

Albert and Ronald McDonald House Charities enters into a partnership

eEducation Albert ("Albert"), a leading Nordic EdTech player, and Ronald McDonald House Charities have entered into a partnership with the aim of creating value for families at the Ronald McDonald House. Within the partnership, Albert will give sick children with families living at the Ronald McDonald House in Sweden free and unlimited access to Albert.

Ronald McDonald House is located in five different locations in Sweden and every year more than 4300 families live in the houses. Ronald McDonald House gives families an opportunity to be together during the difficult time of a period of illness. Albert now offers families free use of the app while they live in the houses with the aim of giving the children and their siblings an opportunity to learn new things and keep knowledge going during their stay. The collaboration begins in Sweden and dialogue is ongoing about other markets in the Nordic region.

"Ronald McDonald House does extremely important work for children and families in Sweden and we are proud to be able to support them in a collaboration. By offering Albert to the five Ronald McDonald Houses, we hope to create value for the families.", says Kajsa Lernestål, Head of Marketing at Albert.

"When a child is affected by illness and life takes a turn, it is the ordinary everyday life that is missing and what provides security. The Ronald McDonald House makes it possible to live as ordinary as possible despite the unexpected turn that life has taken. We are therefore grateful for the collaboration with Albert, who dispels the children's thoughts and gives a breathing space in their tough everyday life.", says Lisa Palm Danielsson, Secretary General, Ronald McDonald House Charities.

For additional information, please contact:

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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

Read more at investors.hejalbert.se

Attachments

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