



PixelFox associate company Servana completes acquisition of Dynava Group

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PixelFox AB (publ) ("PixelFox" or the "Company") announces that its associate company Servana AB (publ) ("Servana") has completed the acquisition of Dynava Group AB ("Dynava") for a purchase price of SEK 102 million.

Through the acquisition, Servana gains an established Nordic customer service operation with recurring customer assignments and a significantly larger operational base for the implementation and commercialisation of Servana's AI-based models and services. Dynava's operating business reported net sales of approximately SEK 318 million in 2025.

PixelFox became a shareholder in Servana in 2025 through the divestment of Userdesk to the then Medimi AB. During the spring of 2026, PixelFox distributed approximately 2 billion shares in Servana to its shareholders and, following the now completed transaction, remains a significant shareholder.

The development of Servana is a concrete example of a central part of PixelFox's business model - identifying, developing and executing investments and transactions with the potential to create long-term shareholder value. This work is now an established part of the Company's operations and will continue in parallel with the development of PixelFox's other platforms and services.

PixelFox's holding in Servana

Following completion of the transaction, PixelFox Group AB holds approximately 40.3 percent of the shares and votes in Servana AB.

For further information, please contact:

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