



# PixelFox Enters Exclusive LOI with American SaaS Developer for Acquisition of E-commerce Application

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Today, PixelFox AB has signed a Letter of Intent (LOI) with an American SaaS developer (Ohio, USA) for the acquisition of an e-commerce application for the Shopify platform. The application, designed to streamline the creation of campaign pages with countdown features, will enhance PixelFox's offerings to its existing customers and additional Shopify stores.

The discussed purchase price for the acquisition is 14,500 USD. A due diligence process will now be initiated to thoroughly evaluate the application's quality, customer utility, and existing customer base.

PixelFox is actively engaged in scouting the market for both larger and smaller services like this, with the aim of continuously expanding the company's portfolio of commercial solutions. This initiative reflects our commitment to meeting our customers' growing needs and strengthening our position as an innovative SaaS leader in the e-commerce sector.

## **For further information, please contact:**

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## **PixelFox AB (publ)**

The business concept of PixelFox AB (publ) is to operate, develop, and acquire services and companies within e-commerce, SaaS, retail, and industry. The company's vision is to become a leading player in its respective niches.

## **Mentor**

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