Whistleblowing Policy
Adopted on January 1, 2022.

If you are aware something is wrong, let us know.

Cision is committed to fairness and integrity to the highest standards. We don’t tolerate any form of misconduct during our business operations, as it puts our integrity, reputation, and business at risk.

If you work with Cision, you can help us by reporting any actual or potential violations of the law or unethical behaviors, or, if we ask you to, by participating in an investigation.

Speak up!

- Your complaint will be confidential
- Make sure you have all the facts you need to prove your claim: this will help the investigation
- You will be protected from retaliation

What does this Policy cover?

- Part 1 – Making a complaint and giving testimony
  Learn how to make a complaint or what to do when you participate in an investigation
- Part 2 – How we manage investigations
  Further details on the processes and rules we have in place to carry out fair and thorough investigations

Let’s get started! →
Part 1
Making a complaint and giving testimony

You can become part of an investigation as a:

**Complainant**, when you submit a complaint

**Participant**, when we ask you to give information or take any part in an ongoing investigation of a complaint
*(this includes employees who are the subject of an investigation)*

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### What we expect:

<table>
<thead>
<tr>
<th>Complainant</th>
<th>Participant</th>
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<tbody>
<tr>
<td>• Submit your complaint in writing, if possible: it’s the best way to avoid misunderstandings</td>
<td>• You must cooperate fully with the Company Contact, Counsel and the Investigation Team and assist in the investigation</td>
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<td>• Make sure you have evidence: focus on the facts, not on speculation, and be as specific as possible</td>
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<td>• Be candid and share all the information you have in your complaint and any follow-up</td>
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### You and your career are safe

**Our promise**

- We protect from retaliation complainants and participants who disclose information related to a complaint in good faith.

### We keep it confidential

- If you ask for confidentiality, we will honor your request if this can be reasonably done without breaking the law or harm the investigation.

- If your name becomes visible (e.g., in your e-mail address), we will keep it confidential.
In some exceptional circumstances we can't guarantee full confidentiality. For example when:

- It is **impossible to proceed or properly investigate** the matter without knowing your identity
- Keeping your identity anonymous is a **violation of the law** or **harms the investigation**
- Your identity may become known for **reasons outside of our control**
- You **self-disclose** your identity **to someone who is not** the Company Contact, members of the Audit Committee, or members of the Investigation Team.

**If you are complicit** in the matters that are the subject of a complaint or an investigation, **you have no right to immunity and protection from retaliation**. However, **coming forward can help mitigate potential disciplinary measures against you** (depending on the severity and nature of the complaint).

**If your complaint or testimony are intentionally false**, you may be subject to disciplinary action.

**If you are a participant**, you must not discuss any aspect of the investigation or your testimony with:

- People who aren't connected to the investigation
- The Complainant, if you know their identity.
How to file a complaint

There are 2 internal channels for you to file a complaint:

Our Company Contact
- This is usually the Chairperson of our Audit Committee

Anonymous whistleblower hotline 24/7
- This hotline is managed by an independent third-party
- They will ask you to confirm you are a Cision employee, but won’t identify you
- They will receive your complaint and forward it anonymously to the Company Contact, who will decide how to address it
- They will give you an ID number so you can check the status of your complaint
- They will forward the response of the Audit Committee to you

Additionally, various state and federal entities also offer whistleblower protections and reporting channels. You can research these online to see if your complaint should be brought to one of these entities.

Contacts

Company Contact
In writing
Post: Attn: Legal Dept. 1785 Greensboro Station, 8th Floor McLean, VA 22102.
E-mail: whistleblower@cision.com

By telephone
866-459-2593

In person

Anonymous whistleblower hotline
Our hotline is managed by Issuer Direct. Please use the company identifier “CISN”

- US and Canada: 800-916-7037
- UK: 800-652-3673
- Sweden: 020-793-030
- Germany: 800-180-2137
- Italy: 800-799-622
- France: 080-091-4677
- Brazil: 800-891-6705
- China: 400-120-0690
- Japan: 053-112-2792

Note!
You can use the hotline if you believe your complaint is best handled anonymously, but it is less likely that we will start an investigation in response to an anonymous complaint.
This is because it is more difficult to interview anonymous complainants and evaluate the credibility of their complaints.
When to file a complaint

Please report issues as soon as you aware of them and you have sufficient details and facts to explain the situation.

**Types of issues**

- Actual or potential violations of law, regulation, or provisions of the Cision's Code of Ethics
- Fraud or deliberate error in the preparation, evaluation, review, or audit of any of Cision's financial statements
- Fraud or deliberate error in the recording or maintaining of Cision's financial records
- Deficiencies in or noncompliance with Cision's internal accounting controls
- Misrepresentations or false statements to or by a senior officer of the Company or an accountant regarding a matter contained in Cision's financial records, financial reports or audit reports
- Deviation from full and fair reporting of Cision's financial condition

**DON'T!**

**Don't conduct your own investigation.** You don’t have a right to take part in any investigative activities, except if we ask you to do so.

**Don't try to obtain evidence relating to a complaint** if you don’t have the right of access. Improper access may itself be an illegal or improper activity and it can result in disciplinary action.
What to include in your complaint

Give as many factual details as possible, including:

- The alleged event, matter, or issue that caused the complaint
- The name of each person involved
- The approximate date and location of each event mentioned in the complaint
- Any additional information, documentation, or other evidence available to support the complaint

Your collaboration is crucial!

- We won't investigate complaints containing unspecified wrongdoing or broad allegations not supported by evidence.
- If you provide vague or insufficient information, we won't be able to assess the nature, extent, and urgency of the matter.
- If you don't agree to provide further information related to the complaint or to be interviewed during the investigation, the investigation may stop, fail, or not happen at all.

Last but not least...

If you want a response about your complaint, make sure to ask for it and provide your contact information.
Part 2
How we manage investigations

An investigation is a neutral fact-finding process
• Our decision to investigate a claim is not an accusation against anyone.

We won’t tolerate retaliation
• Nobody at Cision is allowed to
discharge, demote, suspend,
threaten, harass or in any manner
discriminate against any
whistleblower or witness.
• Initiating or encouraging
retaliation is a serious violation of
Cision’s policies and, under
certain circumstances, of federal
or local law.

The Company Contact may bring the complaint to the attention of the company’s full Board of Directors, CEO, CFO, other officers and personnel, outside auditors, outside counsel, or any other appropriate party.

Submit Complaint
Company Contact will receive it and conduct an initial evaluation of its claims.

Company Contact acts under the supervision of the Audit Committee and will forward to them a copy of each complaint as soon as possible.

The Company Contact, in consultation with the Audit Committee, will decide whether to start an investigation

The Company Contact is in charge of the investigation

The Company Contact may appoint an Investigation Team to support them
The Investigation Team can be staffed with company personnel and/or outside advisors (lawyers, auditors, forensic accountants...)

The Audit Committee has the final word

Investigation completed

The Company Contact must:
• prepare a written report to the Audit Committee, including their conclusions and advice (the Investigation Team can help prepare the report)
• Place a copy in the complaint file.

The Audit Committee has full authority to:
1. Request a briefing by Company Contact or an Investigation Team.
2. Choose what action to take in response to a complaint
3. Ask for an additional investigation

We give a response to Complainants
• Cision makes a reasonable effort to respond to each complaint.
• The Company Contact provides a summary of the outcome of any investigation based upon it.

Unless
• They have chosen not to provide your contact details
• The Company Contact or the Audit Committee determine that there are overriding legal or company/public interest reasons not to do so.