

Disclaimer :

The Competition DG makes the information provided by the notifying parties in section 1.2 of Form CO available to the public in order to increase transparency. This information has been prepared by the notifying parties under their sole responsibility, and its content in no way prejudices the view the Commission may take of the planned operation. Nor can the Commission be held responsible for any incorrect or misleading information contained therein.

M.9645 - PLATINUM EQUITY GROUP/ CISION LTD

SECTION 1.2

Description of the concentration

The proposed concentration consists of the acquisition by Platinum Equity Group ("Platinum") of sole control of Cision Ltd ("Cision") by way of a share acquisition and, in particular, a reverse triangular merger.

Platinum will acquire sole control of Cision within the meaning of Article (3)(1)(6) of Council Regulation (EC) No 139/2004.

Platinum is headquartered in California, USA and specialises in the merger, acquisition and operation of companies that provide services and solutions to customers in a broad range of businesses, including information technology, telecommunications, logistics, metal services, manufacturing and distribution. The geographical scope of Platinum portfolio companies' activities is global.

Cision is a provider of public relations workflow software, press release distribution, and media monitoring and analysis and related services to public relations and marketing communications professionals. Cision is a public company (NYSE), headquartered in Chicago, Illinois USA and the geographic scope of its activities is global.