



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

Stockholm, 2025-02-03

In connection with the acquisition of W & IT Solutions AB (“W&IT”), PixelFox AB (“PixelFox”) announced that an additional purchase consideration of up to SEK 3 million could be payable to the seller, entirely in newly issued shares of PixelFox.

The additional purchase consideration is based on revenue and EBITDA performance. The qualification period for this potential additional purchase consideration was divided into two time periods, 2023 and 2024. It can now be confirmed that W&IT continues its positive development and that an additional purchase consideration has been earned for the second measurement period.

The additional purchase consideration for the second and final measurement period amounts to SEK 1.5 million and will be paid in full through newly issued shares in PixelFox. The share price will be calculated based on the 30-day VWAP following the publication of the Group’s year-end report.

For further information, please contact:

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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.