



Financial Media Exchange
Brings Harvest Content to
Its Sales Enablement Offering

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*FMeX continues to enhance its digital marketing platform with
industry leading content*

Plymouth, MA – March 9, 2017 – Financial Media Exchange (“FMeX”), the world’s largest content library built exclusively for the financial services industry, today announced a partnership with Harvest Exchange (“Harvest”). Harvest, a digital distribution and behavioral data platform for the financial services industry, joins content partners like Morningstar, Kiplinger and Liberty Publishing in contributing to FMeX.

According to Stephen Barrett, Chief Content Officer of FMeX, “we know that financial advisors typically work with 6-8 asset managers as they deliver wealth management solutions to their clients. Harvest’s investment-related content allows financial advisors one-click access to white papers, portfolio manager commentaries, investor letters and even annual and semi-annual reports from thousands of asset managers.”

“Incorporating Harvest’s investment-related content into our offering will help financial advisors make more efficient use of their time and deliver better outcomes to their clients.”

FMeX was built by industry veterans with a single goal of helping financial advisors increase sales. Pioneering Content-As-A-Service, FMeX provides access to an organized, searchable and customizable content library and is powered by sales technology for the future – all to help transform the way financial professionals connect with clients and develop new opportunities.

Every week financial organizations actively publish more than 500 white papers, articles, commentaries, investor letters, and videos on Harvest’s platform which will now stream through FMeX’s curation engine.

“The relationship between FMeX and Harvest is a natural partnership in the evolutionary food chain of financial services,” says Jeff Dorman, Chief Operating Officer and head of Strategic Partnerships of Harvest.

"Asset managers on Harvest want to reach financial advisors with their content, and financial advisors want to learn about the best asset managers while simultaneously passing interesting and relevant information down to their clients. Harvest is excited to add our investment-content to the FMeX library."

About Financial Media Exchange

FMeX is the **world's largest content library built on sales enablement technology**. Designed exclusively for the financial services industry, our single mission is to help financial professionals provide personalized marketing content to their clients in order to enhance client relationships and increase sales.

FMeX was founded by experts in the financial services industry and is the first Content-As-A-Service company with headquarters in Massachusetts and regional offices in New York, New Jersey and Kansas.

Individuals and organizations of all sizes benefit from our sophisticated sales enablement technology that allows for aggregation, curation, and distribution of content from any mobile device, in addition to measuring content utilization, remaining compliant with industry regulations and elevating the customer experience.

About Harvest Exchange

Harvest Exchange is a financial discovery marketplace that enables financial firms to meaningfully reach a targeted, investment-focused audience. Using our behavioral data technology, firms can initiate and strengthen client relationships. By sharing and distributing insights on Harvest, firms can communicate with a reader base of more than 500,000 institutional investors, RIAs, financial advisors and High Net Worth investors.

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