

Annual Report 2008

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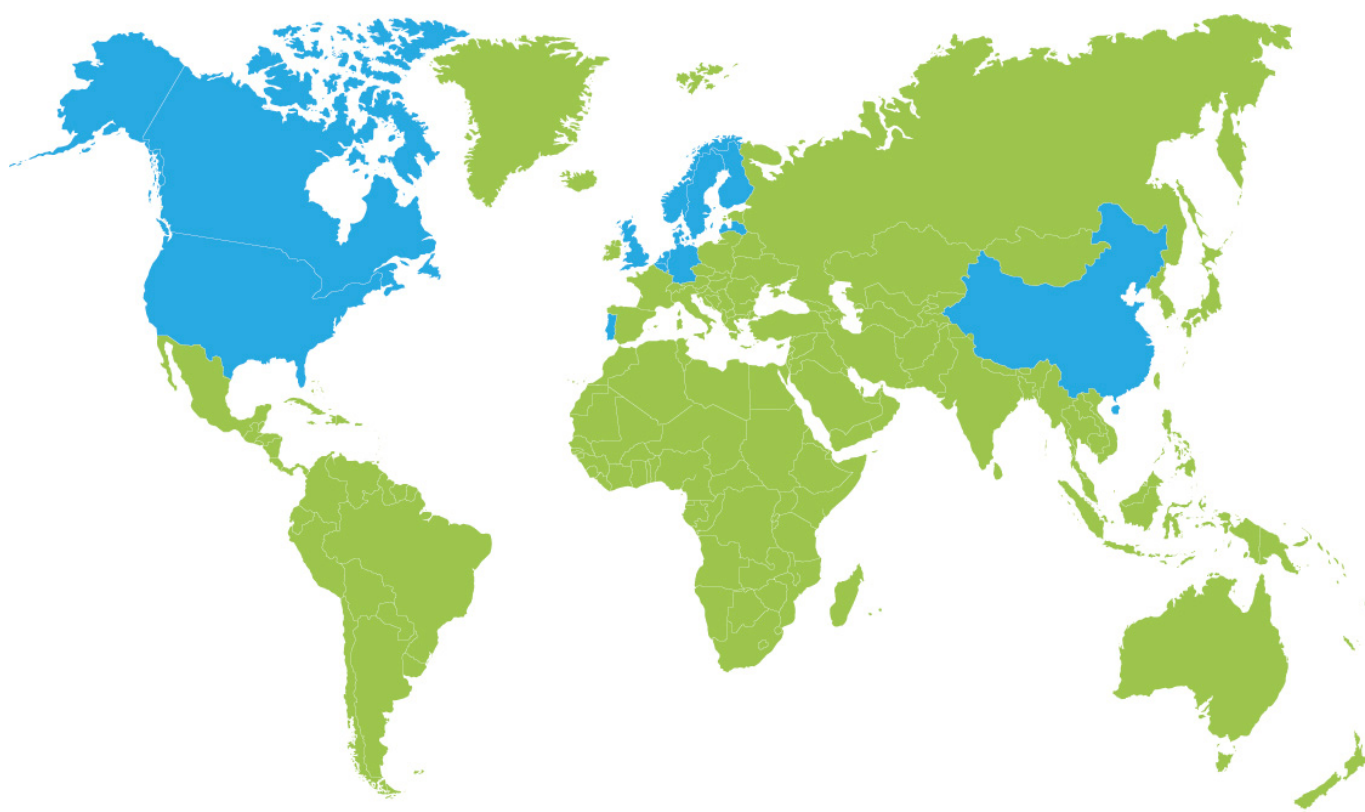
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About Cision

Short facts about Cision

Cision empowers businesses to make better decisions and improve performance through its CisionPoint software solutions for corporate communication and PR professionals. Powered by local experts with global reach, Cision delivers relevant media information, targeted distribution, media monitoring, and precise media analysis.

Cision has around 2,500 employees in Europe, North America and Asia, and has partners in 125 countries. Cision AB is quoted on the Nordic Exchange.



	North America	Rest of Europe	Nordic & Baltic
Description	Cision has operations in the US and Canada.	Cision has operations in the UK, Germany and Portugal.	Cision has operations in Sweden, Norway, Finland and Lithuania. ¹
Operating profit ²	SEK 172.8 million	SEK 2.7 million	SEK 6.4 million
Operating margin ²	22.0%	0.6%	1.2%

¹ Cision had operation in Denmark during 2008.

² Excluding goodwill impairment, restructuring costs and cost related to the takeover bid in 2008

The Year in brief

Financial events

- Consolidated operating revenue amounted to SEK 1,783 million (1,873).
- Operating profit¹ amounted to SEK 125 million (232).
- The operating margin was 7.0 percent (12.4).
- Profit after tax amounted to SEK -273 million (80).
- Earnings per share amounted to SEK -3.66 (1.07).
- Cash flow from operating activities amounted to SEK 136 million (273).

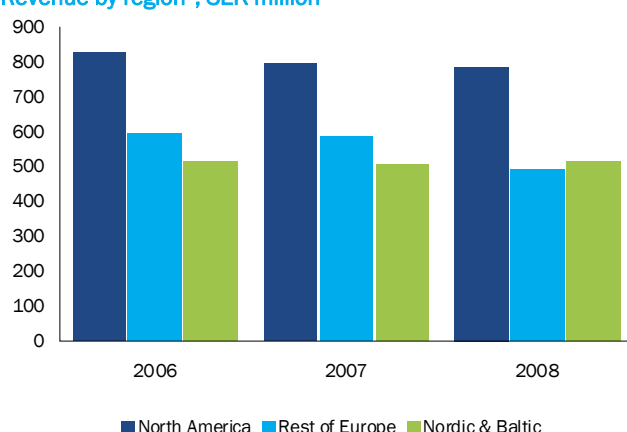
Important events during the year

- Cision's new service platform, CisionPoint, has had a positive reception with US customers during 2008. CisionPoint was launched in Europe in October.
- Cision launched an international website for media releases, Cision Wire, in September
- In October, Hans Gieskes was appointed Chief Executive Officer of Cision
- In December, a new organization was announced, whereby Cision's European subsidiaries will form one division

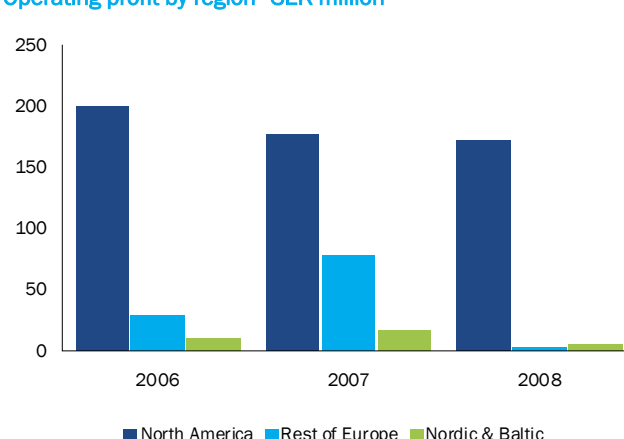
The Group in brief

	2008	2007
Operating revenue, SEK million	1,783.2	1,872.6
Operating profit ¹ , SEK million	124.6	231.5
Operating profit, SEK million	-172.6	179.2
Operating margin ¹ , %	7.0	12.4
Operating margin, %	-9.7	9.6
Operating cash flow, SEK million	135.7	272.5
Return on operating capital %	neg	8.7
Debt/equity ratio, %	66	54
Interest coverage, multiple	1.4	3.1
Earnings per share ² , SEK	-3.66	1.07
Dividend per share ³ , SEK	0	0.25
Equity per share ² , SEK	14.63	17.25

Revenue by region⁴, SEK million



Operating profit by region¹ SEK million



¹ Excluding goodwill impairment, restructuring costs and costs related to the takeover bid in 2008.

² Before dilution

³ Board of Directors' proposed dividend for 2008

⁴ Excluding other/eliminations

President's statement



2008 was a difficult year but market response proves our strategy right

The continued success of the CisionPoint software launched in the US late 2007 has proven that we have read customer needs well, in developing a winning software platform which leverages existing Cision strengths. CisionPoint has the potential to be for corporate communication professionals what customer relationship software like Salesforce.com is for sales professionals: a software tool which they use intensively every day, enabling them to get better results and faster. CisionPoint offers an integrated platform which seamlessly facilitates all four key activities: planning of campaigns, connecting with the right audiences, monitoring response and having access to strategic analysis.

2008 execution issues have proven the complexity of implementing our strategy

In hindsight, we have underestimated the complexities of transforming existing service businesses into software businesses. The production disruption at Cision UK, and slow transformation elsewhere in Europe had a very significant negative impact on the financial development of the company in 2008. The core causes, mainly lack of scale and leadership issues, have been addressed in the fourth quarter of 2008 with the formation of Cision Europe and the appointment of its first CEO, Peter Granat, who successfully launched CisionPoint in the USA.

2008 was the first year of what is likely to be a unique global economic recession

The corporate budget for PR software services is generally only a modest part of overall PR spending, which in turn is a small part of a corporation's overall marketing spend. This has meant that in the past, economic recessions have had a relatively modest impact on our industry, but negative nevertheless. We have seen the same during the second half of 2008 and are of course concerned with what a significantly worsened economic

climate may imply for our industry in the next 1–2 years. In order to protect our margins through a recession and be able to continue to invest in product innovation, we have increased efforts to reduce our cost base. During the fourth quarter of 2008, about 100 employees left the company or were given notice. In January 2009, we divested our loss-making Danish operation with about 70 employees. Significant cost reduction measures will continue in 2009 and structural activities for underperforming units cannot be ruled out.

Disappointing financial development

Mainly due to the production issues in the UK, the group's operating profit excluding goodwill impairment, restructuring expenses and costs related to the takeover bid fell to SEK 125 million in 2008, from SEK 232 million in 2007. Our operating margin decreased to 7.0% compared to 12.4% in 2007. Total revenues for the group reached SEK 1,783 million, with a negative organic growth of 3%. Excluding the UK, organic growth in 2008 was positive by 1%, the same level as the group's organic growth for 2007.

The production issues in the UK were resolved during the first half of 2008. Through the launch of CisionPoint and further cost reductions, we believe we can win back customers, achieve growth and a return to profitability for the UK, our strategically most important market in Europe.

In the Nordics, we experienced another year of slow growth and weak margins, as the market for analogue Monitor services remains very weak. During the second half of the year, we launched the first completely digital monitor offering, 'Media Agent', which we believe is an important step towards improving profitability in the Nordics. Our Plan and Connect business in the Nordics experienced good growth and strong margins during the year.

For North America, despite a challenging economic development in late 2008, the region continued to deliver a solid 22% operating margin for the year, in line with 2007.

Cisions strategic position is unique - execution is key going forward

Our customer focused strategy of providing integrated software solutions has been proven in similar industries and through the early success of CisionPoint in the US market. Dealing with impact of economic recession through aggressive cost reductions, is a well proven strategy too.

We believe we are deploying the right strategies, we have more scale than any other player both in Europe and North America and we are deeply engaged in addressing our execution issues in Europe. We are doing so with an attractive market outlook: the increasingly global market for Cision's services today consists of only a handful of companies with more than USD 100 million in revenues, with perhaps another 100 small private companies with between USD 5 million and USD 25 million in revenues. More importantly, there are only a handful of companies which can actually offer an integrated software platform like CisionPoint.

Therefore, I remain confident in the future of Cision.

Stockholm, February 2009

Hans Gieskes
CEO and President

Five-year summary

Income Statement					
SEK in millions					
	2008	2007	2006	2005	2004
Operating revenue	1,783.2	1,872.6	1,915.5	1,776.3	1,613.6
Operating profit ¹	124.6	231.5	203.7	175.1	193.8
Operating profit	-172.6	179.2	-612.3	175.1	193.8
Profit before tax	-223.3	118.8	-679.3	117.2	148.7
Tax	-49.5	-39.3	-63.7	-37.7	-33.6
Net profit/loss for the year	-272.8	79.5	-743.0	79.5	115.1

Balance sheet					
SEK in millions					
	Dec. 31, 2008	Dec. 31, 2007	Dec. 31, 2006	Dec. 31, 2005	Dec. 31, 2004
Goodwill	1,802.7	1,879.2	1,921.6	2,888.9	2,389.6
Other fixed assets	281.1	273.0	275.8	288.7	231.4
Current assets	419.4	370.2	383.6	413.6	350.2
Tax assets	63.3	68.7	54.3	34.2	22.3
Liquid assets	162.3	131.7	127.9	137.3	98.3
Total assets	2,728.8	2,722.8	2,763.2	3,763.1	3,091.8
Shareholders' equity	1,090.4	1,285.6	1,249.1	2,148.0	1,785.0
Long-term liabilities	842.2	780.4	868.7	1,034.8	835.4
Tax liabilities	175.6	114.1	122.7	99.1	68.4
Current liabilities	620.6	542.7	522.7	481.2	403.0
Total shareholders' equity and liabilities	2,728.8	2,722.8	2,763.2	3,763.1	3,091.8

Key financial highlights					
	2008	2007	2006	2005	2004
Operating margin ¹ , %	7.0	12.4	10.6	9.9	12.0
Profit margin, %	-15.3	4.2	-38.8	4.5	7.1
Return on equity, %	neg	6	neg	4	6
Return on operating capital, %	neg	9	neg	6	7
Return on operating capital ¹ , %	6	11	9	6	-
Operating capital, SEK million	1,926.6	2,020.0	2,081.7	3,097.6	2,555.0
Ditto excluding goodwill, SEK million	124.0	140.7	160.1	208.7	165.3
Interest-bearing net debt, SEK million	724.0	688.9	763.9	913.9	731.7
Debt/equity ratio, %	66	54	61	43	41
Equity/assets ratio, %	40	47	45	57	58
Interest coverage, multiple	1.4	3.1	2.3	3.2	4.8
Free cash flow, SEK million	20.4	93.6	79.1	70.9	147.2
Operating cash flow, SEK million	135.7	272.5	201.2	162.6	209.8
Acquisition value of acquired operations, SEK million	8.3	4.4	12.6	198.6	97.9
Number of employees at year-end	2,451	2,521	2,759	2,743	2,647

Data per share					
	2008	2007	2006	2005	2004
Earnings per share before dilution, SEK	-3.66	1.07	-9.99	1.12	1.64
Earnings per share after dilution, SEK	-3.66	1.07	-9.99	1.12	1.64
Operating cash flow, SEK	1.82	3.66	2.71	2.30	3.00
Shareholders' equity before dilution, SEK	14.63	17.25	16.78	28.95	25.52
Shareholders' equity after dilution, SEK	14.63	17.25	16.78	29.01	25.61
Dividend ² , SEK	-	0.25	-	-	0.45
Profit before dilution, SEK thousand	-272,781	79,517	-742,893	79,461	115,072
Profit effect from potential shares, SEK thousand	-	-	-	-	-
Profit after dilution, SEK thousand	-272,781	79,517	-742,893	79,461	115,072
Average number of shares before dilution, thousand	74,544	74,538	74,351	70,657	69,957
Potential shares, thousand	-	-	40	130	238
Average number of shares after dilution, thousand	74,544	74,538	74,391	70,787	70,195
Number of shares at year-end	74,544,418	74,544,418	74,453,572	74,203,725	69,957,325

¹ Excluding goodwill impairment, restructuring expenses and costs related to the takeover bid 2008

² Board of Directors' proposed dividend for 2008.

