



PixelFox Updates on the Development of Userdesk

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PixelFox AB announces that the development of the company's AI customer service platform, Userdesk (<http://userdesk.io>), is progressing as planned and is approaching a finalized version for Shopify users. The company has now adapted Userdesk to be fully integrated into Shopify's ecosystem, marking a key milestone in the previously communicated expansion strategy.

In accordance with the established development plan, we intend to submit Userdesk for review and approval by Shopify during March.

The company is now in the final stages of development, implementing improvements to ensure that Userdesk provides a powerful, efficient, and user-friendly solution for e-commerce businesses. Particular focus is placed on creating a fast and seamless onboarding process, making it easy for businesses to install and immediately benefit from the platform's AI-driven automation. Userdesk is designed to contribute instantly to improved customer service and more efficient case management.

Furthermore, the monetization model is being evaluated and fine-tuned to enable flexible and scalable pricing, tailored to the operational needs and financial conditions of end customers. The goal is to offer a solution that delivers maximum business value, regardless of company size.

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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.