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PixelFox completes acquisition of Smart Upsell AI

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PixelFox AB (publ) has today completed the acquisition of Smart Upsell AI. The transaction is part of the company's strategy to strengthen its offering within e-commerce technology and AI-based services.

Smart Upsell AI is an application integrated with Shopify that uses artificial intelligence to automatically analyze purchasing behavior and generate relevant product recommendations. The platform is technically fully developed and will now be adjusted for launch within PixelFox's existing structure.

The acquisition has no material financial impact on PixelFox. However, management sees clear strategic value in the transaction. By integrating Smart Upsell AI into the company's existing platforms and customer base, there is potential to unlock the value of the technology and further strengthen the Group's offering within e-commerce optimization and AI-driven solutions.

The acquisition follows the letter of intent announced on June 3, 2025, and has been carried out following a completed due diligence process. Closing is expected to take place in early July 2025.

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.