

## eEducation Albert strengthens the market position in the Nordics - launches in Finland as a new market

eEducation Albert, a leading Nordic EdTech company, further strengthens its market position on the Nordic market and launches in Finland. The launch takes place today, October 21, and will be further evaluated during the fourth quarter of 2022.

The background to the launch is partly Albert's already strong position in the other Nordic countries which indicates a positive outlook for Finland, partly that Albert during a longer period of time has seen a strong demand for their products from potential Finnish customers.

- We already today have a strong position in the Nordics, which is part of our strategy to be the number one player in Europe, and entering the Finnish market is a natural next step on the European expansion. Besides having a strong position in other Nordic markets, which gives us good pre-requisites to succeed in Finland, we have also received a continuous inflow of requests from potential Finnish customers to offer a Finnish version of the product. Consequently, it is with great pleasure we can now meet those requests and, in addition to see our business grow, also help Finnish families with children with fun and qualitative learning, says Jonas Mårtensson, COO.

- We have a competitive and attractive offer in our annually recurring quarter four campaign. Therefore, this is a good opportunity to also launch in Finland via [hejalbert.fi](https://hejalbert.fi) with the same offer as in the other established markets. We look forward to meeting our objectives to convert enough volumes of parents to paying customers in this campaign. Those insights will further increase our confidence in Finland's profit potential and will be the foundation for further investments in the market, continues Kajsa Lernestål, Head of Marketing.

**For additional information, please contact:**

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## About eEducation Albert AB (publ)

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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](mailto:certifiedadviser@penser.se), +46 (0) 8463 80 00

Read more at [investors.hejalbert.se](http://investors.hejalbert.se)

## Attachments

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