



## **HUDSON MX ANNOUNCES COMPLETION OF SERIES D FINANCING OF UP TO \$63.5 MILLION LED BY ASCENTIAL PLC**

***Investment Will Accelerate Global Scaling of Capabilities & Organization in Support of  
Growing Client Demand To Address Media Ecosystem Transformation***

New York, NY and Atlanta, GA -- February 2, 2021 -- Hudson MX, an advertising technology business providing media buying and media accounting solutions globally through a cloud-based SaaS platform, today announced completion of its series D financing led by Ascential plc (LSE: ASCL.L), the specialist information, data and analytics company. The financial round provides up to \$63.5 million in Hudson MX funding.

JT Batson, CEO of Hudson MX, commented: “The Marketing industry’s need for a next-generation SaaS platform to enable proactive management of media planning, buying and accounting has never been at a more critical stage. We designed the Hudson MX platform to provide real-time management of greater business complexity to keep up with the major drive in digital media purchasing. With Ascential’s intricate knowledge of the agency ecosystem and delivering solutions at scale, our collaboration with Duncan and his team will play an invaluable role in our future success. We are honored by their continued faith in us and we look forward to growing with them in 2021.”

Duncan Painter, CEO of Ascential, commented: “As a company that has successfully created and built next-generation digital platforms across Digital Commerce, Product Design and Marketing, Ascential is proud to deepen our relationship with Hudson MX as they continue to scale their impressive system built on next-generation, cloud-based technology that will enable clients to transform their service and business impact.”

Commenting on the demand for the type of new solutions that Hudson MX brings to the media marketplace, Michael Kassan, Chairman & CEO of MediaLink, an Ascential company, said: “The limitations of the current capabilities serving the industry are clear. Companies need to proactively manage their services today and not be constrained by their systems. A \$500 billion media industry has been run on technologies built decades ago that have not kept pace with the needs or demands of marketing transformation. Hudson MX can provide today the next-generation system that the industry has been crying out for and will step change the entire industry's ability to transform how media is planned,

managed and accounted for.”

Proceeds from Ascential’s prior investment have fueled Hudson MX’s product innovation, scaled its service offering, and bolstered support for its rapidly expanding client roster. Ascential’s additional commitment will enable Hudson MX to continue to scale its platform and organizational structure at an accelerated pace that supports the tremendous client demand for its capabilities.

Separate to the funding, Ascential is also providing access to senior team members who have built and scaled their existing world-leading digital platforms to be advisors to Hudson MX, to further develop the company’s enterprise-level engagement model while concurrently scaling the platform to multiple clients. In addition, the advisory team will help ensure excellence in ongoing product, engineering, program management and implementation to address clients’ needs with the agility, pace, and rigor required to succeed in the industry’s rapidly evolving and fragmented media ecosystem.

#### **About Hudson MX:**

Hudson MX provides media buying and media accounting solutions globally through a cloud-based SaaS platform. Founded in 2016 with a mission to bring the technology underpinning the advertising ecosystem into the 21st Century, Hudson MX has created the first modern, connected media buying and accounting solution flexible enough to meet any current and future needs. The Company rapidly expanded its AgencyCloud™ API suite for vendors and sellers and configured its core platform, initially proven in the local broadcast ecosystem, to all media types and users. Its flagship BuyerAssist™ solution, available for all digital and traditional media types, has been used to process billions of dollars of media buys for 27 leading agencies in all 210 U.S. markets, servicing over 200 national advertisers. Hudson MX continues to expand its team of 400 people, including 300 engineers, by recruiting the best and brightest for its New York and Atlanta dual headquarters. Learn more about Hudson MX at <http://www.hudsonmx.com>, LinkedIn and Twitter (@HudsonMXinc).

#### **About Ascential plc:**

Ascential is a specialist information, data and analytics company that helps the world’s most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in four principal disciplines:

- Digital Commerce via data, analytics and managed services brands Flywheel Digital, Yimian and Edge;
- Product Design via global trend forecasting service WGSN;
- Marketing via global benchmarks for creative excellence and effectiveness, Lions and WARC, and strategic advisory firm MediaLink; and
- Retail & Financial Services, including the world’s premier payments and FinTech congress Money20/20 and events, data and tools for retailers.

**Media Contact:** Amanda Reveno, Hudson MX, [amanda@hudsonmx.com](mailto:amanda@hudsonmx.com), phone: 650-759-6578