

Albert Group appoints Satu Castrén Kittel as VP Albert

eEducation Albert AB ("Albert Group") announces the appointment of Satu Castrén Kittel as VP Albert, heading the Albert Business Unit, effective today. Satu succeeds Kajsa Lernestål, who is leaving the Group..

Satu brings 15+ years' experience in digital marketing focused on customer acquisition and subscription growth. At Star Stable, she led a global performance team across 13+ markets with responsibility for acquisition, CRM, and e-commerce, delivering ROI-positive growth and successful app launches.

In her new role, Satu will focus on scaling teams, accelerating growth in existing markets, and driving go-to-market (GTM) playbooks for Albert's edtech expansion. This will enable more children across our markets to benefit from Albert's engaging, fun, and personalised learning experience.

"We're delighted to welcome Satu to our Group Management Team, where she will lead the Albert Business Unit. Her extensive SaaS experience, solid track record, and energetic leadership are exactly what we need for our next phase of profitable growth," said Fredrik Bengtsson, CEO of Albert Group. "I also want to sincerely thank Kajsa Lernestål for her valuable contributions to the Group, and I wish her the best of luck in her next endeavour."

For additional information, please contact:

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About eEducation Albert AB (publ)

Albert Group is a leading European edtech group focused on personalised and joyful learning at home and in schools. The Group's SaaS based brands, Albert, Sumdog and Film & Skola offer curriculum aligned adaptive digital platforms, operate across core European markets and have served more than 10+ million learners to date. Albert is listed on Nasdaq First North Growth Market (ticker: ALBERT).

Read more at investors.hejalbert.se.

This information is information that eEducation Albert is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-09-29 13:00 CEST.

Attachments

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