

eEducation Albert appoints new CEO and Deputy CEO

The board of eEducation Albert has appointed Jonas Mårtensson as the new Group CEO. Simultaneously, the board has appointed Anne-Louise Wirén as the new Deputy Group CEO. Both are currently employed in the Albert group and will enter their new respective posts latest by 1st of September 2023.

At the end of 2022, Albert signed the acquisitions of three companies, Strawbees, Film & Skola and Holy Owly, which were closed in January this year. With the CEO change, the founders Arta Mandegari and Salman Eskandari will step into operational roles and focus on integrating the companies and developing and driving synergies between them. The purpose is to streamline the organization and strengthen the company's business.

"It feels very satisfying and comforting to have Jonas and Anne-Louise stepping up their responsibilities to manage the company. They are two competent leaders and very popular throughout the entire organization. With this change, we get the opportunity to work operationally, which is what two entrepreneurs like us do best. In this way, the company and its shareholders will get greater value from all four of us in this journey and enable the company to reach the financial goals that have been set. We look forward to developing the company further together with Jonas and Anne-Louise.", say Arta Mandegari and Salman Eskandari, Albert's founders.

"Since day one at Albert, we have been impressed by the ambitious attitude and vision of the company. Our focus will be on taking Albert to profitability while working towards our vision; to give every child a custom learning experience. "We believe we will be able to make a big difference both for the company and for the children using our products", say Jonas Mårtensson and Anne-Louise Wirén.

Since June 2022, Jonas Mårtensson has worked as chief operating officer (COO) at Albert with overall responsibility for the consumer business within the Albert group. Jonas has many years of experience in building, leading and developing small and large businesses. Before joining the company, he worked within Volvo Cars and, in the role of Head of Strategy & Transformation and was in charge of the business units Car-as-a-Service (car subscription Care by Volvo) and Service Business. In addition to that, he has previously started and run companies in the vehicle electrification domain.

Anne-Louise Wirén has been CEO of Strawbees since November 2021, which was acquired by Albert recently. Anne-Louise previously worked as Chief Commercial Officer at Hallon and before that had several roles at Hi3G Access AB, including as Head of Telephony & Broadband.

"Jonas and Anne-Louise have exactly the right skills and a great commitment to education, technology and Albert as a company. They complement each other in a very good way and we feel confident that they will take the company to profitability with cash at bank. With the founders Arta and Salman in more operational roles and together with all employees at Albert we believe we can create greater shareholder value" says Jacob Andreas Møller, chairman of the board eEducation Albert.

Jonas, in his role as CEO, will have an extra focus on B2C business (consumers) and Anne-Louise, in her role as deputy CEO, will primarily focus on the company's B2B business (schools).

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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

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Attachments

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