The Share

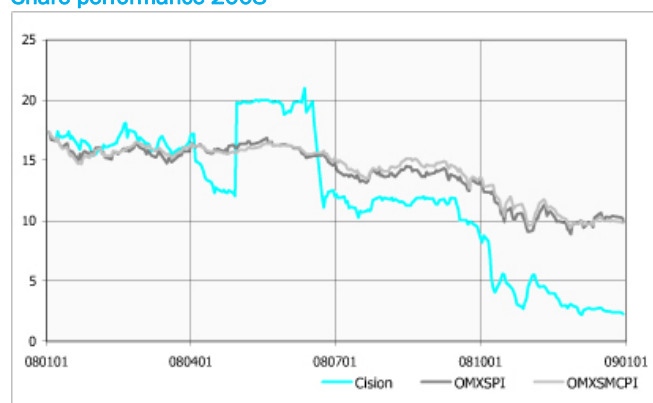
Share price performance and trading

Cision's shares are listed on the Nordic Exchange. Cision's market capitalization as of December 31, 2008 was SEK 168 million. In 2008, approximately 64.1 million shares were traded. The price of the Cision share changed by -87 per cent during the year, from SEK 17.00 on December 28, 2007 to SEK 2.26 on December 30, 2008. During the same period, the OMX SPI changed by -42 percent. In 2008, the share reached a high of SEK 21.00 and a low of SEK 2.20.

Share capital

The share capital in Cision AB amounted to SEK 111,816,627 as of December 31 2008, divided between 74,544,418 shares, each with a par value of SEK 1.50. All shares carry an equal right to the company's earnings and assets as well as an entitlement of one vote each.

Share performance 2008



Shareholdings	No. of share-holders	No. of shares	% of capital	% of votes
1-1,000	14,565	2,481,473	4	4
1,001-10,000	1,320	3,999,980	5	5
10,001-50,000	146	3,587,806	5	5
50,001-100,000	23	1,592,743	2	2
100,001-	53	62,882,416	84	84
Total	16,107	74,544,418	100	100

Ownership structure

At year-end 2008, Cision had 16,107 shareholders, according to the share registry maintained by Euroclear Sweden AB (the Swedish Central Securities Depository). Swedish private individuals owned about 11 percent of the shares and Swedish institutional investors such as pension funds and insurance companies owned approximately 59 percent of the shares. Foreign investors owned 30 percent of the shares. The ten largest shareholders had a combined holding of 53.5 percent of the shares. The number of shareholders decreased during the year.

10 largest shareholders, 2008 (Source: SIS Ägarservice)

Shareholders	No. of shares	(%) of share capital
Fairford Holdings Scandinavia AB	9,621,600	12.9
Cyril Acquisition AB	7,511,800	10.1
Skandia Liv	4,662,094	6.3
Fjärde AP-fonden	3,614,637	4.8
Eikos fond	3,599,700	4.8
Harris Associates fonder	3,139,100	4.2
Unionen	2,543,000	3.4
Nordea Bank	2,004,768	2.7
SEB fonder	1,775,471	2.4
Lannebo fonder	1,404,000	1.9
Subtotal	39,876,170	53.5
Other shareholders	34,668,248	46.5
Total	74,544,418	100.0

Convertible debentures for senior executives

The Annual General Meeting 2006 resolved, on March 29, 2007, to initiate a performance-related incentive program through the issuance of no more than 700,000 convertible participating debentures to 13 members of the Group Management. The issue price and nominal value of the convertibles have been determined as 113.3 percent of the volume-weighted average price of the Cision share during the period April 27 – May 3, 2007, corresponding to market value. In total, 660,000 convertibles have been subscribed for at a price of SEK 33.94. The total loan amount is SEK 22,400,400. The share capital must not increase by more than SEK 990,000. Upon request, each convertible can be converted into a new share in Cision AB during the period April 1 – June 30, 2011. The conversion price initially corresponds to the subscription price, but may be revised downwards if the company fulfils certain financial objectives. The total number of convertibles corresponds to approximately 0.9 percent of the share capital and votes on a fully diluted basis.

On April 4, 2008, the Annual General Meeting 2007 resolved to initiate a performance-related incentive program through the issuance of no more than 700,000 convertible participating debentures to 16 members of the Group Management. The subscription price for this program was to be determined during the period April 24 – April 30, 2008. However, during this period, Cyril Acquisition AB made a public offer to acquire all Cision shares. Cision's Board of Directors terminated the implementation of the incentive program, since a correct implementation of such a share issue would require, among other things, that prices be set without the influence of a public offer.

The Board intends to present a proposal for a new share-related incentive program to the Annual General Meeting 2009 for adoption.

Analysts who continuously cover Cision:

- Enskilda Securities – Stefan Andersson
- Swedbank – Mikael Holm
- Handelsbanken – Rasmus Engberg
- Danske Bank – Bile Daar

Cision's offer

Global Media Intelligence for better business performance

Cision empowers businesses to make better decisions and improve performance. The complete offer to Cision's clients consists of:

- A full service offer covering media and communication through Plan, Connect, Monitor & Analyze
- Access through one common platform – CisionPoint
- Professional consultancy support
- Global capacity

Cision's service offer - Plan, Connect, Monitor and Analyze - delivers relevant media information, targeted distribution, media monitoring, and precise media analysis.

CisionPoint is a web-based fully integrated communications platform that enables clients to manage their services and communication activities using a single point of access. With this flexible platform, clients can on their own tailor the delivery of communications to meet their business objectives.

Plan, Connect, Monitor & Analyze – web-based support in CisionPoint

Plan – identify the right target audience

Plan services help clients identify and precisely target the right audiences for media campaigns, public relations activities, press release distributions and uncover key influencers in its industry. Cision's database with more than 900,000 contacts is updated more than 20,000 times daily and provides clients with a tool to manage all media relations activities.

Connect – choosing the right channel

Connect services deliver messages, usually press releases, via a multitude of channels ranging from email, SMS, fax or the web along with search engine optimization tools to maximize press release visibility. Through Connect clients are able to contact customers and stakeholders and establish and build valuable relationships with journalists and opinion shapers and other target audiences in the channels of their choice. The information is distributed promptly, simultaneously and consistently to specific target audiences with a high degree of accuracy. Clients can decide to distribute from lists they compile themselves or especially tailor with help of Cision's experienced communications professionals.

Through CisionPoint, Cision also supplies PR and IR applications for clients' websites. These services are designed to manage information for all stakeholders. Examples include automatic publication of press releases, interim reports, annual reports, market information and images integrated with releases, subscription functions and share performance graphs.

Monitor – tracking media in all formats

Cision monitors, collects and delivers results from all media channels of client preference. Monitor services examine the content and placement of the client messages in newspapers and magazines, broadcasts, as well as websites and blogs. Monitoring is based on specific, intelligent search profiles customized to each client's needs. Monitor also track competitors' communications to get a well-rounded picture of a client's industry – media intelligence that's vital for implementing successful business strategies and tactics. It provides clients with a clear overview of their coverage and that of their competitors. Because CisionPoint makes it easy to sort and

share coverage, it lets clients discover and report results. Outlet metrics also help clients gain a better understanding of who is covering the story as well as the reach and impact of that coverage.

Analyze – evaluating effectiveness of communication and coverage

Analyze services help client evaluate their visibility in media. With the detailed information provided by Analyze, clients can evaluate, adjust and improve every message they deliver with Cision. Analyze produces qualitative and quantitative analyses, which are presented online. Cision's analytics options allow clients to compare their organization, product or brand against competitors and track performance over time. Cision helps the clients to reduce costs in marketing and spend their investment where it makes a difference.

Three different editions of CisionPoint

CisionPoint provides all the tools and services to help clients manage their relations internally and externally with the press, preloaded with the market leading global media database of journalists that goes well beyond simple contact details. Comprehensive distribution channels allow clients to reach out to their stakeholders via email, SMS, newswires and the Internet.

Cision's intelligent monitoring service ensures that all the news that is important to a company is available. Real time analytics make sure that the big picture is always at hand.

CisionPoint is available in three different editions, depending on the extent of client needs - Enterprise, Professional and Small Business.

Enterprise

The Enterprise edition of CisionPoint is a complete solution that is specifically designed for enterprises with complex business needs that require personalisation, advanced publication tools and dedicated client service. CisionPoint Enterprise is aimed at organisations with many users that operate in a large and complex industry, have many different stakeholders, many competitors and a large information flow.

Professional

The Professional edition of CisionPoint is a complete solution aimed at PR professionals in mid-sized organisations.

Small Business

The small business edition of CisionPoint includes all the relevant tools and data to get started working proactively with a company's stakeholders and monitor its online news coverage. CisionPoint Small Business is aimed at professionals who work with a manageable information flow and have a limited budget.

Professional consultancy advice, experienced employees

Experienced Cision professionals can help the client to create a communication solution depending on business needs. Local Cision experts can support clients in executing communication campaigns by providing advice and analysis that improves the communication strategy. Cision has the power to deliver business communications with greater precision through more media channels and the client can remain ahead of the curve and the competition in a rapidly changing media landscape.

Clients

Cision client base

Cision has a broad client base with more than 25,000 clients around the world, ranging from small businesses and organizations to major international clients. They can be found in every industry, local and international companies, PR agencies, public authorities and organizations. Within a client company or organization the actual user of Cision's products and services are typically communications professionals or consultants in PR, IR and marketing.

Communication moving up the corporate hierarchy

Cision's growth strategies are based on global trends. The business model as well as product and service offerings are closely adapted to clients' complex needs. The strategic importance of communication and reputation management is growing and decisions on how it is managed are moving up the corporate hierarchy. Comprehensive international solutions are required to control and improve the effectiveness of growing communication flows. Cision's clients want relevant information quickly, at a price that can be weighed against clear, measurable results.

The importance of the Internet is reinforced by the practically limitless opportunities for all users to create and spread information. Individuals and businesses utilize the ability to publish and spread negative and positive opinions about companies, products and services. This new form of information distribution and opinion making, often referred to as "social media", is a growing global force that is critical to any company's or organization's reputation. It requires greater attention, communication presence and control.

Attractive easy and fast access

Clients are increasingly interested in digital sources, software solutions and services supplied through their intranets. The digitalization technology creates new solutions to plan, distribute, monitor and analyze information faster than ever before. In our CisionPoint platform, content and design are adapted to each client's needs. The Internet gives the clients new opportunities to accurately and cost-effectively reach new and old target audiences. It also provides new opportunities for effective dialogue and to gather information on consumers' attitudes and behaviours.

A changing information and media landscape

Globalization, technological development and a fast-changing media landscape are megatrends that all point to an increasingly borderless information world. They are rapidly increasing the importance of business-critical information.

Successful companies need efficient tools to harness the exploding amount of information. These new needs forced on clients are the driving forces behind demand for Cision's products and services.

Why and with what result is McDonalds using Cision services:

In the last couple of years, McDonald's pursued a consistent strategy of change in terms of their public image. Rather than merely selling burgers and fries, McDonald's now focuses on fruit juices and salads instead, proclaiming a healthy diet and consistent methods of food production. The McDonald's company is also striving to be a model employer. The newly installed McBachelor grants college scholarships with job opportunities in the company's middle management.

This evidently offers a wide range of issues for active media work. "We strategically select the important long-term issues and proactively communicate them", says Martin Nowicki, Senior Specialist External Communications with McDonald's. As the findings from the Cision media analyses clearly confirm, the image makeover towards a consistently managed, health-conscious company has been quite successful.

In order to identify the relevant issues in good time, Cision provides a daily review containing 20 to 30 articles of special interest, about the McDonald's company and their competitors, as well as topics of general social interest, filtered and professionally edited.

In addition, Cision monitors the classical media and analyzes Web 2.0 content. A social media audit evaluating Google Page Rank, Yahoo Backlinks and Technorati Authority indicates the relevant topics and information multipliers.

Cision evaluates the coverage and plays it back to the management, along with the media content analysis. "We don't practice issue management in the communications department only", states Nowicki. Consciously refraining from any attempt to influence the web communities, McDonald's likes to keep abreast of what is happening in this parallel universe. However, the company will answer if one of the bloggers asks a direct question.

