

Stockholm, September 3rd 2018

Atex acquires “Cross-advertising” business from Tieto Corporation

We are pleased to announce that Atex has acquired the “Cross Advertising” business from leading Nordic software and services company Tieto.

Atex continued commitment to the news industry sets out a renewed advertising strategy with the acquisition of the “**Cross-advertising**” business. Atex aims to offer customers a modern and competitive advertising solution, for efficient multi-channel advertising.

“**Cross-advertising**” is a cloud-based solution that provides end-to-end multi-channel advertising management, covering the whole process from sales, CRM, booking to production and invoicing. The solution offers a streamlined advertising process, with management of complex/emerging products and service portfolios, helping news organizations to increase their revenues.

Atex CEO **Anders Christiansen**, is excited by the opportunities offered by the acquisition “Atex already has a strong SAAS solution for digital content management and multi-channel publishing and we want to complement our offering with a modern advertising product for current and new customers. With the addition of **Cross-advertising** to the Atex portfolio of products we are following the DNA of the company, deeply committed to the evolving needs of the news industry. The acquisition has been supported by our owner, Vela Software, that initiated with the Atex acquisition a strategy to become a comprehensive provider of software solutions for the media industry.”

The Atex **Enterprise** advertising solution will continue to be supported, existing customers wishing to move to the new web-based platform will be offered a compelling upgrade path, Atex advise Enterprise customers to reach out to their local Atex representatives to discuss their options.

About Atex

Atex is a global technology company providing software and software-enabled services for media-rich industries. Atex develops editorial, web content management systems and advertising management platforms that enable companies to streamline operations and build multi-channel revenues. Atex is committed to developing and delivering software products that are increasingly engaging, collaborative, targeted, contextually relevant, and available on demand. See www.atex.com.

About Tieto

Tieto aims to capture the significant opportunities of the data-driven world and turn them into lifelong value for people, business and society. We aim to be our customers' first choice for business renewal. In addition to our expertise in software and professional services, we also take strong advantage of ecosystem and innovation possibilities. www.tieto.com

For further information, visit www.atex.com or reach Atex at <http://www.atex.com/contact>