



PixelFox Presents New AI Platform for Automated Video Advertising and Marketing

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PixelFox Group AB (publ) presents an AI-based platform under development that automates the creation of marketing materials, with a focus on video content for digital channels. The platform is being developed to make the production of ads and content faster, easier, and more cost-effective than traditional video production.

The platform is designed to analyse the customer's website, whether it is an e-commerce store, a consultancy, an advisory business, or another service. Using AI, the platform identifies the offering, market, and target audiences, after which it automatically generates ready-to-use marketing concepts and materials that can be deployed directly across social media and other digital channels.

Development is carried out together with an external partner with broad experience in product development and go-to-market within digital marketing. The structure is designed for long-term product ownership and commercial development, where the external partner will become a minority shareholder in the product of 9.9%, while PixelFox will own 90.1%.

The platform is initially planned to be launched as a standalone service. Thereafter, a gradual packaging and integration towards larger networks and platforms is intended, including Shopify and WordPress, with the aim of broadening distribution. **PixelFox intends to communicate progress and milestones related to the launch on an ongoing basis, which is currently expected to take place during the second quarter of 2026.**

The platform is strategically positioned as an independent and scalable product with a clear focus on future monetisation, for example through partnerships, external financing, or divestment. The strategy is based on PixelFox's proven model of developing, commercialising, and realising value from digital products, as previously demonstrated through the divestment of UserDesk.

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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.