There are other ways in which McDonald's uses the platforms on Web 2.0 for communications purposes: The quality scouts they invite to look at the manufacturing process are currently being recruited via MySpace – with great success. Whereas there used to be only 2,000 applications, mainly from people with a special interest in nutrition, more than 5,000 recently applied on MySpace. "Apart from the professionals, we can now reach interested amateurs as well - the typical McDonald's customers!" says Nowicki.

Market and competition

Changing markets and trends

A need for global media intelligence

There is a growing need to identify business-critical information and to analyze and structure it as accurate decision guidance. The ability to quickly identify and monitor trends, competitors' activities, changes in the marketplace and buyer habits is taking on greater value. The ability constitutes the tools and processes for quickly uncovering business opportunities or to curtail imminent crises, both which can have a decisive effect on the bottom line.

Fast-changing media landscape and exploding amount of information

The digitalization of media has created a communication revolution. The volume of information available through a growing number of channels is making it more important than ever to companies to clearly define what is important, react quickly to improprieties and maintain the best possible control over their reputation.

Growing importance of brands

Companies with a strong brand and good reputation have a lot of advantages. They can often charge more for their products and services. They find it easier to recruit the best employees. They are better able to manage crises as they have a cushion in their credibility. Brand reputation is becoming one of the most important weapons in the global marketplace in the fierce competition for consumers' attention. Demand is increasing for communication services that evaluate the strength of brands among a range of key audiences.

A strong position

Cision well positioned

The impact of global megatrends and new fast-changing technologies makes communication and the media among the most dynamic areas of the global economy. As one of the few players in the industry with global capacity, Cision is well-positioned to

capitalize on this to create value for clients and shareholders. Cision is continuously enhancing its offering to maintain leadership in integrated solutions for clients that work in an international environment.

Cision empowers business to make better decisions and improve performance through media intelligence. Cision puts the power of the world's largest media database to work for its clients. Over one million press contacts and new influencers in 150 countries give Cision a leading position. Competition is limited in numbers, size and scope. It is limited in the sense that typical competitor offers just one or two components that constitute the full global media intelligence provided by CisionPoint. When the competition is providing the full range it is not global, but instead limited to just one or a few markets.

Cision has a strong position as a global partner through a distinct brand and expanded international presence. Cision is focusing on a standardized global offering under a uniform brand name and identity. Serving as a global partner offers clients advantages in terms of competence, cost and competitive strength. This enhances Cision's credibility as a global partner and improves the impact of marketing.

Local expertise, global reach – a strong combination

Exponential growth in media volume and proliferation of sources globally calls for a one-stop-shop in media intelligence. The strong presence in key markets and the international network of partners provide Cision with the industry's best global coverage and a unique position in terms of global reach. This gives Cision an edge in its ability to work across cultures and borders when serving leading multinational companies and fast-growing enterprises of all sizes and ambitions. Global reach is no substitute for local expertise; instead they complement and support each other. Cision's local expertise is derived from around 2,500 employees in Europe, North America and Asia. The presence of experienced consultants means that Cision can put local skills and talents to work for the client when needed.

Corporate structure

A year in transition

2008 has been a year of organizational transition and the number of regions was reduced. Cision has also closed down production sites and completed a significant restructuring of the business in most subsidiaries. In the last quarter 2008, the board of Directors appointed a new CEO for Cision AB, Hans Gieskes.

Two divisions - improved efficiency

In December 2008 it was decided that Cisions' European subsidiaries will form one division, Cision Europe. As of January 2009 Cision Group consists of two divisions – Cision Europe and Cision North America. Several shared service departments, previously part of Cision's head office functions, are integrated into the new Cision Europe organization. The formation of Cision Europe and streamlining of the head office organization will improve cost efficiency and ensure a more rapid execution of Cision's agenda for change.

Management with more international experience

The 2008 changes have resulted in a new and smaller executive committee, consisting of only four people - CEO and CFO for Cision Group, CEO North America and CEO Europe. The executive committee is supported by CIO and SVP HR. The new leadership team adds more international management experience to Cision.

The performance management process, that enables group and department targets to be well communicated and ensures transparency to all employees, has been further improved during 2008. During the fourth quarter, a new and improved performance management system was launched to support Cision managers in cascading targets to all employees.

Trend shift in competencies – many new experts on board

Cision has broadened its international experience in leaders and experts when recruiting. Further evidence of our competence is that many of Cisions well-regarded analysts frequently are invited by prestigious universities as public speakers.

Cision leadership development is focused on building an internal talent pool for senior positions. A number of different leadership development program were executed during 2008. A mentoring program was launched on a pilot basis in Cision North America during 2008, the purpose of which was to further develop selected middle-level management employees for future advancement within the company. The program was focused on high-potential individuals who were paired with a senior-management employee for individual mentoring and coaching sessions.

Consolidation under the Cision group brand

The Group now operates under the same values and brand around the world. This ensures that Cision has a solid foundation for ensuring that company remains an attractive employer. Despite strong competition, Cision has managed to employ very talented, skilled and experienced people across the subsidiaries. In the US, the capabilities have been further strengthened within IT where Cision has a strong R&D team focusing on innovation. With a focus on the new corporate values - Innovation, Passion and Accountability - Cision has continued to strengthen its culture and organization. The establishment of new corporate values was an important strategic step in the transition to one global company with a unified product portfolio.

Key ratios

	2008	2007
Value added per employee ¹ , SEK thousands	453	508
Employee turnover ²	20%	30%
Employee turnover excl. lay-offs	14%	21%

¹ Operating profit plus staff costs divided by the average number of employees.

² Number of employees who left the company during the year divided by the average number of employees in 2008.

The average number of employees shows a decrease compared to 2007. In addition, about 50 more employees were given notice in late 2008 and will leave in early 2009. The Danish subsidiary with about 70 employees was divested in January 2009.

The group head office is located in Stockholm, Sweden.

Number of employees by country

Average no. of employees	2008		2007	
	No. of employees	Of whom men	No. of employees	Of whom men
Parent company	335	176	339	152
Subsidiaries				
Sweden	32	13	18	9
Norway	62	35	90	48
Denmark	74	46	89	50
Finland	122	49	124	36
Baltic countries	44	15	28	6
Germany	262	112	244	88
UK	358	168	449	205
Portugal	129	58	129	53
Canada	310	188	320	128
USA	775	333	809	429
Total	2,503	1,193	2,639	1,204

Risks and Risk Management

Cision's operations and profitability are impacted by a number of factors within and outside of the Group. The risks the Group is exposed to can be classified as market-related, operations-related and financial. Risk management is a constant priority for the Group, and it is continuously developed in order to achieve balanced risk exposure. The following summary lists significant identified risks and how those risks are managed by Cision.

Market-related risks

Macroeconomic development

The clients' level of activity and investment opportunities are affected by the economy and business climate. An economic downturn could significantly impact Cision's earning capacity. Cision's diverse client base, both geographically and in terms of industry, helps to spread the risks.

Copyright

Access to reasonably priced information is essential to the manner in which Cision conducts its operations. The application of copyright laws varies in the markets where Cision is active. Increased access to digital information is driving copyright issues and bringing them to the forefront. A tightening of copyright laws that limits the opportunity to distribute information, or demands for higher compensation by rights holders, would have a direct impact on Cision's earning capacity. Cision continuously works on the strengthening of relations and the establishment of collaboration agreements with copyright holders.

New actors on the market

Cision operates in a changing industry characterized by rapid technological development. Access to information on the internet has lowered the barriers to entry, especially in the Monitor area, and led to increased competition with several new actors in the market. The value, and therefore the price, of a piece of information is steadily declining, which requires the creation of value-added services for the clients in addition to the provision of information. Cision's competitiveness is strengthened by the breadth and depth of its offering, its unique position in analyzed information services, and its international services. Cision also offers integrated services through the web-based portal solution CisionPoint, which was launched on selected markets during 2007 and 2008.

News flow

Within the Monitor business area, revenue is partly dependent on the number of business news items of relevance to the clients. This varies depending on the season and any events that lessen the amount of business news in the media, such as natural disasters. This volume dependency within Monitor is being reduced through gradual modifications to the service mix and pricing model. A higher share of value-added services, such as analysis, and a pricing model that is increasingly moving towards subscription-based revenues, increases the level of recurring revenue.

Operations-related risks

Service development

A client-focused service development is critical to maintaining and increasing Cision's competitiveness. Services are developed to meet local client needs as well as the needs of large, international companies and organizations. The Cision Group moves towards a more uniform offering and so can better take advantage of economies of scale in its service development. A growing share of the Group's services is provided through the web-based portal solution CisionPoint.

Technological development

The rapid technological development affects both client solutions and production. Clients increasingly request digital deliveries to a portal or an intranet. Cision continuously develops its web-based individualized services, which are increasingly based on common IT platforms shared within the Group. This work is led by the Group's CIO in cooperation with the central and local IT units.

Client dependency

Cision's services help clients to increase the efficiency of their communications and make better-informed business decisions. This demand is not industry-specific. Cision is therefore less sensitive to developments in specific industries and client groups. Also, no single client accounts for more than two percent of the Group's total revenue. This makes Cision less exposed in case of the loss of an individual client.

Supplier dependency

Cision is actively working to outsource non-strategic production processes. The intention is to take advantage of differences in time zones and to reduce fixed costs and overall costs. Any quality problems, delays or operating disruptions on the supplier side have a negative impact on Cision's deliveries to its clients and may harm Cision's reputation. To improve the control, follow-up and quality of deliveries from suppliers and partners, a Group-wide function was established during 2007 to handle some of the Group's purchases.

Leaders and employees

Cision is a service company, and the ability to attract, develop and retain competent employees is crucial to its success. Cision operates in a rapidly changing market and is dependent on senior executives with the ability to carry through strategic and operational changes. Increasing digitalization of the business and the development of the service offering towards a greater share of analysis services and larger international assignments increase the need for competence in IT, analysis and project management. Cision is working to identify and develop leaders and other employees to ensure access to the right competence and future leaders. Cision's structural capital consists of jointly developed solutions, service platforms, documented methods and procedures that reduce dependency on individual key persons.

Security issues

Security issues are crucial to Cision, since the company handles confidential client information. In the Connect business area, Cision offers listed companies assistance with the distribution of price-sensitive information and the provision of information as required by EU directives and local legislation. Cision has developed routines and processes for employees who handle sensitive information and to ensure that any information that belongs to its clients is handled in accordance with applicable legislation, stock exchange listing agreements and other capital market regulations. Moreover, client solutions and internal production systems are becoming more IT-based, which places demands on IT and operating security and requires contingency plans to minimize the effects of service disruptions. Cision conducts periodic IT security audits of its infrastructure and applications. The Group has adequate insurance protection for liability risks and loss of income in the event of disruptions.

Acquisitions

Cision's growth strategy includes acquisitions. The assets of acquired companies are normally limited in scope and account for only a small part of the acquisition cost. The major part consists of goodwill. The value of goodwill is dependent on the long-term earning capacity of the acquired business. Changes in market conditions or otherwise in terms of competitiveness will therefore have a direct impact on the valuation of goodwill.

Cision has well-proven methodologies and models for risk analysis, evaluation, implementation and integration of acquisitions. Cision generally acquires companies with good profitability, stable cash flows, established client bases and recognized trademarks, which reduces investment risk.

Financial risks

The Board of Directors of Cision has established a financial policy intended to act as a framework for Cision's financial activities and to provide guidelines for the management of financial risks. The objective is to limit any financial risks that arise in connection with borrowing, investments and foreign currency transactions. Financial risks and risk management are described in Note 2.

Board of Directors' report

The Board of Directors and the President and CEO of Cision AB (publ), corporate identity number 556027-9514, with its registered address in Stockholm, Sweden, are pleased to present the annual report and consolidated financial statements for the fiscal year 2008. The annual report has been approved for public release, by the Board of Directors, on February 26, 2009. The consolidated and parent company income statements and balance sheets will be presented for adoption at the Annual General Meeting on April 2, 2009.

Unless stated otherwise, amounts in brackets refer to previous year, i.e. 2007.

Group operations and structure

Cision is a global company in reputation management and media monitoring. It creates value for clients by providing integrated services and software solutions in media intelligence, media monitoring and research of media contacts. Operations comprise four service areas: Plan, Connect, Monitor and Analyze.

Operations were conducted in 12 countries during the year. Cision's principal markets are Western Europe and North America.

Market development

Cision has a positive view of the long-term growth prospects for the media intelligence market. Cision believes that demand for integrated services that provide relevant information, targeted distribution and qualitative decision support will grow. Digital information is increasing in terms of both supply and demand, offsetting a decline in the information available in print media. The value of brands is increasing, making it more important for companies and organizations to manage their media imprint. Integrated software workflow solutions, such as CisionPoint, will become increasingly common for use by PR and information professionals, in helping to manage their daily tasks. However, in the shorter term, Cision may experience a decline in demand for some of its services, due to a weaker global economy.

Important events

- Cision's new service platform, CisionPoint, launched in late 2007 in the US, has had a positive reception with customers during 2008. CisionPoint offers clients an integrated service, delivered as a web-based portal solution. During 2008, CisionPoint was primarily sold to new customers in the US, but toward the end of the year, the migration of current clients increased in pace. During late 2008, CisionPoint was also introduced to selected customers in Europe.
- During the first quarter, Cision's UK operations were affected by production disruptions. The disruptions were addressed during the first and second quarter, but resulted in a significant revenue loss and considerably lower earnings for the UK during 2008.
- In April, Cyril Acquisition AB made an offer to acquire all shares in Cision AB. The offer was withdrawn in June, as the terms of the offer were not fulfilled during the offer period.
- In June, the Administrative Court of Appeal overruled the County Administrative Court's ruling regarding the Swedish Tax Agency's decision to levy an additional tax on Cision AB and increase the company's taxable income for 2000 by approximately SEK 440 million, in the tax case pertaining to the sale of Sifo Research & Consulting. The Swedish Tax Agency did not apply for leave to appeal to

the Supreme Administrative Court, and the case is thereby closed.

