PixelFox provides a business update

Stockholm 2026-08-19

Earlier in 2026, PixelFox distributed approximately 2 billion shares in Servana AB (publ) to its shareholders and remains Servana's largest shareholder, holding approximately 40.3 percent of the shares and votes. Servana's continued development, most recently through the acquisition of Dynava Group AB, is a clear example of how PixelFox's business model can create value for the Company and its shareholders. PixelFox intends to remain an active and engaged shareholder in Servana and contribute to the company's continued development.

In parallel, PixelFox continues to develop its own platforms, with the AI-based advertising platform Rendera being a current example, while also continuously identifying new businesses and opportunities where PixelFox's expertise, capital and network can contribute to development and value creation.

PixelFox's retail operations provide a stable and cash flow-generating foundation for the Group, creating conditions for continued investments in development, new business opportunities and active ownership.

Operating, developing, acquiring and actively contributing to businesses with the potential to create long-term value is an established part of PixelFox's business model. The Company intends to continue working according to this model with the objective of creating further value for PixelFox and its shareholders.

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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.