rights. Through the collaboration, Albert will have the opportunity to offer children aged 2-5 the opportunity to learn together with Bamse via interactive exercises in the platform. Content is expected to be launched during the third quarter of 2022. Egmont will receive a royalty-based remuneration based on use of the platform.

- We are very happy to be able to start this collaboration with such a well-known player as Egmont. With this collaboration and the strong popularity that Bamse has in our target group, we hope to be able to contribute to strengthening the children's own drive for fun learning while we reach more parents and children. In many surveys we do among our customers, requests for so-called guest performances by well-known brands and child figures are highlighted. That is why we are extra happy to be able to offer our customers Bamse, which we also consider to be very compatible with both Albert and Jaramba as a brand, say Arta Mandegari and Salman Eskandari, founders of Albert.

**For additional information, please contact:**

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### About eEducation Albert AB (publ)

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Albert is the children's digital teacher, who since the start in 2016 has helped over 300,000 families with homework via mobile devices. Albert's apps are aimed at younger (1-9 years) and older children (10-16 years) and include subjects such as Mathematics, Geography, Code and Reading & Writing. Albert was founded in 2016 by two friends in Gothenburg with a clear goal - to democratize knowledge through technology - and that is what drives us even today. Albert is listed on the Nasdaq First North Growth Market with the short name (ticker) ALBERT. The company's certified adviser is Erik Penser Bank, [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se), +46 (0) 8463 80 00

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

## Attachments

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