

PRESS RELEASE

Stockholm, Sweden, March 21, 2014

Information regarding public offer from Blue Canyon Holdings

Blue Canyon Holdings AB (“Blue Canyon Holdings”), controlled by GTCR Investment X AIV Ltd., announced on 14 February 2014, by way of a press release, a recommended cash offer (the “Offer”) to the shareholders of Cision AB (publ) (“Cision”). The Offer was declared unconditional by way of a press release announced on 18 March 2014.

Blue Canyon Holdings announced on 20 March 2014, by way of a press release, its decision to increase the Offer from SEK 52 to SEK 55.10 in cash per share (the “Increased Offer”). In its press release Blue Canyon Holdings made the following statement as a reference. *“In light of a notice received from Cision pursuant to the transaction agreement between Blue Canyon Holdings and Cision regarding a possible third party proposal.....”*

The statement made by Blue Canyon Holdings has caused uncertainties about the content of the notice given by Cision to Blue Canyon Holdings. In accordance with applicable rules for listed companies at the NASDAQ OMX Stockholm stock exchange, Cision hereby confirms that certain information regarding a potential competing public offer from Meltwater Holdings B.V regarding all shares in Cision, including its indicative price to be at least SEK 55 per share in cash was given to Blue Canyon under confidentiality in accordance with the Transaction Agreement between Cision and Blue Canyon Holdings. The information regarding a potential competing offer to be made by Meltwater Holdings was based on a written letter on 14 March, 2014 from Meltwater Holdings to the board of directors of Cision, including a request for access to a confirmative due diligence process. After entering into a customary confidentiality agreement, such access has been granted.

For further information please contact:

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The information provided herein is such that Cision AB (publ) is obligated to disclose pursuant to the Swedish Securities Markets Act (SFS 2007:528) and/or the Swedish Financial Instruments Trading Act (SFS 1991:980). The information was submitted for publication at 09:20 AM CET on March 21, 2014.

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