

## Albert integrates and streamlines Sumdog's B2C segment via a shared group function

eEducation Albert ("Albert"), a leading Nordic EdTech player, has implemented group-wide customer acquisition measures for the B2C segment for all products such as Albert, Jaramba and Sumdog for the summer campaign.

Sumdog was acquired in February 2022 and has in previous periods not used paid marketing for its B2C segment. The purpose of a Group-wide function for customer acquisition is to demonstrate the synergies in the various operations and free up value-creating operational activities. Early data from the marketing campaigns show a high volume of customers at a low customer acquisition cost.

"We are proud of our organization, which in just a few months has been able to integrate, streamline and at the same time scale customer acquisition for Sumdog, and at the same time happy that our initial hypotheses about synergies between Albert and Sumdog are now also validated in practice. All in all, the early marketing data contributes to further strengthening our positive image of Sumdog. We are convinced that Sumdog will be able to make a major contribution to the continued growth of the Group's consumer business in the UK", say Arta Mandegari and Salman Eskandari, founders of Albert.

"I am very impressed with Albert's swift action. It is clear that the marketing organization has a high level of knowledge in paid marketing and has with the help of this knowledge been able to quickly implement similar processes for Sumdog's consumer business with impressive results. It is also very satisfying to be able to see how well our two organizations work together", says Andrew Hall, founder of Sumdog.

**For additional information, please contact:**

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### About eEducation Albert AB (publ)

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Albert is the children's digital teacher, who since the start in 2016 has helped over 300,000 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, 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](mailto:info@fnca.se), +46 (0) 8528 00 399.

Read more at [investors.hejalbert.se](https://investors.hejalbert.se)

## Attachments

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