

Albert and BookBeat in new partnership - creating additional value for their customers

eEducation Albert ("Albert"), a leading Nordic EdTech player, today announced a new partnership with the streaming service BookBeat. The collaboration between the companies concerns Sweden, Norway and Finland with the aim of strengthening the customer value of both brands in the terms of an exclusive offer.

To create further value for its customers, Albert is now entering into a partnership with BookBeat, one of Europe's leading streaming services for audio and e-books, with a presence in over 30 markets. BookBeat's library includes over 800,000 audio and e-books for children as well as adults. BookBeat is owned by Bonnier Books, which is one of Europe's leading publishers and has created, refined and distributed stories for over a hundred years. In 2022, Albert started a collaboration with Bonnier and can now announce that they are expanding it through this collaboration where they reach out directly to BookBeat's customer base. Both Albert's and BookBeat's customers will receive the respective products and services through an exclusive offer.

"We see great potential in adding value to our customers and are convinced that the partnership with BookBeat will be appreciated by both the children and their parents. There are also strong synergies in our customer bases and an already established habit and appreciation for digital services, which makes us a good match, says Kajsa Lernerstål, Head of Marketing Albert.

"We are excited about the collaboration with Albert and look forward to giving families a favorable offer with us to listen or read for free. At BookBeat there are audio and e-books for everyone and together with Albert we give parents the opportunity to awaken the desire to read in their children, but we also want to create value for parents who with our app can relax with an audiobook in the headphones, perhaps to make everyday chores a little more wonderful or as a nice break in everyday life, says Celine Borgstam, Marketing Coordinator at BookBeat.

The collaboration will begin in April in the Nordic markets, where the two companies see the greatest potential initially.

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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

Attachments

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