



PixelFox Signs LOI for Strategic Acquisition of AI Platform for Shopify

Stockholm - June 3, 2025

PixelFox AB has today signed a Letter of Intent (LOI) regarding the acquisition of Smart Upsell AI, an AI-driven application that integrates directly with Shopify stores. The service uses artificial intelligence to analyze customer behavior and automatically suggest relevant products, aiming to increase sales and conversion rates.

About Smart Upsell AI

Smart Upsell AI is a technically fully developed application that combines AI and real-time data to generate personalized product recommendations. The service has not yet been launched commercially, positioning it well to capture new market share.

For PixelFox, the acquisition represents an opportunity to add a complementary tool to the Group's service portfolio. With the company's existing infrastructure, customer base, and commercial capabilities, the service is expected to be implemented and activated with revenue potential in the near term.

Next Steps

Completion of the transaction is subject to standard due diligence regarding the code base, rights, and functionality. Closing is expected in June 2025. In the short term, the transaction will have no material financial impact on the Group but serves as a strategic positioning for the future.

Comment from Robin Bäcklund, CEO:

"This is a strategic addition that strengthens our position in AI and e-commerce. By acquiring a turnkey product with clear market relevance and launching it within our network, we create the conditions for both commercial activation and long-term value creation."

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.