- In October, Hans Gieskes was appointed Chief Executive Officer of Cision.
- In December, Cision announced a reorganization to take effect from January 1, 2009. Cision's European subsidiaries will form one division, Cision Europe, with Peter Granat as Chief Executive Officer. In addition, common Group functions will be reduced and a new Group management team has been appointed, comprising the Group CEO, CFO and the division CEOs of Cision Europe and Cision North America.

The Group's development

Operating revenue amounted to SEK 1,783 million (1,873), of which SEK 9 million is attributable to units acquired and SEK 1 million to a capital gain from the sale of real estate. Exchange rate effects, mainly from a weaker US dollar, negatively impacted revenue by SEK 31 million. Organic growth was negative at -3 percent (1) for January–December. Production disruptions in the UK during the first quarter significantly impacted revenues for the year. Excluding the UK, organic growth for January–December was 1 percent.

Excluding goodwill impairments, restructuring expenses and costs related to the takeover bid in 2008, operating profit amounted to SEK 125 million (232), and the operating margin was 7.0 percent (12.4). Compared with 2007, results were impacted mainly by the weak operating performance in the UK, as well as a capital gain of SEK 10 million included in the 2007 results from sales of real estate in the UK. The takeover bid in the second quarter of 2008 resulted in extraordinary costs of SEK 10 million. Atodia's operating loss for the year was SEK 12 million (-14). For the year, currency effects did not impact profits, mainly as the USD strengthened significantly against the SEK during the fourth quarter.

During the third quarter, a goodwill impairment of SEK 241 million was carried out, which related to a more conservative view of UK operations. Profit after tax amounted to SEK -273 million (80). The tax charge was SEK 50 million (39), of which SEK 21 million (21) was deferred tax for deductible goodwill amortization. The tax charge for the year was positively impacted by SEK 5 million, due to a repayment of tax receivables previously not accrued for and adjustments to the previous year's tax provisions.

Operating revenue by region

SEK million	2008	2007
North America	785	795
Rest of Europe	489	587
Nordic & Baltic	514	506
Total, regions	1,788	1,889
Other/eliminations	-5	-16
Group	1,783	1,873

Operating profit¹ by region

SEK million	2008	2007
North America	173	176
Rest of Europe	3	78
Nordic & Baltic	6	17
Total, regions	182	271
Other/eliminations	-57	-40
Group	125	232

Operating margin¹ by region

%	2008	2007
North America	22.0	22.2
Rest of Europe	0.6	13.3
Nordic & Baltic	1.2	3.3
Group	7.0	12.4

¹ Excluding goodwill impairment, restructuring expenses and costs related to the takeover bid 2008.

Development by region**North America region**

Operating revenue amounted to SEK 785 million (795). Exchange rate effects negatively impacted revenue by SEK 21 million. Organic growth was 1 percent (3) for January–December. Operating profit amounted to SEK 173 million (176), with an operating margin of 22.0 percent (22.2). Exchange rate effects negatively impacted profit by SEK 5 million for the period.

Revenue from CisionPoint in the US is increasing, however the weak trend for broadcast and analysis revenues, as reported for the third quarter, had a continuous negative effect on overall growth in 2008. The declining economic development also implied negative organic growth in Canada for the fourth quarter.

Rest of Europe region

Operating revenue amounted to SEK 489 million (587). Exchange rate effects negatively impacted revenue by SEK 19 million. Organic growth was negative in an amount of 13 percent (-2) for January–December. Operating profit, excluding goodwill impairment and restructuring expenses, decreased to SEK 3 million (78), with an operating margin of 0.6 percent (13.3). Exchange rate effects improved profit by SEK 4 million for the period. Revenue and operating profit for the period included a capital gain of SEK 1 million from the sale of real estate in the UK. Revenue and operating profit for the corresponding period in 2007 included an equivalent gain of SEK 10 million.

In the UK, the operating performance following the production problems in the first quarter of 2008 was weak, and, as a consequence, additional cost reductions were implemented during the year. Germany's operations were impacted by the economic slowdown in the fourth quarter, resulting in customer losses and a significantly lower operating margin compared with 2007. Portugal had a positive development with good organic growth and very strong margins.

Nordic & Baltic region

Operating revenue amounted to SEK 514 million (506). Exchange rate effects improved revenue by SEK 7 million. Organic growth was 0 percent (-1) for January–December. Operating profit, excluding restructuring expenses, amounted to SEK 6 million (17), with an operating margin of 1.2 percent (3.3), including a one-time write-down of an intangible asset, amounting to SEK 4 million.

During the year, the region was negatively impacted by the declining demand for analogue monitoring services, as well as a worsening economic development. The performance in Denmark and Norway was very weak and was also impacted by strong competition. The fully digital Monitor service offering, launched earlier in the year, has been well received by customers. The goal for this service is to gradually replace most of the current analogue services. In order to increase the pace of the restructuring of the analogue Monitor operations in Sweden, notice was given to approximately 50 employees during the fourth quarter, and they will leave the company in the first quarter of 2009.

Restructuring

Restructuring expenses for January–December amounted to SEK 47 million (52), and were mainly related to costs for efficiency improvements in the Nordic region and the UK. Further restructuring will be carried out in 2009.

Investments and acquisitions

In 2008, SEK 8 million (4) was invested in acquisitions. Other investments, of SEK 109 million (99), mainly consisted of the development of the Group's service platforms.

Financial position

At the end of the period, shareholders' equity amounted to SEK 1,090 million (1 286) or SEK 14.63 per share. During the year, shareholders' equity decreased by SEK 273 million, as a result of the net loss, a market valuation of derivatives of SEK 6 million and a dividend distribution of SEK 19 million. Translation differences had a positive effect of SEK 103 million.

At year-end, the interest-bearing net debt amounted to SEK 724 million (689) and the debt/equity ratio was 66 percent (54). During the period, net debt increased by SEK 35 million, of which exchange rate effects increased the net debt by SEK 32 million. The interest coverage ratio for the period amounted to 1.4 (3.1).

During the third quarter, Cision renegotiated some of the terms for its syndicated loan facility. Certain adjustments were made to the loan covenants until December 2009, and the facility limit was reduced from USD 200 million to USD 150 million, effective as of September 30, 2008. The utilization of the syndicated loan, as of December 31, 2009, amounts to approximately USD 105 million, and the facility expires in October 2011. Goodwill impairments do not impact the loan covenants.

Operating cash flow amounted to SEK 136 million (273). A real-estate sale improved operating cash flow by SEK 16 million (32). Free cash flow (cash flow after investments, excluding business acquisitions) amounted to SEK 20 million (94). Cash flow, compared with 2007, was negatively impacted by lower profitability, higher investments in fixed assets and lower revenue from sales of real estate, whereas lower payment of taxes had a favorable impact on cash flow.

At the end of the year, the Group's cash and cash equivalents totaled SEK 162 million (132).

Goodwill

Goodwill amounted to SEK 1,803 million (1,879) at the end of the period. In the third quarter, a goodwill impairment of SEK 241 million was included, which related to a more conservative view of UK operations. After the goodwill impairment, the remaining goodwill attributable to the UK amounts to SEK 178 million. Because goodwill is accounted for in local currency, it is affected by exchange rates. During the year goodwill increased by SEK 153 million from exchange rate effects and by SEK 11 million due to acquisitions. Goodwill is tested annually for impairment. For a further description of impairment testing, see Note 15.

Operating capital

Operating capital is defined as operating assets less operating liabilities. Tax assets and tax liabilities are not included. A large part of operating capital consists of goodwill arising through business acquisitions. In total, operating capital decreased to SEK 1,927 million (2,020). The change is largely due to a decrease in working capital. Operating capital, excluding goodwill, has decreased to SEK 124 million (141).

Operating capital

SEK million	2008	2007
Goodwill	1,803	1,879
Other fixed assets	281	272
Short-term operating receivables	406	363
Provisions	-26	-25
Operating liabilities	-537	-469
Operating capital	1,927	2,020
Less goodwill	-1,802	-1,879
Operating capital excl. goodwill	124	141

Working capital

Working capital is defined as current operating receivables less current operating liabilities. Working capital amounted to SEK -131 million (-107). A large part of the Group's revenue is paid in advance, in the form of subscription fees, which explains the negative working capital.

Share capital

The share capital amounted to SEK 111,817 thousand (111,817) on the balance sheet date. The share capital was represented by 74,544,418 (74,544,418) shares, with a nominal value of SEK 1.50. All shares are of the same class and carry the same entitlements in the company. The company does not hold any of its own shares and it did not acquire or transfer any own shares during the fiscal year.

At the Annual General Meeting in April 2008, the Board of Directors was authorized to repurchase up to 10 percent of the shares outstanding until the next Annual General Meeting. Also, at the Annual General Meeting in April 2008, it was resolved that a dividend of SEK 0.25 per share be paid for the fiscal year 2007.

The Board of Directors proposes that no dividend be paid for the fiscal year 2008.

Financial instruments and risk management

The Board of Directors has established a financial policy as a framework for the Group's financial activities and to provide guidelines for managing financial risks. The goal of the finance operations is to make optimal use of the Group's overall liquidity, optimize the Group's financial net and provide an overall assessment of, and control over, the Group's financial risks. In addition to the financial policy, which is reviewed

annually, the Board of Directors establishes financial limits a calendar year at a time.

For a further description of financial risks, exposure and financial instruments, see Note 2.

Corporate governance

The articles of association do not contain any provisions on the appointment and dismissal of Board members or on amendments to the articles. Detailed information on corporate governance can be found in the Corporate governance section.

Research and development

Within its strategic guidelines, the Group develops client-focused services based on shared services, methods and IT platforms. Regional development operations adapt the Group's services to local needs and develop specific solutions for local markets. The largest projects during the year were as follows:

- Further development of the CisionPoint platform for the North American market, which was launched during late 2007, as well as development of the European version of the CisionPoint platform, launched during late 2008. The CisionPoint platforms provide clients with a better interface with greater functionality, while reducing the number of different technical platforms in the Group.
- Development of a broadcast offering in the UK, which was launched during 2008.
- Further development work was carried out on the Group's common tool for automation and improvement of the efficiency of coding as a basis for analysis services.

Total research and development expenditures in 2008 amounted to SEK 102 million (128).

Employees and remuneration

At year-end, the Group had 2,451 (2,521) employees. The decrease of 70 employees, compared with 2007, was mainly due to restructuring activities. For information on the distribution of the average number of employees and salaries, see Note 7.

See Note 7 for a description of the latest guidelines on remuneration for senior executives. The Board's proposed guidelines, which would apply from the Annual General Meeting 2009, conform to current principles, except in the case of variable compensation to the President, where special terms are proposed for 2009. The proposal is that the target bonus will amount to 60 percent and the maximum bonus 100 percent of his base salary.

Tax dispute

In the tax case pertaining to the sale of Sifo Research & Consulting, the Administrative Court of Appeal overruled the County Administrative Court's ruling regarding the Swedish Tax Agency's decision to levy an additional tax on Cision AB and increase the company's taxable income for 2000 by approximately SEK 440 million, which would have entailed a tax expense of SEK 173 million, including penalties but excluding interest. Cision has not made any provision for the tax expense, and, thus, the ruling has no effect on the Group's performance and financial position. The Swedish Tax Agency did not apply for leave to appeal to the Supreme Administrative Court and the case is, thereby, closed.

Events after the balance sheet date

On January 29, 2009, Cision announced the divestment of its Danish subsidiary, Cision Danmark A/S, to Infomedia A/S. Cision Denmark had 68 employees as of December 31, 2008 and annual revenues of approximately DKK 50 million for 2008. The divestment will not include Cision's Plan and Connect business in Denmark, with annual revenues of approximately DKK 2 million.

Material risks and uncertainties

Cision's competitive strength is dependent on client-focused service development, the successful conversion to a digital offering based on analyzed information and a digitalized production process and the ability to attract and retain competent personnel. For a detailed description of risks and risk management, see section Risks and risk management and Note 2.

The greatest potential uncertainties in the next 12 months are as follows:

- The conversion to a digital offering with an emphasis on large and international clients could result in a temporary loss of revenue owing to the phase-out of unprofitable services and a reduction in the number of monitored sources.
- Additional restructuring costs will occur in order to improve cost-efficiency.
- The economic decline could impact Cision's earning capacity.
- Of the Group's total revenue, approximately 80 percent is in currencies other than Swedish kronor. Consequently, currency fluctuations could have a major impact on the consolidated income statement.
- The Group has a net debt position financed by a syndicated loan facility. The facility expires in October 2011. However, the loan is contingent on certain covenants, and, if these are not met, the lenders may require a renegotiation of the terms and the loan may become due for repayment.

Future outlook

Cision has a positive view on the long-term market development for the company's services. The continued launch of CisionPoint is expected to contribute to increased competitiveness in the future.

Cision does not issue forecasts.

Parent Company

The Parent Company's operations comprise Group management, portions of Group development resources and a company operating under a commission agreement, Cision Sverige AB. Operating revenue amounted to SEK 409 million (356) during the period, with profit before tax of SEK -455 million (134). Profit included an impairment of shares in Group companies of SEK -597 million (27).

At the end of the period, shareholders' equity amounted to SEK 846 million (1 378). During the period, shareholders' equity decreased by SEK 19 million, due to the Shareholder's dividend. Investments in other fixed assets amounted to SEK 44 million (37).

Commercial terms are applied to sales between Group companies.

Proposed distribution of earnings

See the "Proposed distribution of earnings" chapter.

