



Determination of Share Price and Number of Shares for Payment of the Final Additional Purchase Price for the Subsidiary

Stockholm - 2025-04-09

In accordance with the established outcome of the final additional purchase consideration (earn-out) for the acquisition of W&IT Solutions AB, the compensation for the second and final measurement period amounts to SEK 1.5 million. This additional purchase price will be paid in full through newly issued shares in PixelFox.

The price per share has been calculated at SEK 0.84, based on a 30-day VWAP between February 20, 2025, and April 2, 2025. Accordingly, the number of newly issued shares for this payment amounts to 1,785,714.

Through this share issue, the final additional purchase price is thereby fully settled.

| | |
|---|--------------------|
| Number of new shares | 1,785,714 |
| Total number of shares after the issue | 36,318,531 |
| Share capital after the issue | SEK 1,634,333.9055 |

For further information, please contact:

Robin Bäcklund
Chief Executive Officer
PixelFox AB (Publ)
ir@wearepixelfox.com

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.