

PRESS RELEASE

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AcadeMedia acquires Polish preschool group KIDS&Co.

AcadeMedia has signed an agreement to acquire all shares in KIDS&Co., which operates 34 preschools with approximately 3,000 childcare places in Poland. The transaction represents AcadeMedia's first acquisition in Poland and is aligned with the Group's international growth strategy and ambition to broaden its geographic footprint over time. In 2025, KIDS&Co. reported net revenue of approximately PLN 99 million, with an adjusted EBITA in line with the Group's Preschool & International segment.

"Expanding into Poland through the acquisition of KIDS&Co. is an important step in our international growth strategy. The company has a strong reputation, a high-quality educational offering and trusted relationships with the communities it serves. Together, we see attractive opportunities to build on this strong foundation through organic growth and complementary bolt-on acquisitions. We look forward to welcoming KIDS&Co. to AcadeMedia," says Kristofer Hammar, Head of the Preschool & International Division at AcadeMedia.

KIDS&Co. represents an attractive platform acquisition for AcadeMedia in Poland. With its strong reputation, high-quality educational offering, established presence across Poland's major cities and proven track record of organic growth, the company provides a solid foundation for continued expansion. Its experienced organisation, scalable structures create a strong platform for greenfield development and selective bolt-on acquisitions.

Established in 2006, KIDS&Co. is Poland's largest international preschool chain and a leading private provider of preschool education and childcare for children aged 0–6. The company operates 34 bilingual preschools with approximately 3,000 childcare places across Poland's major cities. In September 2026, KIDS&Co. will open its first primary school in Warsaw, marking an entry to a new educational segment of the market.

"We are proud that AcadeMedia has chosen to invest in KIDS&Co., recognising the quality and trust our employees have built with children and families over many years. KIDS&Co. will continue with the same values and care, while benefiting from AcadeMedia's extensive educational experience. Together, we look forward to further developing high-quality preschool and primary school education in Poland for the long term," says Piotr Kulikowski, CEO of KIDS&Co.

Poland is the fourth-largest preschool market in the EU, with approximately 1.8 million children under the age of five and one of the EU's largest child populations. Poland also has one of the fastest-growing economies in the EU, while rising household affluence and a favourable regulatory environment support continued growth in the private preschool and primary school segment.

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The acquisition is subject to customary approval from the Polish Competition Authority.

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About Us

AcadeMedia is Europe's largest education company, operating preschools, compulsory schools, upper secondary schools, and adult education institutions. The company has operations in Sweden, Norway, Finland, Poland, the United Kingdom, the Netherlands, and Germany. Our mission is to build a more sustainable society with education and learning as its foundation. For more information about us and our operations, please visit www.academedia.se