

The Albert Group enters partnership with the UK's biggest school distributor YPO to accelerate growth in England

eEducation Albert AB ("The Albert Group"), a leading Nordic EdTech company, is pleased to announce that its subsidiary, Sumdog Ltd ("Sumdog"), has entered into a strategic partnership with YPO (Yorkshire Purchasing Organisation), a prominent UK distributor to schools. This partnership will see Sumdog's maths practice platform included as one of the core products in YPO's new "Learning Box" EdTech bundle, significantly boosting Albert Group's market presence in England.

Through its Sumdog business, the Group has an established market position in Scotland and is already growing its market share in England. To accelerate brand awareness and grow sales, The Albert Group has entered into a partnership with YPO to complement its own marketing and sales efforts in England.

YPO is a leading distributor of products and services to schools and institutions in England and has the majority of schools as customers. In its 50th anniversary year, YPO has made the move into education technology distribution with the launch of a curated online bundle - Learning Box. The intention is to offer Learning Box to all its customers in England. The Albert Group's B2B maths product Sumdog has been included as one of three core products in this bundle.

"YPO's strong presence and relationships with schools in the British market will help us build awareness and credibility of the Sumdog brand, complement our own direct sales channel, and significantly grow our market share. This supports our mission by helping us to positively impact more learners with our engaging, personalised platform at a much quicker pace." says Tom Owen, VP B2B Sales, The Albert Group.

Ash Cartwright, Head of Trading at YPO, says: "For five decades, YPO has evolved to meet the needs of UK schools. EdTech is now essential in classrooms, supporting long-term learning goals. With our new Learning Box service, schools can easily access top EdTech applications through a single subscription. We're excited to partner with Sumdog, enabling seamless integration and single sign-on for schools, allowing teachers to focus on engaging and supporting students."

Learning Box will be available to all schools in England to purchase from September 2024.

For additional information, please contact:

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About eEducation Albert AB (publ)

The Albert Group develops and sells edtech products for schools and consumers. The company was founded in 2015 with the goal of democratizing education and providing every child the opportunity to reach their full potential. The product portfolio includes educational apps, educational videos, and physical learning products under the brands Albert, Jaramba, Holy Owly, Film & Skola, Strawbees, and Sumdog. Since the products were launched, they have helped more than ten million children make learning engaging and personalized. The company is headquartered in Gothenburg, Sweden, and operates actively in several countries in Europe, the USA, and Asia. Albert is listed on Nasdaq First North Growth Market with the ticker symbol ALBERT. The company's certified adviser is Carnegie Investment Bank AB (publ), +46 (0) 73 856 42 65, certifiedadviser@carnegie.se.

Read more at investors.hejalbert.se

Attachments

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