Financials and notes

The earnings and financial position of the Group and Parent Company are presented in the following income statements, balance sheets, shareholders' equity, statements of cash flows and notes to the financial statements.

Hereafter all amounts are shown in SEK in thousands, unless stated otherwise.

Consolidated Income statement

SEK in thousands	Note	2008	2007
Revenue	3, 4	1,782,564	1,860,503
Other revenue		569	12,063
Total revenue		1,783,133	1,872,566
Production expenses		-202,597	-159,172
Other external expenses	5, 6	-310,209	-295,060
Staff costs	7	-1,054,992	-1,109,637
Depreciation/amortization	16, 17	-100,551	-77,180
Goodwill impairment	15	-240,843	-
Restructuring expenses	8	-46,554	-52,294
Operating profit		-172,613	179,223
Financial income	10	5,030	3,969
Financial expenses	11	-55,738	-64,340
Profit before tax		-223,321	118,852
Tax	14	-49,459	-39,335
NET PROFIT FOR THE YEAR		-272,781	79,517

Net profit for the year is attributable in its entirety to the Parent Company's shareholders.

Profit per share, SEK	2008	2007
Before dilution	-3.66	1.07
After full dilution	-3.66	1.07
Dividend ¹	-	0.25
Profit before dilution, SEK thousand	-272,781	79,517
Profit effect from potential shares, SEK thousand	-	-
Profit effect after dilution	-272,781	79,517
Average number of shares before dilution, thousands	74,544	74,538
Potential shares, thousands	-	-
Average number of shares after dilution, thousands	74,544	74,538

¹ Board of Directors proposes that no dividend be paid for the fiscal year 2008.

Consolidated Balance sheet

SEK in thousands	Note	Dec. 31, 2008	Dec. 31, 2007
ASSETS			
Fixed assets			
<i>Intangible fixed assets</i>			
Goodwill	15, 29	1,802,653	1,879,207
Other intangible fixed assets	16, 29	158,772	136,624
		1,961,425	2,015,831
<i>Tangible fixed assets</i>			
Buildings and land	17	23,395	43,607
Equipment	17	96,950	89,919
		120,345	133,526
<i>Other fixed assets</i>			
Deferred tax assets	14	36,998	41,320
Other long-term receivables	18	1,965	2,815
		38,963	44,135
Total fixed assets		2,120,733	2,193,492
Current assets			
Accounts receivable	19	332,887	308,774
Tax assets	14	26,298	27,375
Prepaid expenses and accrued income	21	69,807	55,744
Other current receivables		16,707	5,684
		445,699	397,577
Liquid assets	2	162,266	131,716
Total current assets		607,965	529,293
TOTAL ASSETS		2,728,698	2,722,785

SEK in thousands	Note	Dec. 31, 2008	Dec. 31, 2007
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity			
	22		
Share capital		111,817	111,817
Other paid-in capital		102,635	102,635
Reserves		32,637	-63,592
Retained earnings		843,296	1,134,713
Total shareholders' equity		1,090,385	1,285,573
Liabilities			
<i>Long-term liabilities</i>			
Provisions for deferred tax	14	166,258	110,987
Convertible debentures	23	14,109	13,954
Other long-term liabilities	23, 24	828,083	766,410
Total long-term liabilities		1,008,450	891,351
<i>Current liabilities</i>			
Provision for restructuring program	8	26,096	25,224
Accounts payable		99,418	75,541
Tax liabilities	14	9,282	3,127
Bank overdraft facility	25	51,072	39,992
Accrued expenses and deferred income	26	385,137	350,102
Other current liabilities	27	58,858	51,875
Total current liabilities		629,863	545,861
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES		2,728,698	2,722,785
Pledged assets	28	-	-
Contingent liabilities	28	-	-

Consolidated Shareholders' equity

2007 SEK in thousands	Share capital	Other paid-in capital	Translation reserves	Fair value reserve	Retained earnings and net profit for the year	Total
Opening balance, January 1, 2007	111,680	1,397,928	-16,662	940	-244,804	1,249,082
Translation difference for the year	-	-	-54,847	-	-	-54,847
Hedge of foreign exchange risk in foreign operations	-	-	9,831	-	-	9,831
Market valuation, financial instruments	-	-	-	-4,597	-	-4,597
Liquidation result	-	-	-	1,743	-	1,743
Decrease in statutory reserve	-	-1,300,000	-	-	1,300,000	-
Total change in net assets recognized directly in shareholders' equity, excl. transactions with company's owners	-	-1,300,000	-45,016	-2,854	1,300,000	-47,870
Net profit for the year	-	-	-	-	79,517	79,517
Total change in net assets, excl. transactions with company's owners	-	-	-	-	1,379,517	31,647
Dividend	-	-	-	-	-	-
Convertible debentures	-	3,050	-	-	-	3,050
Stock options exercised by employees	137	1,657	-	-	-	1,794
Closing shareholders' equity, December 31 2007	111,817	102,635	-61,678	-1,914	1,134,713	1,285,573

2008 SEK in thousands	Share capital	Other paid-in capital	Translation reserves	Fair value reserve	Retained earnings and net profit for the year	Total
Opening balance, January 1, 2008	111,817	102,635	-61,678	-1,914	1,134,713	1,285,573
Translation difference for the year	-	-	176,077	-	-	176,077
Hedge of foreign exchange risk in foreign operations	-	-	-73,377	-	-	-73,377
Market valuation, financial instruments	-	-	-	-6,631	-	-6,631
Total change in net assets recognized directly in shareholders' equity, excl. transactions with company's owners	-	-	102,700	-6,631	-	96,069
Net profit for the year	-	-	-	-	-272,781	-272,781
Total change in net assets, excl. transactions with company owners	-	-	-	-	-272,781	-176,712
Dividend	-	-	-	-	-18,636	-18,636
Reversal accrued administration costs, stock options	-	160	-	-	-	160
Closing shareholders' equity, December 31 2008	111,817	102,795	41,022	-8,545	843,296	1,090,385

Consolidated Statements of Cash flow

SEK in thousands	Note	2008	2007
Operating activities			
Net profit for the year		-272,781	79,517
<i>Adjustments for items not included in cash flow</i>			
Tax		49,459	39,335
Net financial items		50,708	60,371
Depreciation/amortization		100,551	77,180
Goodwill impairment	15	240,843	-
Reported cost for restructuring program	8	46,554	52,294
Other non-cash items		-	4,596
Capital gain on property sale		-557	-10,312
Less restructuring expenses paid out		-45,682	-60,873
Interest received		4,964	4,292
Interest paid		-65,939	-64,208
Income tax paid		-8,577	-58,149
Cash flow from operating activities before changes in working capital		99,543	124,043
Increase/decrease in current operating receivables		-8,483	8,824
Increase/decrease in other current operating liabilities		22,679	27,185
Cash flow from operating activities		113,739	160,052
Investing activities			
Business acquisitions	29	-8,349	-4,370
Investment in other fixed assets		-108,960	-98,986
Sale of other fixed assets		15,658	32,508
Increase/decrease in financial fixed assets		1,114	671
Cash flow from investing activities		-100,537	-70,177
Financing activities			
Stock options exercised by employees	22	-	1,794
Loan proceeds		84,329	72,019
Amortization of debt		-68,056	-176,709
Increase/decrease in current financial liabilities		11,053	16,468
Dividend paid out		-18,636	-
Cash flow from financing activities		8,690	-86,429
Cash flow for the year		21,892	3,446
Liquid assets at beginning of year		131,716	127,962
Translation difference in liquid assets		8,655	308
Liquid assets at year-end		162,264	131,716

Parent company Income statement

SEK in thousands	Note	2008	2007
Revenue		408,502	355,950
Operating revenue		408,502	355,950
<i>Operating expenses</i>			
Production expenses		-38,363	-26,957
Other external expenses	5, 6	-140,117	-125,702
Staff costs	7	-229,688	-213,769
Depreciation/amortization	15, 16, 17	-26,431	-13,554
Operating profit		-26,097	-24,032
<i>Result from financial investments</i>			
Result from shares in the Group companies	9	-427,704	150,384
Interest income and similar profit/loss items	12	54,695	45,661
Interest expenses and similar profit/loss items	13	-55,887	-38,331
Profit before tax		-454,993	133,682
Tax	14	-12,078	9,000
NET PROFIT FOR THE YEAR		-467,071	142,682

Parent company Balance sheet

SEK in thousands	Note	Dec. 31, 2008	Dec. 31, 2007
ASSETS			
Fixed assets			
<i>Intangible fixed assets</i>			
Goodwill	15	5,250	5,850
Other intangible fixed assets	16	72,338	51,334
		77,588	57,184
<i>Tangible fixed assets</i>			
Equipment	17	4,719	7,534
		4,719	7,534
<i>Financial fixed assets</i>			
Deferred tax assets	14	36,325	36,325
Shares in Group companies	20	1,304,586	1,281,551
Receivables from Group companies		200,609	588,455
Other financial fixed assets		323	721
		1,541,843	1,907,052
Total fixed assets		1,624,150	1,971,770
Current assets			
Accounts receivable	19	32,021	41,608
Receivables from Group companies		202,418	227,899
Tax assets	14	9,151	8,584
Prepaid expenses and accrued income	21	40,516	76,393
Other current receivables		943	528
		285,049	355,012
Cash and bank balances		79,345	11,981
Total current assets		364,394	366,993
TOTAL ASSETS		1,988,544	2,338,763
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity			
<i>Restricted equity</i>			
Share capital	22	111,817	111,817
Statutory reserve		100,120	100,120
		211,937	211,937
<i>Non-restricted equity</i>			
Retained earnings		1,121,039	1,028,049
Fair value reserve		-30,167	-14,760
Share premium reserve		10,464	10,304
Net profit for the year		-467,071	142,682
		634,265	1,166,275
Total shareholders' equity		846,202	1,378,212
Provision for restructuring program	8	18,066	6,004
		18,066	6,004
Liabilities			
<i>Long-term liabilities</i>			
Liabilities to Group companies		186,314	182,345
Convertible debentures	23	19,923	19,044
Other long-term liabilities	23	463,467	379,018
		669,704	580,407
<i>Current liabilities</i>			
Accounts payable		43,180	27,416
Liabilities to Group companies		294,962	238,522
Bank overdraft facility	14	51,072	39,992
Short-term loans	25	-	-
Accrued expenses and deferred income	26	53,270	56,755
Other current liabilities	27	12,088	11,455
		454,572	374,140
Total liabilities		1,142,342	960,551
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES		1,988,544	2,338,763
Pledged assets	28	-	-
Contingent liabilities	28	45 293	54 250

Parent company Shareholders' equity

2007 SEK in thousands	Share capital	Statutory reserve	Fair value reserve	Share premium reserve	Retained earnings and net profit for the year	Total
Opening balance, January 1, 2007	111,680	1,400,120	5,249	5,597	-255,559	1,267,087
Group contributions	-	-	-	-	-22,768	-22,768
Change in expanded net investment in subsidiaries	-	-	-20,009	-	-	-20,009
Tax attributable to items recognized directly in shareholders' equity	-	-	-	-	6,376	6,376
Decrease in statutory reserve	-	-1,300,000	-	-	1,300,000	-
Net profit for the year	-	-	-	-	142,682	142,682
Total change in net assets, incl. transactions with company's owners	-	-1,300,000	-20,009	-	1,426,290	106,281
Convertible loan	-	-	-	3,050	-	3,050
Stock options exercised by employees	137	-	-	1,657	-	1,794
Closing shareholders' equity, December 31, 2007	111,817	100,120	-14,760	10,304	1,170,731	1,378,212

2008 SEK in thousands	Share capital	Statutory reserve	Fair value reserve	Share premium reserve	Retained earnings and net profit for the year	Total
Opening balance, January 1, 2008	111,817	100,120	-14,760	10,304	1,170,731	1,378,212
Group contributions	-	-	-	-	-43,134	-43,134
Change in expanded net investment in subsidiaries	-	-	-15,407	-	-	-15,407
Tax attributable to items recognized directly in shareholders' equity	-	-	-	-	12,078	12,078
Net profit for the year	-	-	-	-	-467,071	-467,071
Total change in net assets, incl. transactions with company's owners	-	-	-15,407	-	-498,127	-513,534
Dividend	-	-	-	-	-18,636	-18,636
Reversal accrued administration costs, stock options	-	-	-	160	-	160
Closing shareholders' equity, December 31, 2008	111,817	100,120	-30,167	10,464	653,968	846,202

Shareholders' equity is attributable in its entirety to the Parent Company's shareholders. No minority interest exists.

Parent company Statements of Cash flow

SEK in thousands	Note	2008	2007
Operating activities			
Net profit for the year		-467,071	142,682
<i>Adjustments for items not included in cash flow</i>			
Tax		12,078	-9,000
Net financial items		428,896	-157,714
Depreciation/amortization		26,431	13,554
Net capital loss		-	535
Reported cost for restructuring program	8	12,062	-7,497
Other non-cash items		-	3,050
Less restructuring expenses paid put		-6 655	-
Interest received		18,595	19,686
Dividends received		21,411	177,287
Interest paid		-49,232	-38,994
Income tax paid		-567	-6,642
Cash flow from operating activities before changes in working capital		-4,052	136,947
Increase/decrease in operating receivables		175,358	-174,801
Increase/decrease in other current operating liabilities		3,820	127,302
Cash flow from operating activities		175,126	89,448
Investing activities			
Share acquisitions		-37,824	-13,253
Investment in other fixed assets		-44,020	-37,491
Divestment of financial fixed assets		1,102	261
Divestment of other fixed assets		-	600
Increase/decrease in financial fixed assets		-70,095	-40,904
Cash flow from investing activities		-150,837	-90,787
Financing activities			
Stock options exercised by employees	22	-	1,794
Loan proceeds		95,529	93,679
Amortization of debt		-	-93,238
Paid Group contributions		-29,860	-
Increase/decrease in current financial liabilities		-	-950
Dividend to shareholders		-18,636	-
Cash flow from financing activities		47,033	1,284
Cash flow for the year		71,322	-55
Liquid assets at beginning of year		11,981	11,967
Translation difference in liquid assets		-3,958	69
Liquid assets at year-end		79,345	11,981

Accounting principles and notes

Note 1 – Accounting principles

The consolidated accounts are prepared in accordance with the International Financial Reporting Standards (IFRS), including the International Accounting Standards (IAS) and the interpretations issued by the International Financial Reporting Interpretations Committee (IFRIC) in force as of December 31, 2008, which have been approved by the European Commission for application within the EU. Recommendation RFR 1.1 of the Swedish Financial Reporting Board, Supplementary Accounting Rules for Groups, has also been applied. All of the above regulations have been applied consistently in the year presented in the annual report.

