

Jaramba platform now available for all of Albert's customers and new target audience responds well to marketing activities

eEducation Albert AB ("Albert"), a leading Nordic EdTech player, has completed the technical and operational integration of Jaramba which was acquired in December 2021. Jaramba's platform with a focus on reading, math and learning games for children in the age of 2-5 is hence available for all of Albert's customers.

Jaramba is one of Sweden's most popular learning apps for children on Apple's and Google's platforms. Jaramba focuses primarily on the age group 2-5 years and offers interactive content based, among other things, on IP rights to well-known children's characters.

The purpose of the acquisition of Jaramba was to complement Albert with a broadened target audience and product category. The integration was initiated in January with two focus areas; to experiment on customer acquisition activities to gain new insights on the target audience, and to make Jaramba available for Albert's customers.

Albert's customers are now enabled full access to Jaramba and the platform has also been integrated in Albert's platform for data analytics which will enable the company to optimize the product development in the best way possible going forward. Early data shows that the new customer category, parents to children in ages 2-5, are responding very well to the market initiatives that have been carried out so far, while they are also using the product to a high extent.

Arta Mandegari and Salman Eskandari, founders of Albert said: "We are proud of our organization that in just a few months' time has been able to integrate Albert and Jaramba, and also happy that our initial hypotheses about Jaramba now are validated in reality. All in all, the early marketing and product usage data contribute to that our positive view of Jaramba is further strengthened. We are convinced that Jaramba will contribute significantly to the continued growth of Albert's B2C business."

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 275,000 families with homework via mobile devices. Albert's apps are aimed at younger (3-9 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 FNCA Sweden AB, info@fnca.se, +46 (0) 8528 00 399.

Read more at investors.hejalbert.se

Attachments

[Jaramba platform now available for all of Albert's customers and new target audience responds well to marketing activities](#)