

McDonald's and Albert enter into a long-term partnership in the Nordic region

eEducation Albert ("Albert") a leading Nordic EdTech player and McDonald's, now enter into a long-term partnership, with the aim of creating added value for families with children in the Nordics.

During the summer, McDonald's will launch a larger campaign towards families with children to increase awareness and usage of its app. McDonald's see Albert as a well-matched partnership. Initially, Albert will appear in the McDonald's app with an exclusive offer, as well as in spaces in their restaurants around the country. Both companies see good opportunities in a long-term partnership and want to create additional value for families with children in the Nordics. The collaboration is launched in Sweden during June.

"We see the cooperation with McDonald's very positively and when they told us about their campaign towards families with children, it felt like a matter of course to start a partnership. We look forward to creating a long-term relationship and the initial collaboration gives us the opportunity to reach out to more families with children via McDonald's channels where we can simultaneously provide added value in the form of fun learning to their customers," says Kajsa Lernestål, Marketing Manager at Albert .

"As Sweden's most family-friendly restaurant, it goes without saying that we want to get involved in the issue of children's learning and make it possible for more children to gain the necessary knowledge in, among other things, mathematics. We are very happy to work on this challenge together with Albert, who wants to democratize knowledge and do it in an easily accessible and entertaining way," says Linnéa Andersson, Digital Manager at McDonald's.

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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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