



# Business Update from the CEO

Stockholm - 2025-05-14

PixelFox has established a scalable and proven business model within digital development, with stable cash flows and a clear focus on building and refining technology platforms. Our strategy is long-term; we prioritize the development of products and services with structural value over short-term growth.

I have now outlined the plan for the coming years, where the focus is clear: product development, product development, and once again, product development. This work is conducted with strict capital discipline and with the objective of building scalable solutions with long-term relevance. We are now accelerating our efforts to identify services and business opportunities with the potential to be developed into products that can later be divested or managed over the long term.

The company will also continue to manage its balance sheet in line with the previously communicated strategy regarding investments and acquisitions, a clear example being the Group's recent divestment of the Userdesk platform to Medimi AB, for a consideration of SEK 19 million.

**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.