

Hudson MX Launches Modern Omnichannel Media Accounting Platform Providing 21st Century Alternative to Legacy Systems

Enterprise cloud platform automates outdated processes, establishing new, future-proof industry infrastructure that helps agencies and marketers succeed with enhanced creativity, increased effectiveness, and operational efficiency

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NEW YORK & ATLANTA--(BUSINESS WIRE)--Hudson MX, a provider of next-generation media buying and accounting solutions, today launched FinanceAssist™. The enterprise solution will give the \$500 billion media industry a modern, cross-media, cloud based media management platform to replace outdated legacy systems that previously monopolized the market.

Hudson MX's FinanceAssist™—in conjunction with BuyerAssist™ for agencies and AgencyCloud™ for media and advertising technology companies—delivers a one-budget, one-invoice platform enabling agencies to seamlessly manage omnichannel campaigns with greater flexibility, efficiency and transparency. With these end-to-end capabilities, Hudson MX provides new infrastructure built for today's omnichannel reality and can agilely evolve in-step with how the industry transforms in the future while empowering the next generation of creativity and effectiveness for agencies and the broader advertising industry.

"The Hudson MX platform responds to more than thirty years of process and technical debt that hampered progress and transformation in the media ecosystem," said Irwin Gotlieb, investor to Hudson MX and past Global Chairman and CEO of WPP's GroupM. "The industry has long needed a viable alternative to the legacy systems that it has had to rely on, with enormous consequence to progress. Hudson MX delivers, with modern, foundational infrastructure built to adapt to a fast-changing media landscape and for the industry's long-term success."

"Legacy systems don't support agencies and their media partners' creativity and innovation ambitions, hampering them with artificially increasing transaction costs and high volume of work that is a distraction from delivering results to clients," said JT Batson, CEO of Hudson MX. "As an industry, we can and must do better to fix the ecosystem's fundamental underpinnings for the sake of our industry's future. With Hudson MX solutions like FinanceAssist™ we are doing just that through an agile, digital-first platform unencumbered by legacy technology so clients can eliminate process inefficiencies, allowing them to focus on higher-impact strategic work and unlocking revenue for their businesses."

About FinanceAssist™:

FinanceAssist™ is a modern, cross-media, cloud-based media accounting platform that provides agencies with the scalable, secure and powerful financial foundation to transform for the future. This new platform is purposely unbundled from buying software, working with any best-of-breed buying tool or ERP system, and is fully configurable across all clients and media types. In addition to saving time and improving accuracy and control, this Hudson MX cloud-based solution is designed to be flexible to handle all current and future complexities of the media marketplace and address marketers' greatest challenges.

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).

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