



EUROPEAN COMMISSION  
DG Competition

*Case M.9645 -  
PLATINUM EQUITY  
GROUP / CISION*

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004  
MERCER PROCEDURE**

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Article 6(1)(b) NON-OPPOSITION  
Date: 20/12/2019

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EUROPEAN COMMISSION

Brussels, 20.12.2019  
C(2019) 9495 final

**PUBLIC VERSION**

**To the notifying party**

**Subject: Case M.9645 – PLATINUM EQUITY GROUP / CISION  
Commission decision pursuant to Article 6(1)(b) of Council Regulation  
(EC) No 139/2004<sup>1</sup> and Article 57 of the Agreement on the European  
Economic Area<sup>2</sup>**

Dear Sir or Madam,

1. On 28 November 2019, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Platinum Equity LLC (Platinum Equity, United States) acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control over the whole of Cision Ltd (Cision, United States) by way of purchase of shares.<sup>3</sup>
2. The business activities of the undertakings concerned are:
  - for Platinum Equity: controls a group of entities specialised 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, at global level.
  - for Cision: supplies public relations workflow software, media distribution, media intelligence and related products and services to public relations and marketing communications professionals, at global level.
3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of

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<sup>1</sup> OJ L 24, 29.1.2004, p. 1 (the ‘Merger Regulation’). With effect from 1 December 2009, the Treaty on the Functioning of the European Union (‘TFEU’) has introduced certain changes, such as the replacement of ‘Community’ by ‘Union’ and ‘common market’ by ‘internal market’. The terminology of the TFEU will be used throughout this decision.

<sup>2</sup> OJ L 1, 3.1.1994, p. 3 (the ‘EEA Agreement’).

<sup>3</sup> Publication in the Official Journal of the European Union No C 409, 05.12.2019, p. 58.

paragraph 5(b) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.<sup>4</sup>

4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

*For the Commission*

*(Signed)*

*Cecilio MADERO VILLAREJO*

*Acting Director-General*

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<sup>4</sup> OJ C 366, 14.12.2013, p. 5.