

PRESS RELEASE

Stockholm, Sweden, July 18, 2014

Fairness opinion in relation to the offer from Blue Canyon Holdings

On 23 June 2014, Blue Canyon Holdings AB (“Blue Canyon Holdings”), controlled by GTCR Investment X AIV Ltd., announced a new cash offer of SEK 61 per share (the “Offer”) to the shareholders of Cision AB (publ) (“Cision”). The Offer is made at the same price per share as Blue Canyon Holdings’ previous offer which expired on 22 April 2014.

Three board members of Cision are board members of Blue Canyon Holdings, the chairman is a principal of GTCR LLC. and Blue Canyon Holdings is the parent company of Cision. Section III of the Takeover Rules issued by NASDAQ OMX Stockholm is therefore applicable to the Offer, entailing that Cision is obliged to obtain and announce a fairness opinion regarding the Offer from an independent expert.

In accordance with the above, the board of directors of Cision has obtained a fairness opinion regarding the Offer from Grant Thornton UK LLP, which is attached hereto, Appendix, stating that the Offer is fair for the shareholders of Cision from a financial point of view.

Stockholm, 18 July 2014

The Board of Directors of Cision AB (publ)

For further information, please contact:
Magnus Thell, interim President and CEO, telephone +46 8 507 410 00
E-mail: investorrelations@cision.com

Charlotte Hansson, CFO, telephone +46 8 507 410 00
E-mail: investorrelations@cision.com

Cision AB (publ), P.O. Box 24194
SE-104 51 Stockholm, Sweden
Corp Identity No. 556027-9514
Telephone: +46 8 507 410 00
<http://corporate.cision.com>

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 08:30 CEST on 18 July 2014.

N.B. The English text is an unofficial translation. In case of any discrepancies between the Swedish text and the English translation, the Swedish text shall prevail.

Cision is a leading provider of cloud-based PR software, services and tools for the marketing and public relations industry. Marketing and PR professionals use our products to help manage all aspects of their brands – from identifying key media and influencers to connecting with audiences; monitoring traditional and social media; and analyzing outcomes. Journalists, bloggers, and other influencers use Cision’s tools to research story ideas, track trends, and maintain their public profiles. Cision is present in Europe, North America and Asia and quoted on the Stockholm Stock Exchange with revenue of approx. SEK 0.9 billion in 2013. For more information, visit www.cision.com.