



# Business Update: Strengthened Growth Plans and Strategic Development Partnerships

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PixelFox AB (publ) announces its intensified growth plans through increased marketing efforts for UserDesk and its other SaaS services. Growth is now a key priority for the group, which is reflected in the expanded focus on marketing and business development.

## Increased Marketing Efforts for UserDesk.io and Other SaaS Services

Following the acquisition of UserDesk.io, an AI-driven chat support platform, PixelFox has successfully integrated UserDesk's products into the company's portfolio. UserDesk offers innovative solutions that leverage artificial intelligence to enhance customer support and streamline communication processes within e-commerce.

Currently, the platform has over 25 resellers marketing and selling licenses for the service. To further accelerate growth, PixelFox will increase its marketing efforts for both UserDesk and its other SaaS offerings. The aim is to expand the reseller network, increase market share, and strengthen brand awareness both nationally and internationally.

## Strategic Development Partnerships and Future Growth

The company has entered discussions with strategic development partners to accelerate the pace of innovation and enhance the functionality of our SaaS applications. These partnerships enable the company to leverage cutting-edge expertise and new technologies.

The group is well-positioned to continue its strategy of growing both organically and through acquisitions that can be integrated into the existing product portfolio.

## For further information, please contact:

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## PixelFox AB (publ)

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.