Meltwater Bids For Cision

Thursday 3 April, 2014

Meltwater, the leading Software as a Service (SaaS) provider of online intelligence solutions delivering big data insights to the Public Relations and Social Media industry, headquartered in San Francisco, today announced an offer to the shareholders of Cision, a leading provider of cloud-based PR software, services and tools for the marketing and public relations industry.

"We believe in the industrial logic of combining Meltwater and Cision. We believe that together we will be in a position to offer clients better services combining the world's best media intelligence services and the world's premier journalist contact database," comments Jorn Lyseggen, Chief Executive Officer and Founder of Meltwater.

Marketing and PR professionals use Cision's 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 employs 980 people with a presence in North America and Europe. The Company's employee base includes a diverse group of experienced professionals in software development, information services management, sales, marketing and PR. Cision AB is quoted on the Stockholm Stock Exchange. The Company had revenues of about USD 130 million in 2013.

- Ends -

About Meltwater

Meltwater, a global company founded in Norway and headquartered in San Francisco, helps businesses drive growth and build brands. Meltwater's online intelligence platform analyzes billions of digital documents daily to extract precise, timely business insights that help more than 20,000 companies understand their markets, engage their customers, and master the new social business environment. With offices in 27 countries, Meltwater is dedicated to personal, global service built on local expertise. Meltwater also operates the Meltwater Entrepreneurial School of Technology (MEST), a nonprofit organization dedicated to nurturing future generations of entrepreneurs. Employees and founders hold majority ownership of Meltwater. In October 2012, Altor Fund III became a minority investor in Meltwater.

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