



# Proposal to distribute approximately 2 billion shares in Servana AB

**The Board of Directors of PixelFox AB (the “Company” or “PixelFox”) has resolved to convene an Extraordinary General Meeting to decide on a distribution of shares in Servana AB.**

The Board’s proposal entails that PixelFox distributes approximately 2,000,000,000 shares (approx. 28%) in Servana AB to PixelFox’s shareholders. Following completion of the distribution, PixelFox’s ownership interest in Servana AB is expected to amount to approximately 47 percent.

## **Purpose and rationale**

The purpose of the distribution is to broaden the ownership base in Servana AB and thereby create conditions for increased shareholder value for PixelFox’s shareholders. A wider shareholder base in Servana AB is expected to strengthen interest in the company and support its continued development as an independent business.

The full notice convening the Extraordinary General Meeting, including the Board’s complete proposed resolution and the detailed terms and conditions for the distribution, is intended to be published in the coming weeks.

## **About Servana AB**

Servana is building an ecosystem of B2B-focused service companies and developing scalable digital services. The company’s strategy is to utilize a shared AI and automation platform to streamline processes, enhance the customer experience, and generate recurring revenue through SaaS services.

*This information is information that PixelFox AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, at 11.20 on 9 January, 2026.*

## **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.