

eEducation Albert signs a license agreement with Hatten Förlag and Babblarna via Jaramba

eEducation Albert, a leading Nordic EdTech player, has today via Ampd AB "Jaramba" entered into a license agreement with Hatten Förlag regarding interactive exercises and content from "Babblarna & Vänner". The agreement will enable Albert to offer language learning books, films, music, games and toys from Hatten Förlag for children aged 1-5 years via its platform for the youngest children "Jaramba".

The licensed content refers to parts of Babblarna's extensive content as well as other selected IP rights from Hatten Förlag. Through the collaboration, Albert gets the opportunity to offer children aged 1-5 the opportunity to learn together with "Babblarna och vänner" via interactive exercises in the Jaramba platform. The launch of the content is expected to take place in the third quarter of 2022. Hatten Förlag will receive a variable remuneration based on use in the platform which is expected to have a neutral impact on the group's gross margin.

- Babblarna with their 800,000 books sold and 950 million streams on YouTube are one of the most popular characters among families with children and have long been in demand by our users. We look forward to working closely with such a strong brand as Babblarna. We are now getting opportunities to further strengthen our position towards our customers simultaneously as we see great opportunity to broaden our target audience further. We are very happy to have this partnership initiated and to together with Hatten Förlag contribute to make learning more fun and to increase knowledge levels among children, says Kajsa Lernestål, Head of Marketing at Albert.

- We are very happy to start a collaboration with Albert via Jaramba as a platform as we see great potential and synergies between us. We are convinced that Babblarna, which is one of Sweden's strongest brands for children 0-4 years old, together with Albert, will increase the spread of our materials for language development. says Lennart Blixt, Head of Publishing and Licensing at Hatten Förlag.

For additional information, please contact:

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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 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, +46 (0) 8463 80 00

Read more at investors.hejalbert.se

Attachments

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