

Albert launches synergy within the group - Albert and Strawbees bundle product offering

eEducation Albert, a leading Nordic EdTech player, realizes one of the first synergies in the new group in the form of a product offering between Albert and Strawbees.

eEducation Albert acquired three new companies to the group earlier this year, Strawbees, Holy Owly and Film & Skola, and already three weeks into the acquisition, Albert realizes one of the first synergies together with Strawbees. The collaboration aims to integrate product offerings between the companies in the form of bundling Strawbee's physical products with Albert's digital ones and thus creates increased customer value. In 2023, Albert will focus on synergies within the companies, both in B2B and B2C, and this new product offering is the first for the new group to launch.

Strawbee's physical product is now sold together with Albert's digital annual subscription on Albert's website in the form of an A/B test and the outcome will be measured during quarter one.

"I am extremely impressed by both Albert and Strawbee's team, who already managed to launch a collaboration like this three weeks into the acquisition. Thoughtful and creative but at the same time with a strong business focus and customer value. The supplemented products within the group ensure growth and a strong joint offer going forward.", says Erik Bergelin Chief Commercial Officer and co-founder at Strawbees.

"It has been so rewarding and fun to do this collaboration and take advantage of the similarities we have between our brands and target groups. The strength within the group lies precisely in being able to be quick-footed but at the same time maintain a high quality and create better conditions for more enjoyable learning for children and young people, which has really been shown in this initiative. We launched yesterday afternoon and can already see positive indications", says Kajsa Lernerstål Head of Marketing at Albert.

Link for information: <https://www.youtube.com/watch?v=1-CnLM4DpwE>

For additional information, please contact:

Arta Mandegari, CEO and Co-founder
Mobile: +46 (0)72 309 64 94
Email: arta@hejalbert.se

Salman Eskandari, Deputy CEO and Co-founder
Mobile: +46 (0)70 727 93 75
Email: salman@hejalbert.se

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

[Albert launches synergy within the group - Albert and Strawbees bundle product offering](#)