



# Notice of Annual General Meeting in PixelFox AB (Publ)

The shareholders of PixelFox AB (Publ), reg. no. 559134-5813, are hereby invited to the Annual General Meeting to be held on 16 June 2026 at 09:00 at Sturegatan 4, 114 35 Stockholm, Sweden, floor 5.

Shareholders wishing to attend the meeting must be entered in the printout of the share register reflecting the circumstances on 8 June 2026 and must notify the Company of their attendance no later than 10 June 2026 in writing to Box 16416, SE-103 27 Stockholm, Sweden, or by e-mail to [ir@wearepixelfox.com](mailto:ir@wearepixelfox.com). The notification shall state the shareholder's name, personal identity number or corporate registration number, address, telephone number, number of shares represented, and any proxies and assistants who will attend. Proxies and representatives of legal entities are requested to submit the original power of attorney, certificate of registration and other authorisation documents to the Company in good time before the general meeting.

Shareholders whose shares are nominee-registered in the name of a bank or other nominee must, in addition to notifying the Company of their attendance, register the shares in their own name so that the shareholder is entered in the share register as of 8 June 2026. Such registration may be temporary, so-called voting rights registration, and a request for such registration shall be made to the nominee in accordance with the nominee's procedures and within the time determined by the nominee. Voting rights registrations completed no later than Wednesday, 10 June 2026 will be taken into account by Euroclear Sweden AB when preparing the share register.

## Proposed agenda

1. Election of chairperson and keeper of the minutes at the meeting.
2. Preparation and approval of the voting register.
3. Election of one or two persons to verify the minutes.
4. Determination of whether the meeting has been duly convened.
5. Presentation and approval of the agenda.
6. Presentation of the annual report and auditor's report as well as the consolidated financial statements and consolidated auditor's report for 2024.
7. Resolutions regarding:
  - a. adoption of the income statement and balance sheet and, where applicable, the consolidated income statement and consolidated balance sheet.
  - b. allocation of the Company's result according to the adopted balance sheet.
  - c. discharge from liability for the members of the Board of Directors and the CEO.
8. Determination of the number of board members, auditors, deputy board members and deputy auditors.
9. Determination of fees to the Board of Directors and the auditor.
10. Election of the Board of Directors and auditor.
11. Resolution on authorisation.
12. Resolution on the introduction of an incentive programme for management through the issuance of warrants.
13. Closing of the meeting.

## Proposed resolutions

### Allocation of result, item 7b

The Board of Directors proposes that no dividend shall be paid and that the Company's accumulated result shall be carried forward.

### Board of Directors etc., items 8–10

Shareholders of the Company have informed the Company that they propose that the Board of Directors shall consist of three ordinary board members and no deputy board member, and that board fees shall be paid in the amount of SEK 45,000 to the chairperson of the Board of Directors and SEK 30,000 to each other ordinary board member who is not employed by the Company. Proposals for the Board of Directors will be presented no later than in connection with the Annual General Meeting.

It is further proposed that Revisorsgruppen i Malmö AB be elected as the Company's auditor, with Tobias Berglund as auditor in charge, for the period until the end of the next Annual General Meeting. It is proposed that fees to the auditor shall be paid in accordance with approved invoice.

#### **Authorisation, item 11**

The Board of Directors proposes that the general meeting resolves to authorise the Board of Directors, until the next Annual General Meeting, on one or several occasions, with or without deviation from the shareholders' preferential rights, against payment in cash, in kind or by set-off, to resolve on new issues of shares, issues of warrants and/or convertible instruments. The authorisation may not be utilised to a greater extent than permitted by the Company's articles of association.

The purpose of the authorisation and the reasons why issue resolutions shall be possible with deviation from the shareholders' preferential rights are to enable the Company to issue financial instruments as consideration in connection with potential acquisitions that the Company may carry out, and to increase the Company's financial flexibility to finance its ongoing operations. The subscription price shall be determined in accordance with prevailing market conditions at the time the shares, warrants and/or convertible instruments are issued.

#### **Incentive programme for management, item 12**

The Board of Directors proposes that the Annual General Meeting resolves to introduce a long-term incentive programme for the Company's management through the issuance of warrants. The incentive programme is intended to be designed with the aim of creating long-term ownership commitment among the Company's senior executives and strengthening the alignment of interests between the participants and the Company's shareholders.

The complete proposal, including the terms and conditions for the warrants, scope, participants, allocation principles, subscription price, term and estimated dilution, will be made available on the Company's website no later than two weeks before the Annual General Meeting and will be sent free of charge to shareholders who so request and state their postal address.

#### **Other information**

The annual report, auditor's report and other complete proposals and documents ahead of the Annual General Meeting will be presented at the meeting and will be made available at the Company and on the Company's website, [www.wearepixelfox.com](http://www.wearepixelfox.com), no later than three weeks before the meeting, and will be sent free of charge to shareholders who so request. Shareholders are informed of their right to request information at the meeting regarding circumstances that may affect the assessment of an item on the agenda or the assessment of the Company's financial situation.

The Board of Directors, or the person appointed by the Board of Directors, is proposed to be authorised to make such minor adjustments as may be required in connection with the registration of the resolutions with the Swedish Companies Registration Office.

Stockholm in May 2026

PixelFox AB (Publ)

The Board