Basis of preparation

The consolidated financial statements have been prepared under the historical cost convention, as modified by the revaluation of land and buildings, available-for-sale financial assets, and financial assets and financial liabilities (including derivative instruments) at fair value through profit or loss. The preparation of financial statements in conformity with IFRS requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the group's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the consolidated financial statements are disclosed in the chapter "Critical estimates and assumptions" in this note and in note 2.

New standards and interpretations that entered into force during 2008 have not had any impact on the Group's financial position.

Reporting in the Parent Company

The Parent Company has prepared its annual report in accordance with the Annual Accounts Act and the recommendation RFR 2.1 of the Swedish Financial Reporting Board. This means that the Parent Company, in the annual report for the legal entity, will apply all IFRS standards and pronouncements approved by the EU to the greatest extent possible within the framework of the Annual Accounts Act, and taking into account the connection between accounting and taxation. The Parent Company's accounting principles are the same those of the Group and are contained in this note. Any cases where the Parent Company's accounting principles deviate from those of the Group have been described in the relevant sections.

Consolidated accounts

The consolidated accounts comprise the Parent Company, Cision AB, and those companies in which Cision AB at year-end, directly or indirectly, held more than 50 percent of the voting rights or otherwise had a decisive influence. All Group companies are 100 percent owned and the Group does not comprise any associated companies.

The consolidated financial statements have been prepared in accordance with IAS 27 and IFRS 3 on consolidated accounts and by applying the purchase accounting method. Subsidiaries are included in the consolidated accounts from the day when decisive influence is transferred to the Group and are excluded when the decisive influence ends.

The cost of an acquisition consists of the fair value of the assets offered as compensation, of equity instruments issued, and arisen or assumed liabilities as of the transfer date, plus costs directly attributable to the acquisition. The surplus comprised of the difference between the acquisition value and the fair value of the Group's share of identifiable, acquired net assets is recognized as goodwill. If the acquisition value is less

than the fair value of the acquired subsidiary's net assets, the difference is recognized directly through profit or loss.

All intra-Group transactions, i.e., revenue, expenses, receivables, liabilities, unrealized gains and Group contributions, have been eliminated. Where necessary, the subsidiaries' accounting principles have been adjusted in order to ensure consistent accounting within the Group. The consolidated income statement includes companies acquired during the year as of the date possession is taken. Companies divested during the year are excluded as of the date of sale.

Revenue recognition

Operations comprise four service areas: Plan, Connect, Monitor, and Analyze. Some of the Group's clients receive services through CisionPoint, the web-based portal solution, in the form of a subscription paid in advance and recognized in revenue evenly throughout the subscription period. The subscription can contain one or more services from different service areas. When services are not included in the CisionPoint subscription or are purchased separately, revenue is mainly reported as follows:

Revenue from Plan services consists of subscription fees for electronic use of contact databases as well as of revenue from catalogue sales. Subscription fees paid by clients in advance are recognized in revenue evenly throughout the subscription period, while revenue from catalogue sales is reported when delivery has been made to the client.

Revenue from Connect services consists of fixed start-up fees, variable fees for each distribution, and subscription fees. Distribution fees are recognized in revenue in connection with delivery. Start-up fees are recognized in revenue when the service begins. Subscription fees paid in advance are accrued evenly throughout the subscription period.

Revenue from monitoring services in the Monitor service area comes from both fixed and variable fees. Fixed fees consist of subscription fees and fees for software solutions, and are recognized in revenue in the period to which they pertain. If payment is made in advance, the fee is recognized in revenue evenly throughout the subscription period. Fees for the supply of services with variable pricing are recognized in revenue when the service has been delivered to the client. One example of such revenue is the fee for press clippings.

Analysis and evaluation services are recognized in revenue upon delivery to the client. Revenue from analysis provided through web-based portal solutions, i.e., dashboards, in the Analyze service area consists of fees for monthly subscriptions, which are recognized in the month to which the subscription pertains.

All sales are reported net after value-added tax, discounts, returns and shipping. Intra-Group revenue is eliminated.

Segment reporting

Geographical areas form the primary basis of distribution of the Group's operations. The Group is divided into three geographical areas: North America, Rest of Europe, and Nordic & Baltic countries. The primary segments include the Group's total range of services. Service areas form the secondary basis of distribution. The Group's operations are divided into four service areas: Plan, Connect, Monitor, and Analyze. This distribution agrees with the distribution that the company uses internally, which takes into account the risks and opportunities in the operations.

Revenue, expenses, assets, and liabilities attributable to each segment include amounts that can be attributed to the segment directly or allocated to it in a reasonable and reliable manner. Items that cannot be attributed to a segment directly or allocated to a segment in a reasonable and reliable manner, as

well as intra-Group transactions, are reported separately. The Group's internal pricing between and within segments is based on commercial terms. The business segments are consolidated according to the same accounting principles used for the Group in its entirety.

Translation of foreign currencies

The Parent Company's functional currency and reporting currency is Swedish kronor (SEK). Group companies report in their functional currency, which for Cision means the official national currency in the country where operations are conducted. For Group companies whose operations constitute the financial ownership of the Group's operating companies, the operating company's functional currency serves as the functional and reporting currency.

Key exchange rates used in the financial statements

Country	Currency	Average exchange rates		Balance sheet date exchange rates	
		2008	2007	Dec. 31 2008	Dec. 31 2007
Canada	CAD	6.1684	6.3075	6.3025	6.5925
Denmark	DKK	1.2883	1.2413	1.468	1.2705
Euro	EUR	9.6055	9.2481	10.9355	9.4735
Norway	NOK	1.1705	1.1546	1.1035	1.1875
UK	GBP	12.0912	13.5281	11.2475	12.905
USA	USD	6.5808	6.7607	7.7525	6.4675

Assets and liabilities of foreign subsidiaries are translated at balance sheet date exchange rates, while income statement items are translated at average exchange rates for the year. Items included in equity are translated at historical exchange rates.

Translation differences associated with the translation of balance sheet items are applied directly against shareholders' equity and do not affect the profit for the year.

Net investment in foreign operations

Translation differences that arise in connection with the translation of a foreign net investment when consolidated, and of borrowing identified as hedges of such investments, are attributed to shareholders' equity. When a foreign operation is divested, such exchange rate differences are recognized through profit or loss as a part of the capital gain/loss.

Transactions and assets and liabilities in foreign currencies

Transactions denominated in foreign currencies are reported in the functional currency at the exchange rate in force on the transaction date. Receivables and liabilities denominated in foreign currencies are translated on the balance sheet date into the functional currency in force at the time. Exchange rate gains and losses on financial receivables and liabilities are reported among the financial items. Operations-related exchange rate gains and losses are reported in the operating profit. However, for the parent company, the book value of receivables and liabilities in foreign currencies is not affected when an effective currency hedge is in place.

Goodwill

Cision is a service company that has acquired businesses in order to introduce the Cision business model, with the purpose of increasing growth and margins as well as creating value by restructuring and refining the acquired operations. Historically, companies acquired by Cision largely lack identifiable intangible assets. The main part of the purchase prices in acquisitions of operations has therefore been allocated to goodwill.

Goodwill is not written off but is instead tested annually for impairment; however, it can be tested more often if there are

indications that the value has decreased. Impairment tests are conducted on all cash-generating units regardless of whether or not there is an indication of impairment.

An established model to determine impairment is used for the entire Group. The basis of model is that goodwill is tested for impairment at the same level for cash-generating units as Cision uses for follow-ups, i.e., by country. An impairment loss is recognized in the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less selling costs and its value in use.

In the Parent Company, goodwill is amortized in accordance with RFR 2.1. Amortization is booked according to plan over 20 years as the asset is expected to generate profits during this period.

Other intangible fixed assets

Other intangible fixed assets consist of capitalized development expenses and acquired assets in connection with acquisitions of operations where a portion of the purchase price has been separated from goodwill and allocated primarily to trademarks, client relations, and in-house developed IT systems and databases.

Other intangible fixed assets are recognized in the balance sheet at acquisition value less accumulated amortization. The amortization schedule is three to five years based on the economic life of the asset. If there is an indication of decreased value, an estimate is made of the asset's carrying amount. In cases where the carrying amount exceeds the asset's estimated recoverable amount, the asset is written down to its recoverable amount. Amortization of capitalized research and development costs begins on the date the asset is put to use. Costs for repairs and maintenance are expensed.

The value of intangible fixed assets with unlimited periods of use and development expenditures that have not yet been put to use are tested annually for impairment, as well as when events or changes in conditions indicate that the value may not be recoverable. Cision has no other intangible assets with unlimited periods of use.

Research and development

Research and development expenditures are capitalized as an intangible asset if it can be established with certainty that they will lead to future economic benefits. If not, the expenditures are recognized as costs in the periods in which they arise. Capitalized costs primarily consist of staff costs for employees fully engaged in the development of the intangible assets and costs for competence brought in from outside the company.

Tangible fixed assets

Tangible fixed assets are reported at acquisition value less accumulated depreciation based on the economic lives of the assets. Equipment is depreciated over three to ten years and office buildings over 50 years. Land is not depreciated. The residual values and periods of use of the assets are tested on each balance sheet date and adjusted when needed.

An asset's carrying amount is written down to its recoverable amount if the asset's carrying amount exceeds its estimated recoverable amount. Gains and losses on the sale of tangible fixed assets are determined through a comparison between the sales proceeds and carrying amount and are recognized through profit or loss.

Leasing

Leases in which the economic risks and benefits associated with the ownership of the leased asset are essentially transferred from the lessor to Cision are classified as finance leases. Cision recognizes finance leases as tangible fixed assets and depreciates them in accordance with similar assets. However, the period of use does not exceed the length of the lease, unless it was established with reasonable certainty at the time the lease was signed that ownership rights will be transferred at the conclusion of the lease period. At the inception of the lease period, the asset and liability are reported at the lower of the fair value and the present value of the minimum lease payments. Future lease payments are reported as a liability, and lease payments during the year reduce, after deducting interest, the reported debt. Finance leases refer to company cars. Leases not classified as finance leases are reported as operating leases. The cost of operating leases is recognized through profit or loss on a straight-line basis over the lease period. Operating leases largely refer to office premises and office equipment.

Liquid assets

Liquid assets include cash and short-term investments with a maturity of less than three months from the time of acquisition, bank balances excluding the unutilized portion of the Group's bank overdraft facilities. In the balance sheet, utilized bank overdraft facilities are recognized among current liabilities.

Financial assets and liabilities

The financial instruments recognized in the balance sheet include, on the asset side, liquid assets, accounts receivables, loan receivables, and derivatives. Liabilities include accounts payable, loan liabilities and derivatives.

Purchases and sales of financial instruments are recognized on the trade date, i.e., the date on which the Group commits to buying or selling the asset. Accounts receivables are recognized in the balance sheet when invoices are sent. Correspondingly, supplier invoices are recognized when received.

At inception, financial instruments are recognized at acquisition value, corresponding to the instrument's fair value plus transaction costs, which applies to all financial assets except those attributed to the category fair value through profit or loss. The reporting is subsequently based on how they have been classified.

A financial asset is removed from the balance sheet when the rights in the agreement have been realized, expired, or when the company loses control over them.

A financial liability is removed when the obligation in the agreement is discharged or otherwise extinguished. The fair value of quoted investments is based on current bid prices on the balance sheet date. If the market for a certain financial instrument is not active (and for unlisted securities), fair value is determined using valuation techniques suitable for the transaction.

On each balance sheet date, an assessment is made whether there are objective indications that a financial asset or a group of financial assets is impaired.

Definition of financial assets and liabilities

In accordance with IAS 39, financial assets and financial liabilities are defined in four different categories and are then recognized and carried according to the principles that apply to each category. Instruments are classified based on the purpose of the holding. The Management determines the classification of the instruments when they are initially reported and reassesses its decision on each reporting date.

Financial assets and liabilities at fair value through profit or loss

This category has two sub-categories: financial assets and liabilities held for trading and those designated by the Management at inception to the category at fair value through profit or loss. A financial asset or liability is classified as held for trading if it:

- Is acquired principally for the purpose of selling or repurchasing in the short-term;
- Is included in a portfolio with identifiable financial instruments which are managed together and for which there is a proven pattern of recent short-term gains; or
- Includes derivatives classified as held for trading, unless they qualify for hedge accounting.

Assets in this category are carried at fair value with changes in value recognized through profit or loss.

As of the balance sheet date, the Group has one forward foreign exchange contract carried at fair value while other derivatives are hedging instruments in hedging relations. During the year, the Group has had a number of forward foreign exchange contracts at fair value.

Liquid assets and short-term investments are classified as assets carried at fair value with changes in their value recognized through profit or loss. Liquid assets include cash and bank balances. As of the balance sheet date, the Group has no short-term investments.

