



# PixelFox divests Userdesk to Medimi AB for 19 MSEK

Stockholm, 23 May 2025

PixelFox AB ("PixelFox") announces that the company, through its wholly owned subsidiary PixelFox Group AB, is divesting all shares in Userdesk AB to Medimi AB (to be renamed Servana AB) for a purchase price of SEK 19 million. At Medimi AB's Annual General Meeting held on 23 May 2025, both the acquisition and the set-off share issue intended to settle the purchase price were approved. All conditions for the transaction have thus been fulfilled.

The purchase price of SEK 19 million will be paid through the issuance of new shares in Medimi AB to PixelFox Group AB at a subscription price of SEK 0.0035 per share. In total, PixelFox Group AB will be allocated 5,428,571,429 new shares in Medimi AB, corresponding to approximately 74.83 percent of the total number of shares and votes in the company following the share issue.

## Comment from the CEO

*"This transaction clearly demonstrates the effectiveness of our business model in creating tangible value. By identifying, developing and subsequently realizing strategic assets at the right time, we convert operational execution into financial value. With this deal, we strengthen our ownership position in a listed company and create new opportunities for continued value creation." - Robin Bäcklund, CEO of PixelFox AB*

## Read more about the transaction:

<http://news.cision.com/se/pixelfox-ab--publ-/r/pixelfox-avyttrar-helagt-dotterbolag-och-dess-ai-tjanst-userdesk-till-medimi-ab-for-19-msek,c4128547>

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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.