



Pixelfox Acquires AI Service UserDesk and Further Expands its SaaS/AI Portfolio

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Pixelfox has entered into a purchase agreement to acquire the AI service UserDesk (<http://userdesk.io/>), a move that strengthens the company's offerings in ai within e-com solutions. This acquisition is part of the group's strategy for growth and technological development.

UserDesk is an AI-based service that provides automatic support for systems, webshops, and digital services. UserDesk adapts to the customer's content and instructions to provide tailored support. With its capability to integrate with various systems, UserDesk offers a flexible solution for our current and potential customers.

By acquiring UserDesk, Pixelfox aims to further enhance its portfolio and efficiently meet the needs of its customers. The transaction does not have a significant impact on the group's financial position in the short term, but we see great potential for growth and technological integration with UserDesk.

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The business idea of PixelFox AB (publ) is to operate, develop, and acquire services and companies within e-commerce, SaaS, retail, and industry, and the company's vision is to become a leading player in their respective niches.