Loan receivables and accounts receivables

Loan receivables and accounts receivables are non-derivative financial assets with fixed or determinable payments that are not quoted on an active market. They are included in current assets, with the exception of items with maturities longer than 12 months after the balance sheet date, which are classified as fixed assets. The following balance sheet items are classified as accounts receivables and loan receivables: accounts receivables, other short-term receivables, and other long-term receivables.

The larger part of the Group's financial assets refers to accounts receivables attributable to services rendered. These receivables are recognized at acquisition value and classified as current assets. Due to their short maturity, the time value of money prior to payment is not taken into account. The Group has no intent of trading any receivables that may arise. A provision for the decrease in value of accounts receivable is allocated when there is objective proof of anticipated client losses. The allocated amount is recognized through profit or loss.

Held-to-maturity financial instruments

Held-to-maturity financial instruments are non-derivative financial assets with fixed or determinable payments and fixed maturities that the Group intends to hold to maturity. During the fiscal year, the Group has not had any financial instruments classified as held-to-maturity.

Available-for-sale financial assets

Available-for-sale financial assets are non-derivatives that are either designated to this category or not classified in any of the other categories. These assets are included in non-current assets unless the intent is to dispose of the investment within 12 months. During the fiscal year, the Group has not had any financial assets classified as available-for-sale financial assets.

Other financial liabilities

At inception, financial liabilities are recognized at accrued value, net after transaction costs. Borrowing is subsequently carried at amortized cost. Any difference between the amount received (net after acquisition costs) and the repayment amount is

recognized through profit or loss over the term of the loan using the effective interest rate method. This is calculated so that a constant effective interest rate is obtained over the term of the loan. Convertible debentures consist of two parts, a loan and an option. The loan amount per convertible corresponds to the nominal amount. The debt portion carries a market interest rate according to the effective interest rate method, which is recognized through profit or loss. See also note 22.

Accounts payable and similar current liabilities, where maturities are short and there are no agreed upon interest rates, are recognized at nominal amounts. Long-term liabilities have an expected maturity of longer than 12 months, while current liabilities have an expected maturity of less than 12 months.

As of the balance sheet date, the Group has the following financial liabilities recognized at amortized cost: accounts payables, bank overdraft facilities, syndicated loan facilities, and convertible debentures.

Derivatives and hedge accounting

Derivatives are recognized in the balance sheet on the contract date and are carried at fair value, both at inception and in subsequent valuations. Changes in the value of derivatives are recognized through profit or loss based on the purpose of the holding. If the derivative is used for hedge accounting to the extent it is effective, changes in value are recognized on the same line in the income statement as the hedged item.

Value increases and decreases of the derivative are recognized, even if hedge accounting is not applied, as income/expenses in operating profit or within net financial items, based on the purpose of the derivative and whether its use is related to an operating or a financial item.

The Group documents the relationship between the hedge instrument and the hedged item, the strategy for undertaking different hedging measures, and the objectives of its risk management. Assessments are documented at the hedge's inception and periodically over time in order to ensure that the derivatives used in hedging transactions are effective in evening out changes in fair value or changes in cash flow for hedged items.

The Group identifies derivatives as either a hedge at fair value of an identified asset/liability or a binding commitment (fair value hedge), a hedge of a highly probable forecast transaction (cash flow hedge), or a hedge of the net investment in foreign operations. If the conditions for hedge accounting are no longer met, the derivative is recognized at fair value and the change in value is recognized through profit or loss.

As of year-end, the Group has interest rate swaps that are used to hedge a portion of the interest expenses for the syndicated loan facility and for which the Group applies hedge accounting.

Fair value hedges

Changes in the fair value of a derivative that has been identified as a fair value hedge and which meets the conditions for hedge accounting are recognized through profit or loss together with the change in fair value of the asset/liability that gave rise to the hedged risk. During the fiscal year, the Group has not had any derivatives classified as fair value hedges.

Cash flow hedges

The effective portion of changes in the fair value of a derivative, which is identified as a cash flow hedge and which meets the conditions for hedge accounting, is recognized in equity. Any gain or loss related to the ineffective portion of the hedge is recognized immediately through profit or loss. The Group's

interest rate swaps are recognized as hedges according to the principles for cash flow hedges.

Hedges of net investments

Hedges of net investments in foreign operations are reported similarly to cash flow hedges. Any gain or loss in terms of the hedging instrument related to the effective portion of the hedge is recognized directly in equity. Any gain or loss related to the ineffective portion is recognized immediately through profit or loss. During the fiscal year, the Group has not had any derivatives classified as hedges of net investments.

Net investment in foreign operations

Exchange rate differences that arise in the translation of monetary items that are part of the Parent Company's net investment in foreign operations are recognized directly in shareholders' equity.

Liabilities that constitute hedging instruments, Parent Company

The Parent Company applies RFR 2.1, which means that it can continue to apply the rules in BFN R7 Valuation of receivables and liabilities in foreign currency. According to BFN R7, an effective currency hedge arises in the Parent Company when shares in a foreign subsidiary have been financed through loans in local currency. For an effective currency hedge to exist, its intent must have been in evidence on the transaction date.

Net assets and loans in foreign subsidiaries

Foreign subsidiaries	Net assets	Loans
USA	USD 134 million	USD 44 million
Portugal, Germany and Finland	EUR 24 million	EUR 12 million

Shareholders' equity

Transactions directly attributable to the issuance of new shares or options are recognized, net after tax, in shareholders' equity as a deduction from the issue proceeds.

Taxes

The year's tax expense refers to tax payable on taxable profit for the year as well as changes in deferred tax. Taxes are estimated in accordance with the tax regulations applicable in each country. Deferred tax is reported according to the balance sheet method, i.e., on all temporary differences between the book value and fiscal value of assets and liabilities. Temporary differences primarily arise through tax amortization of goodwill and tax loss carryforwards. Deferred tax is determined in accordance with the tax rates (legislation) in force that are expected to apply when the deferred tax asset is realized or when the deferred tax liability is regulated. Tax loss carryforwards are recognized to the extent it is probable that deductions can be applied against future surpluses.

Provisions

Provisions are recognized when the Group has or may have an obligation as a result of past events and it is probable that payments will be required to settle the obligation. A further condition is that a reliable estimate can be made of the amount that has to be paid. The provisions made are for future restructuring programs and deferred tax. No provisions are made for future operating losses.

Contingent liabilities

A contingent liability is recognized when there is a potential obligation attributable to past events and whose existence is confirmed only by one or more uncertain future events, or when there is an obligation not recognized as a liability or provision

since it is not clear that an outflow of resources will occur. When a contingent liability is recognized it constitutes a provision. Contingent liabilities are only disclosures.

Employee benefits

With the exception of Swedish Group companies, the Group's occupational pension plans are defined contribution plans. Premiums paid for defined contribution pension plans are expensed in the period they arise. The Group's Swedish companies follow Alecta's ITP plan, which is a multi-employer defined benefit plan. Due to a lack of information from Alecta, the plan cannot be reported as defined benefit, and is therefore reported as if it were a defined contribution plan. The expense for the Alecta's ITP plan amounted to SEK 4,303 thousand (8,656) during the year. As of the balance sheet date, Alecta has a solvency margin of 112 percent (152).

Share-related compensation

The incentive program through the issuance of convertible debentures consists of two parts, a loan and an option. The loan amount per convertible corresponds to the nominal amount. The option portion is recognized through equity and has no effect on the income statement. Since the option valuation according to Black & Scholes does not have to agree with the valuation of the liability, the company may incur an expense. The valuation is based partly on the value of the interest-bearing debenture loan without the conversion right and partly on the value of the conversion right according to the B&S model, taking into account that the liquidity in the convertibles is presumed to be limited since presently there are no plans for a listing. According to the calculations used in the valuation, the subscription price corresponds to the convertibles' estimated market value.

Since the convertibles are issued on market terms, and since the holding of convertibles will not be subject to any restrictions on the right of disposal or other special terms or limitations, the Management is of the opinion that the convertibles will not entail any future costs in the form of social security expenses. Consequently, there is no need for hedging.

In the accounts, the interest expense for the convertibles will correspond to the market interest rate on the issue date, which may deviate from the interest rate that applies to the convertibles. Convertible debentures have been subscribed during 2007; see note 7 and note 22.

Anticipated dividend

Anticipated dividends from subsidiaries are recognized in cases where the Parent Company alone has the right to decide on the size of the dividend and the Parent Company has decided on the size of the dividend before it has published its financial reports.

Statement of cash flows

The statement of cash flows is prepared in accordance with the indirect method.

Critical estimates and assumptions

In connection with the preparation of financial reports, the Management and the Board make estimates and assumptions that impact assets and liabilities as well as the carrying amount of contingent liabilities on the balance sheet date. Recognized revenue and expenses are impacted as well. Estimates and assumptions are evaluated periodically based on historical experience and other factors, including expectations of future events that seem reasonable under current circumstances. Actual outcomes may deviate from these estimates.

The Management has discussed with the audit committee the development, choice, and disclosure of the Group's critical

accounting principles and estimates as well as the application of these principles and estimates. The estimates and assumptions that carry a significant risk of material adjustments in the carrying amounts of assets and liabilities during the upcoming fiscal year are discussed below.

Impairment testing of goodwill

Several assumptions with regard to future conditions and estimates of parameters have been made in the calculation of the recoverable amount of cash-generating units when determining goodwill impairment. A description can be found in note 15. As indicated in the description in Note 15 for goodwill, changes in the conditions for these assumptions and estimates in 2009 could have a significant impact on the value of goodwill.

Recovery of the value of development expenditures

Expenditures for research and development are capitalized when it is probable that they will lead to future economic benefits. The main part of capitalized development expenditures refers to technical solutions for digital supply of information, software solutions, and interactive client applications. Their period of use is determined based on each application's commercial lifecycle and is normally 3–5 years. Changes in clients' behaviour, competitors' offerings, and technological developments may affect the assessment of the value of undepreciated assets.

Valuation of tax loss carryforwards

As of the balance sheet date 2008, Cision AB has tax loss carryforwards amounting to SEK 212 million (165). At a tax rate of 26.3 percent, the tax loss carryforwards have a value of SEK 56 million (46). As of the balance sheet date 2008, Observer Group AB has tax loss carryforwards amounting to SEK 78 million (78). At a tax rate of 26.3%, the tax loss carryforwards have a value of SEK 21 million. SEK 36 million (33) of the above-mentioned tax loss carryforwards have been recognized in the consolidated balance sheet. Based on the companies' plans and forecasts, tax loss carryforwards have been capitalized in an amount corresponding to what is estimated could be utilized within the foreseeable future, which is defined as a five-year period from the balance sheet date.

As of the balance sheet date 2008, Cision Norge AS has tax loss carryforwards amounting to NOK 51.4 million (35.7). The company has reported negative results for the fiscal years 2004 to 2008. Although the company's business plans and forecasts for 2009 indicate a positive trend in revenue and profit, the Management and the Board believe there is uncertainty as to when the company will report positive results, and have therefore decided not to carry the tax loss carryforwards in the consolidated balance sheet.

As of the balance sheet date 2008, Cision Danmark A/S has tax loss carryforwards amounting to DKK 15.2 million (5.0). Although the company's business plans and forecasts for 2009 indicate a positive trend in revenue and profit, the Management and the Board believe there is uncertainty as to when the company will report positive results, and have therefore decided not to carry the tax loss carryforwards in the consolidated balance sheet. On January 29, 2009, Cision Danmark A/S was divested, see Events after the balance sheet date in the Board of Directors' report.

As of the balance sheet date 2008, Cision UK Holdings Ltd (former Media Intelligence (UK) Ltd) has tax loss carryforwards amounting to GBP 5.6 million (3.8). Due to limitations on the utilization of tax loss carryforwards, the Management and the Board have done a valuation and decided not to carry them in the consolidated balance sheet.

Standards, changes, and interpretations of existing standards that have not yet entered into force and that have not been applied by the Group

As of December 31, 2008, the following standards and interpretations have been published but have not yet entered into force: IAS 1, IAS 23 (A), IAS 27 (A), IFRS 3 (A), IFRS 8, IFRIC 11 and IFRIC 14. None of these standards and interpretations have been applied in the preparation of the consolidated accounts for 2008. Under the conditions that exist at the time of the preparation of this annual report, the Group's financial position will not be affected by the above-mentioned standards and interpretations when they enter into force.

IAS 1 'Presentation of financial statements' enters into force on January 1, 2009, at which time the Group will be applying IAS 1. In accordance with IAS 1, the change in shareholders' equity only explains owner transactions. Revenue and costs, which have previously been reported in shareholders' equity, are recognized in a separate report, attached to the income statement.

Two amendments of IAS 23, 'Borrowing costs' are effective from 1 January 2009. The first amendment requires an entity to capitalize borrowing costs directly attributable to the acquisition, construction or production of a qualifying asset, that takes a substantial period of time to get ready for use or sale, as part of the cost of that asset. The option of immediately expensing those borrowing costs will be removed. The second amendment is part of the definition of borrowing costs so that interest expense is calculated using the effective interest method defined in IAS 39 'Financial instruments: Recognition and measurement'. This eliminates the inconsistency of terms between IAS 39 and IAS 23. The group will apply the amended IAS 23 prospectively from 1 January 2009 but is currently not applicable to the group as there are no qualifying assets.

A revised IAS 27, 'Consolidated and separate financial statements' is effective from 1 July 2009. The revised standard requires the effects of all transactions with non-controlling interests to be recorded in equity if there is no change in control and these transactions will no longer result in goodwill or gains and losses. The standard also specifies the accounting when control is lost. Any remaining interest in the entity is re-measured to fair value, and a gain or loss is recognized in profit or loss. The group will apply the revised IAS 27 prospectively to transactions with non-controlling interests from 1 January 2010.

