



Pixelfox purchases Ethereum and BNB within its capital strategy for digital assets

Stockholm 2025-08-26

Pixelfox AB (publ) today completed a new investment within the company's capital strategy for digital assets. The investment of SEK 125,000 is financed with own funds and increases our exposure to two established platforms.

Allocation:

- Staked Ethereum - 50 %
- BNB - 50%

Purpose of the investment

To increase exposure to two of the most widely used smart-contract platforms and chains with significant stablecoin activity, including USDT and USDC.

Motivation for the selected digital assets

- **Staked Ethereum.**
Staked investments mean that the underlying crypto assets are used to support and secure the respective blockchain through a process called staking. In return, Pixelfox receives ongoing rewards in additional Ether (ETH), providing a yield on top of the asset's price performance. Ethereum is also one of the largest bases for stablecoins, contributing to strong liquidity and broad usage.
- **BNB.**
BNB is the native asset of BNB Smart Chain (formerly Binance Smart Chain), and Binance is one of the world's largest exchanges by trading volume. The network has extensive stablecoin usage (including USDT via Binance-Peg and FDUSD), resulting in high transaction activity and complementing our exposure to Ethereum.

The company continuously monitors market developments and evaluates the portfolio composition in line with the established strategy.

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.