

## Management of eEducation Albert invests in Warrant Program 2026/2029

Members of the management team of eEducation Albert AB (publ), together with the Group's head of accounting, have subscribed for a total of 1,162,143 warrants in the company's incentive program, Warrant Program 2026/2029, which was resolved by the Annual General Meeting on 28 April 2026. The warrants were subscribed for at a market price of SEK 0.70 each, representing a combined personal investment of approximately SEK 813,500.

Each warrant entitles the holder to subscribe for one new share in eEducation Albert at a strike price of SEK 6.47, exercisable during a four-month period ending 21 September 2029. The strike price equals 150 percent of the volume-weighted average share price, meaning the program delivers value to participants only if the share appreciates significantly, to the benefit of all shareholders. The price of SEK 0.70 per warrant was set on a market basis using the Black-Scholes model.

"It is a strong signal that the management team is backing the company with its own capital. The board shares management's conviction in the transformation now under way and in the clear focus on adaptive mathematics. We see better and more effective learning as one of the defining global challenges, and we believe eEducation Albert has a real opportunity to grow its role in meeting it. A program of this kind ties management's outcome directly to the value created for all shareholders, which is exactly what the board wants to see," says Björn Bengtsson, Chairman of the Board of eEducation Albert.

### For additional information, please contact:

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The company's certified adviser is DNB Carnegie Investment Bank AB (publ), +46 (0)8 588 685 70, certifiedadviser@dnbcarnegie.se.

### About eEducation Albert AB (publ)

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**Albert Group is a leading European edtech group** focused on personalised and joyful learning at home and in schools. The Group's subscription 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](https://investors.hejalbert.se).

**Attachments**

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