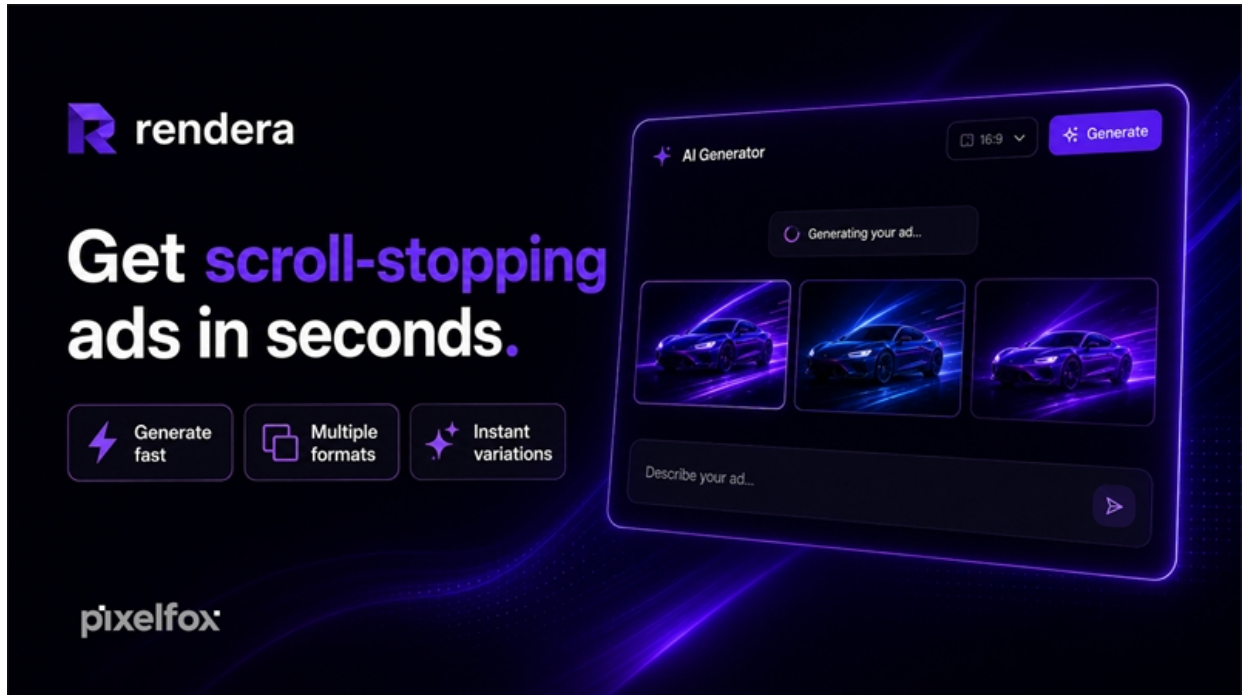




AI platform for ad production - Rendera launches in beta version



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PixelFox AB (publ) today announces that the company is opening beta signups for Rendera, an AI-based platform developed to automate the production of digital advertising material.

Rendera makes it possible to go from a product or website link to completed ads in a short period of time. Using AI, the platform analyses the brand, product and target audience to generate creative ad concepts adapted for channels such as TikTok, Reels, Shorts, YouTube and other social media platforms.

During the initial phase, selected customers and users will be invited to a closed beta to test the platform and provide feedback ahead of the broader launch. The closed beta is expected to run for approximately one month before Rendera is opened up to more users.

"Rendera is built to make ad production faster, easier and more scalable. Through the beta launch, we gain the opportunity to validate the user experience and further develop the platform together with our first users," says Robin Bäcklund, CEO of PixelFox AB (publ).

Beta signups are available via Rendera's website: rendera.io

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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.