

Albert and Bonnier Carlsen now launches math textbook for the age category 6-9 years

eEducation Albert, ("Albert"), a leading Nordic EdTech player, launches the mathematics book "Learn with Albert: The Math Adventure" for the age category 6-9, together with Bonnier Carlsen ("Bonnier"). The book has been produced through a collaboration between the companies and is inspired by the exercises and the pedagogical structure available in the app Albert Junior for children between 3-9 years. Albert has received a one-off upfront payment in connection with the delivery of the manuscript, and a royalty based on the sale of the book is paid on an ongoing basis.

During the summer of 2022, Albert announced that a collaboration with Bonnier had been initiated in the form of the mathematics book "Learn with Albert: The Math Adventure", and now the result of it is launched.

The mathematics book is an extension of the app and through the launch, Albert adds a physical complement to the digital product range within Albert Junior. The collaboration between the companies initially concerns the Swedish market and the book is available in bookstores, retail and grocery stores, online and offline.

"Bonnier shares our idea that children learn at their own pace and in different ways. They want to make stories available which are accessible to all children regardless of age, origin, interest, needs and abilities. We are happy and proud to launch a mathematics book together and it feels extra fun to launch Albert in a physical form, as we see great potential in combining digital and physical for individual learning", says Kajsa Lernestål, Head of Marketing at Albert.

"Bonnier is happy and proud to work with Albert. A collaboration which is fully in line with our vision, A book for every child. Albert's pedagogical know-how and the approach that mixes storytelling and learning fit perfectly even in book form, and we hope that our combined forces will contribute to Albert's goal of giving more children access to the exciting world of mathematics", says Karolina Nenzén, Publisher at Bonnier.

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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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