



PRESS RELEASE – Wednesday 29th May 2019

MDX Holdings Group and Clarity Partners Announce Partnership

- Clarity Partners to provide business development in APAC for MDX Technology and IOWA.rocks

- New relationship to support growing demand in this important region

London and Hong Kong – 29th May 2019 – MDX Holdings Limited is pleased to announce a new strategic partnership with Clarity Partners to support growing demand for both MDX Technology (MDXT) and IOWA.rocks in the APAC region. MDXT is the leading provider of data and distribution solutions for the global trading community. IOWA.rocks is the new on-demand financial data marketplace for all content creators and content consumers. Under the terms of the agreement, Clarity Partners will provide business development services for both MDXT and IOWA.rocks including account management of existing clients and lead generation activities in this important region.

Paul Watmough, Group CEO, commented. “This is a significant step forward for the overall business and we are delighted to be partnering with Clarity Partners to support our ambitious expansion plans. With an increasing demand from our global client base for our established technology solutions, together with the introduction of our new financial data marketplace, strong local representation is essential and will help to underpin our global business development and customer support capabilities. We look forward to working with Clara and her team.”

Clara Lee, CEO of Clarity Partners concluded. “MDXT has an unparalleled record of delivering robust and innovative market data solutions to the global finance industry. With data originality and quality evolving into a clear competitive advantage across the finance industry, the timing of this partnership is perfect as our customers are already asking us for help in these areas. IOWA.rocks, combined with the MDX technology platform provides users with seamless access to unique and invaluable data sources, and in our opinion, is an unbeatable combination. Clarity Partners is proud to work with Paul, Darren and the rest of the team to support their expansion into APAC.”

About MDX Technology Ltd

MDX Technology is the market leading provider of highly flexible, data connectivity, collaboration and distribution solutions ensuring all our users get the data they need, where and when they need



it - on time, every time! These unique offerings were created to enhance, and fully support, the data distribution needs of both Sell and Buy side financial institutions, Trading Venues, Inter Dealer Brokers and Commodities and Energy firms. Our proven solutions, developed by the industry's leading experts in this field, are in daily use within some of the world's premier trading institutions. MDX Technology is privately owned. The company is headquartered in London, with sales and customer support representation in all the major financial centres, either directly or via our trusted international partner network. For more information, go to www.mdstechnology.com.

About IOWA.rocks

Founded in 2018, IOWA.rocks is a ground-breaking market data business driven ecosystem. Its goal is to democratise the business of market data following the 'on demand' blueprint pioneered by the entertainment industry. Underpinned by industry leading MDX Technology, it provides a single and highly accessible destination for market data and alternative data sources. IOWA.rocks enables all content creators and content consumers to meet and transact business using flexible, multi-channel subscriptions to data at significantly lower cost. The technology is already proven within the global financial marketplace and is used across the asset class spectrum, from front to back-office. Headquarter in London, IOWA.rocks is led by industry stalwart, Darren Bishop. For more information go to www.iowa.rocks.

About Clarity Partners

Clarity Partners Ltd is an independent agency providing sales and marketing services for startup and growth stage Fintech firms in Asia and Europe. We bring together extensive experience from both sides of the sales equation having been both user/buyer/client and sales/relationship management at multinationals Investment Firms and Financial Technology companies.

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