



# Outcome of Additional Purchase Price for the Acquisition of Subsidiary W&IT Solutions

Stockholm - 2024-03-07

**In connection with the acquisition of W & IT Solutions AB ("W&IT"), PixelFox AB ("PixelFox") communicated that an additional purchase price of up to 3 MSEK could be paid to the seller, entirely in the form of newly issued shares in PixelFox.**

The additional purchase price is based on revenue and EBITDA results. The qualification period for the potential additional purchase price is divided into two time periods, 2023 and 2024. It can be determined that W&IT continues to develop positively based on the measurement parameters and that an additional purchase price for the first measurement period has been achieved. The additional purchase price for the first measurement period amounts to 1.5 MSEK and will be paid entirely by newly issued shares in PixelFox. The price per share is calculated using a 30-day VWAP between February 8 and March 20, 2024.

It is gratifying for PixelFox to see that W & IT continues to develop in a positive direction. There is ongoing work aimed at both developing existing brands and product ranges.

**For further information, please contact:**

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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.