

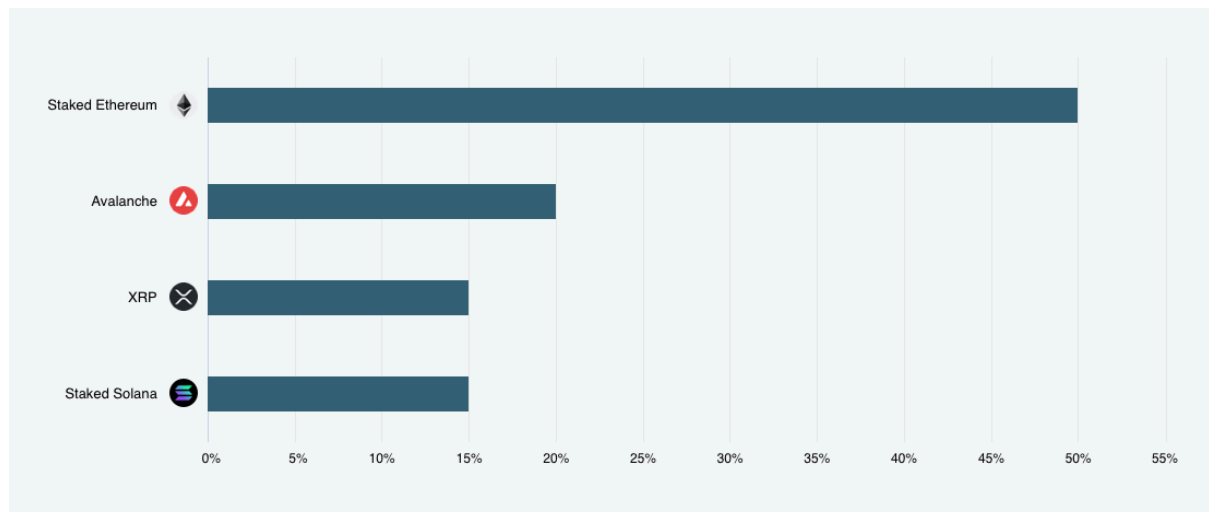
# Pixelfox Completes First Investment Under Digital Assets Capital Strategy

Stockholm - 2025-08-11

**Pixelfox AB (publ)** today completed its first investment under the company's capital strategy for digital assets. The investment, amounting to SEK 250,000, is financed with own funds and represents a strategic step in the company's efforts to increase long-term shareholder value. Through a selective exposure to blockchain technology and digital assets, Pixelfox strengthens its position within a growing, innovation-driven market segment.

In line with the investment framework presented on July 31, 2025, the capital has been allocated across several asset categories to combine diversification with effective risk management:

- *Staked Ethereum* – 50 %
- *Avalanche* – 20 %
- *XRP* – 15 %
- *Staked Solana* – 15 %



Staked investments mean that the underlying crypto assets are used to support and secure each blockchain network through a process known as staking. In return, Pixelfox receives ongoing yields in the form of additional cryptocurrencies, providing direct returns in addition to the asset's price performance.

The company plans to gradually make further investments over the coming quarters in accordance with its strategy and continuously monitors market developments to optimize the portfolio's long-term returns.

**For further information, please contact:**

Robin Bäcklund  
Chief Executive Officer  
PixelFox AB (publ)  
[ir@wearepixelfox.com](mailto: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.