



Pixelfox's Capital Strategy: Allocation of Surplus Liquidity to Cryptocurrencies and Digital Assets

Pixelfox AB has, in recent years, demonstrated stable and profitable growth with consistent positive results and an expanding cash flow. As a result of this development, the company has gradually built a strong financial position with surplus liquidity beyond the needs of its ongoing operational activities.

In line with the company's long-term objective of creating shareholder value through proactive capital management, the management team has developed a strategy to allocate part of this excess capital to external investments with the potential to generate long-term value growth.

One example of this approach was the divestment of the subsidiary Userdesk AB during the spring of 2025. The transaction, structured as a share deal with the listed company Servana AB, amounted to a value of SEK 19 million. This type of investment highlights the company's ability to identify and execute value-generating transactions within the scope of its capital strategy.

With continued focus on long-term returns and disciplined capital deployment, Pixelfox now plans to gradually allocate part of its surplus liquidity to investments in blockchain technology and digital assets.

Investment Framework

Pixelfox will execute these investments based on a structured framework with clear principles for diversification and risk management. The capital will be allocated across the following four primary categories:

- **Established Cryptocurrencies**

The largest share will be allocated to the most established and liquid crypto assets: Bitcoin (BTC), Ethereum (ETH), and BNB. These assets form the core of the portfolio and offer strong market acceptance, deep liquidity, and broad institutional presence.

- **Infrastructure and Platforms**

This category includes blockchain protocols and technical platforms with strong network effects and high user growth. Investments will focus on projects that enable the development of decentralized applications and services within the Web3 ecosystem.

- **Established Altcoins**

A smaller portion will target thematic tokens and altcoins with proven use cases, such as decentralized finance (DeFi), interoperability, and data storage. Selection is based on technical relevance and complementary characteristics within the portfolio.

- **Early-Stage Projects and Higher Risk**

A limited share is reserved for investments in early-stage, innovation-driven projects with high growth potential but elevated volatility. These investments will be made selectively and under strict risk controls.

The strategy is grounded in long-term perspective, selective exposure, and continuous market analysis. The portfolio will be evaluated on an ongoing basis and adjusted in line with market conditions, technological developments, and the company's broader financial objectives.

This work is already underway, and Pixelfox plans to initiate the first investments under the above framework during the third quarter of 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.