

Press Release, Friday, March 14, 2025

AcadeMedia's Board of Directors outlines the Group's international growth strategy

At the Board of Directors' strategy meeting in March 2025, the Board outlined how AcadeMedia's target of 50 percent international operations and adult education will be achieved. The main features of this plan consist of organic growth and acquisitions in Germany, as well as expansion into more countries.

“AcadeMedia has in past years generated sustainable international growth and only a few days ago, we opened our hundredth preschool in Germany. An important milestone for us. The plan set out by our Board of Directors is inspiring and AcadeMedia, with our focus on quality, has the platform to drive the development of education for the future. I look forward to lead AcadeMedia's continued journey and contribute to the education sector in Europe”, says Marcus Strömberg, CEO of AcadeMedia.

Continued expansion of the German preschool business – target of 200 preschools

The Board of Directors have decided that AcadeMedia will aim to reach 200 preschools and about 15,000 preschool places in Germany. As part of this strategy, the Board has also approved five new establishments, strengthening our position in the German market and creating more opportunities for children and their families to access high-quality preschools. During March 2025, AcadeMedia's 100th preschool opened. The new preschool, Stepke-KiTä Formenwelt, is located in Wuppertal.

Ambition to become a leading independent school education provider in Germany

AcadeMedia has a clear ambition to become a leading independent compulsory and upper secondary school provider in Germany. Currently, AcadeMedia run 10 schools and actively targets acquisitions and new openings. At the strategy meeting, AcadeMedia's long-term commitment to market was confirmed and the Board decided that expansion is to be continued to strengthen our position.

International expansion and adult education – a pivotal part of the future

The Board of Directors also decided to intensify the efforts to establish business in more countries. The effort is part of our long-term strategy to meet an increasing demand for education and upskilling and reskilling in Europe.

With quality and availability in focus, AcadeMedia continue to grow and develop towards our goal to become a leading international education provider. At the end



of the second quarter of the fiscal year 2024/25, the international business and adult education business represented 40 percent of AcadeMedia's total business.

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About AcadeMedia

AcadeMedia creates opportunities for people to develop. The 21,000 employees at our 860 preschools, compulsory schools, upper secondary schools, and adult education centres share a common focus on quality and development. Our 209,000 children and students are provided with a high-quality education, giving them the best conditions to attain both learning objectives and their full potential as individuals. AcadeMedia is Northern Europe's largest education company, with locations/facilities/presence in Sweden, Norway, Germany, Finland, Netherlands, Poland and UK. Our size gives us the capacity to be a robust, long-term partner to the communities we serve. More information about AcadeMedia is available on www.academedia.se.

The information was submitted for publication, through the agency of the contact persons set out above, on Friday, March 14, 2025 at 08:00 CET.

