



PixelFox provides a business update ahead of 2026

Stockholm - 2026-01-28

During 2025, PixelFox established a solid platform for 2026. Over the year, the company delivered strong growth, profitability and positive cash flow, while all interest-bearing debt was repaid. As a result, the company's financial position has been strengthened.

During the year, PixelFox also reaffirmed its strategy to invest in, develop and manage IT platforms, where value creation is achieved through operational development followed by various strategic alternatives such as in-house commercialisation, external capitalisation or divestment. The divestment of the IT platform UserDesk was completed with a capital gain of just over SEK 10 million, clearly demonstrating the company's ability to create value through this model.

The start of 2026 has been strong. The company's underlying operations generate stable and growing cash flow, which is expected to continue throughout the year. This cash flow forms the foundation of PixelFox's capital allocation and will be reinvested in assets with potential for high value growth.

PixelFox will continue to invest in previously communicated asset classes such as IT platforms and digital assets, while also intending to broaden its exposure, to some extent, to selected real assets.

The company's underlying retail and trading operations within bullion play a central role in the strategy and have served as a cash-flow generator and source of financing since the acquisition in 2022. This has enabled investments in areas where valuations are generally higher in the capital markets.

PixelFox's strategy is therefore to combine ongoing cash flow and disciplined capital deployment with investments in assets where the company believes the long-term value potential in the equity market is significant.

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.