



PixelFox Initiates Establishment of Strategic Subsidiary in the USA

Stockholm 2024-08-20

The group is initiating the process of establishing a subsidiary in the USA with the aim of driving sales growth for our SaaS services in the e-commerce sector.

The USA represents the world's largest and most dynamic market for SaaS solutions in these segments, offering us significant opportunities to increase our revenue and strengthen our global presence in the long term. The initial work to establish the subsidiary in the USA is not expected to have a material impact on the company's finances, either in terms of costs or revenues.

The American market for e-commerce and sales continues to grow rapidly. By establishing a local subsidiary, we can tailor our SaaS services to meet the specific needs and requirements of American companies. This step will facilitate deeper relationships with customers and partners and enhance our competitiveness in the region.

For further information, please contact:

Robin Bäcklund
Chief Executive Officer
PixelFox AB (publ)
ir@wearepixelfox.com

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.