A revised IFRS 3, 'Business combinations' is effective from 1 July 2009. The revised standard continues to apply the acquisition method to business combinations, with some significant changes. For example, all payments to purchase a business are to be recorded at fair value at the acquisition date, with contingent payments classified as debt subsequently re-measured through the income statement. There is a choice on an acquisition-by-acquisition basis to measure the non-controlling interest in the acquiree either at fair value or at the non-controlling interest's proportionate share of the acquiree's net assets. All acquisition-related costs should be expensed. The group will apply the revised IFRS 3 prospectively to all business combinations from 1 January 2010.

IFRS 8, 'Operating segments', enters into force on January 1, 2009, replacing IAS 14. The new standard requires segment information to be presented from the perspective of the Management, which means that it is presented in the way it is used in internal reporting. The basis for identification of reportable segments is formed by the internal reporting as reported to and followed up by the Chief Operating Decision Maker. The Group has identified its CEO and The Management as Chief Operating Decision Maker in this context. The introduction of IFRS 8 means that the Group's identified operating segments match previous primary segments. No resulting

change is thus expected to accounting principle in the financial reporting, only to the presentation. The Group applies IFRS 8 from the date it enters into force.

IFRIC 11, 'IFRS 2 – Group and treasury share transactions', enters into force on January 1, 2009 and provides guidance on whether share-based transactions involving treasury shares or involving group entities (for example, options over a parent's shares) should be accounted for as equity-settled or cash-settled share-based payment transactions in the stand-alone accounts of the parent and group companies. This interpretation does not have an impact on the group's financial statements.

The interpreted IFRIC 14, 'IAS 19 – The limit on a defined benefit asset, minimum funding requirements and their interaction', was entered into force on January 1, 2008, but was not approved of the European Union until December 2008. The European Union decided that the application of the interpretation shall be obligatory for companies in the European Union from January 1, 2009. IFRIC 14 provides guidance on assessing the limit in IAS 19 on the amount of the surplus that can be recognized as an asset. It also explains how the pension asset or liability may be affected by a statutory or contractual minimum funding requirement. This interpretation does not have any impact on the group's financial statements, as the group has a pension deficit and is not subject to any minimum funding requirements.

As of January 1, 2009, Cision will implement an income statement according to the function of expense method instead of the present income statement classified according to the nature of expense method. The new presentation will better reflect the financial development of Cision's operation and add value from an analytical perspective.

Note 2 – Financial risk management

Through its operations, the Group is exposed to a number of different financial risks: market risk (including foreign exchange risk, interest rate risk, and price risk), refinancing risk, credit risk, liquidity risk, and cash flow risk.

The Board of Directors has established a financial policy as a framework for Cision's financial activities and to provide guidelines for managing the above-mentioned financial risks.

The objective of the finance operations is to ensure the Group's financing, optimize its financial net, and provide an overall assessment of and control over the Group's financial risks. In order to take advantage of economies of scale and minimize handling risks, the work is centralized. In addition to the financial policy, which is reviewed annually, the Board establishes financial limits one calendar year at a time. Follow-ups are made periodically during the year, and limits are re-assessed when needed. In this way, rapid changes in financial risks and the continuous development of the company's structure can be effectively managed. Financial operations do not have a risk mandate, and derivatives are used only to reduce underlying exposure. These instruments are not used for speculative purposes.

Foreign exchange risk

Foreign exchange risks in the form of so-called transaction exposures affect Cision primarily through interest expenses on foreign loans as well as investments and operating expenses in currencies other than the local country's currency. Foreign exchange risks also arise in the translation of assets and liabilities in foreign currency as well as in the translation of profits of foreign subsidiaries, so-called translation exposure.

Transaction exposure

Transaction exposure is marginal in the Group, since invoicing and expenses are primarily in a unit's local currency. Interest and amortization are primarily paid with cash flow generated in the local currency in question. Significant exposures that arise are hedged with the help of forward exchange contracts. The purpose of hedging is to minimize the impact of fluctuations in exchange rates on the Group's profits. As of the balance sheet date there is one forward exchange contract.

Translation exposure

The effects of translation exposure are limited mainly by matching foreign net assets against loans in corresponding currencies, with the objective of reducing the impact of exchange rate changes on shareholders' equity and financial covenants. The most important exchange rates are between SEK and USD, GBP, CAD and EUR. Adjustments to the balance between the various currencies can be made using financial derivatives. Any remaining exposure in shareholders' equity is not hedged.

Of the Group's total revenue, approximately 80 percent (84) is generated in currencies other than SEK. Consequently, currency fluctuations have a major impact on the consolidated income statement. A sensitivity analysis, based on the Group's income statement for 2008, shows that a 1% increase in the value of the Swedish krona against all other currencies would affect consolidated revenue by SEK -17 million and operating profit by SEK -2 million. This exposure is not hedged.

Consolidated revenue by currency

2008	SEK in thousand	%
SEK	385,140	22
EUR	383,685	22
GBP	228,233	13
USD	621,981	34
CAD	163,172	9
Other	922	0
	1,783,133	100

Liquidity analysis, Group

SEK in thousands	Accounts payable		Borrowings ¹		Derivates	
	2008	2007	2008	2007	2008	2007
<30 days	72,859	51,591	-	-	-	-
1-3 months	15,614	19,804	-	-	-	-
3-12 months	10,225	2,275	51,072	39,992	-	-
1-5 years	714	1,871	828,525	772,954	11,256	4,597
>5 years	-	-	-	-	-	-
Total financial instruments - liabilities	99,412	75,541	879,579	812,946	11,256	4,597

¹ Borrowings refer to the syndicated loan facility, bank overdraft facilities and the convertible debentures. The syndicated loan facility, amounting to SEK 814 416 thousands (759 000), expires in October 2011.

Net assets and loans by currency

SEK in thousands	Non-financial net assets	Financial net debt
SEK	114,581	83,365
EUR	210,037	131,303
GBP	191,610	90,486
USD	995,047	341,025
CAD	306,556	253,896
Other	-3,470	-

As of the balance sheet date, December 31, 2008, the following interest-bearing net debt existed.

Interest-bearing net debt, Group

SEK in thousands	2008	2007
Convertible debentures	14,109	13,954
Bank loans GBP	89,980	180,670
Bank loans USD	341,110	219,895
Bank loans CAD	252,100	263,700
Bank loans EUR	131,226	94,735
Bank overdraft facilities	51,072	39,992
Market valuation, financial instruments ¹	11,256	4,597
Financing leasing	-	559
Other liabilities	9,221	10,643
Interest-bearing debt, gross	900,074	828,745
Less cash and bank balances	-162,266	-131,716
Less other financial receivables	-13,821	-8,101
Interest-bearing net debt	723,987	688,928

¹ Market valuation, financial instrument refers to the market valuation of interest rate swaps and forward exchange contracts.

Interest rate risk

Changes in interest rates have a direct impact on Cision's net interest expense. The average maturity for the Group's borrowing should range between 6 and 24 months. Interest rates are fixed using interest rate swaps where Cision pays a fixed interest rate to the counterparty and the counterparty pays the LIBOR or similar variable interest rate to Cision. The purpose of fixed interest terms is to be able to predict interest rate expenses to a greater extent and to reduce the fluctuations in the financial covenants of the Group's syndicated loan facility. The average fixed interest term was 8 months (12) at year-end.

The average finance charge was 6.6% (6.4) at year-end. An overall increase in interest rates of 1% would increase borrowing costs by SEK 7.9 million (-6.9), but is offset by entered interest rate swap agreements, which reduces the cost by SEK 1.5 million. Bank overdraft facilities carry a variable interest rate. Investments are made in liquid instruments with short maturities, i.e. shorter than 12 months.

Liquidity analysis, Parent Company

SEK in thousands	Accounts payable ²		Internal liabilities		Borrowings ³		Other	
	2008	2007	2008	2007	2008	2007	2008	2007
<30 days	31,000	27,416	294,962	238,522	-	-	12,088	4,556
1-3 months	2,157	-	-	-	-	-	-	6,899
3-12 months	10,023	-	-	-	51,072	39,992	-	-
1-5 years	-	-	-	-	483,390	398,062	-	-
>5 years	-	-	186,314	182,345	-	-	-	-
Total financial instruments – liabilities	43,180	27,416	481,276	420,867	534,462	438,054	12,088	11,455

² Of the Parent Company's total accounts payable, SEK 43,180 thousands (27,416) refers to external accounts payable and remaining accounts payable to Group companies

³ The Parent Company's borrowings consists of bank overdraft facilities and syndicated loan facility.

Liquidity and refinancing risk

The procurement of capital and outside investments expose Cision to certain liquidity risks. Refinancing risk refers to the risk that the company cannot refinance its loans at will or raise new financing in the market when needed. Cision hedges its short-term liquidity by maintaining a liquidity reserve, consisting of liquid assets and binding credit lines, with the objective that it corresponds to at least one month's revenues. Credit lines consist of the syndicated loan facility and a bank overdraft facility. The syndicated loan facility expires in October 2011. The loan depends on certain covenants being fulfilled; if they are not, the lenders can request renegotiation and the loan can be prematurely terminated. The covenants consist of operating profit before depreciation and amortization in relation to net debt and in relation to financial costs, with certain adjustments to the definitions of these key numbers during different time periods. During the third quarter of 2008, certain conditions were renegotiated and the covenants were adjusted until December 2009. In connection with this, the syndicated loan facility's total amount was reduced from USD 200 million to USD 150 million.

Cision has a bank overdraft facility, which is renewed annually, in different currencies for the equivalent of SEK 75 million. Investments are made only in liquid instruments with short maturities, i.e. less than 12 months.

Credit and counterparty risk

Credit and counterparty risks arise in the investment of liquid assets and when using financial derivatives. Investments are made and agreements concerning financial derivatives are entered into only with counterparties with a credit rating of at least A- from Standard & Poor's, or similar rating.

The maximum exposure to credit risk from financial derivatives as of the balance sheet date 2008, is the sum of those instruments with a positive market value, totalling SEK 0 million.

Commercial credit risk refers to clients' solvency and is managed by each subsidiary by monitoring its clients' payment habits and financial reports, and through good communications. The payment term for accounts receivable is normally 10-30 days. No single client accounts for more than two per cent of the Group's total revenue.

In accordance with Cision's Group policy, all receivables have been valued individually and recognized in the amounts that are expected to be received. In the judgment of the company, the necessary provisions have been allocated.

Age distribution of assets, Accounts receivable

SEK in thousands	Group		Parent Company ¹	
	2008	2007	2008	2007
<30 days	172,502	161,514	38,736	31,542
30-90 days	113,918	108,782	10,643	14,653
91-180 days	46,352	37,495	588	480
>180 days	115	983	823	834
Total	332,887	308,774	50,790	47,509

¹ Of the Parent Company's total accounts receivable, SEK 32,021 thousand (41,608) refers to external receivable.

Provisions for nonperforming claims

SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
Provision at beginning of year	17,998	24,406	657	528
Provision for anticipated losses	13,658	11,047	176	121
Established losses	-8,791	-10,160	-451	-71
Reversal of reserves	-1,248	-7,364	-	-
Exchange rate differences	3,354	69	83	79
Provision at year-end	24,971	17,998	465	657

Financial instruments at fair value

SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
Financial instruments – assets				
<i>Loans and receivables</i>				
Financial fixed assets – receivables from Group companies	-	-	200,609	588,455
Other financial fixed assets	-	-	323	721
Current assets – Receivables from Group companies	-	-	202,418	198,784
Accounts receivables	332,887	308,774	32,021	41,608
Other long-term receivables, interest rate caps	-	-	-	-
Total financial instruments – assets	332,887	308,774	435,371	829,568
Financial instruments – liabilities				
<i>Financial liabilities recognized at amortized cost</i>				
Convertible debentures	14,109	13,954	19,923	19,044
Other long-term liabilities	828,083	766,410	463,467	379,018
Of which syndicated loans	814,416	759,000	463,347	379,018
Of which market valuation, interest rate swaps	11,256	4,597	-	-
Of which other financial liabilities	181	648	120	-
Bank overdraft facilities	51,072	39,992	51,072	39,992
Accounts payable	99,418	75,541	43,180	27,416
Liabilities to Group companies	-	-	481,276	420,867
Other current liabilities	-	-	12,088	11,455
Total financial instruments – liabilities	992,676	895,897	1,071,006	897,792
<i>Derivatives</i>				
Interest rate swaps, EUR 6 million	-2,276	10	-	-
Interest rate swaps, USD 15 million	-6,904	-3,754	-	-
Interest rate swaps, USD 10 million	-2,049	-853	-	-
Forward exchange contract, EUR 1.2 million	-27	-	-	-
Total derivatives	-11,256	-4,597	-	-

Fair value equals book value. Accounts receivables and accounts payables are short-term and therefore no material differences are expected to occur.

Financial derivatives

Cision uses derivatives such as forward exchange contracts and interest rate swaps to hedge commercial currency flows, change the structure of its loan portfolio, or otherwise minimize underlying exposure. These instruments are not used for speculative purposes.

In 2008 financial derivatives generated a result of SEK 2.6 million, which has been recognized in operating profit with SEK -1.4 million being contributed to financial net. The result is a consequence of hedges of bank balances in foreign currency, loans in foreign currency, and client and supplier invoices.

As of the balance sheet date, December 31, 2008, the following financial derivatives existed according to the table above.

Asset management

The company's asset management objective is to maintain a capital structure that provides the company with sufficient financial strength to conduct its operations in accordance with the adopted strategy and thereby create a return for shareholders.

The capital structure should reflect the risk level adopted by the Board. The capital structure is modified based on changes in economic conditions and risks in operations. The company can impact its capital structure by paying dividends to shareholders, repurchasing shares, issuing new shares, and raising or amortizing loans.

The asset management objective is to maintain a debt/-equity ratio below 100 percent and an interest coverage ratio exceeding 4.0. The capital structure should facilitate financing on acceptable terms.

The dividend policy is to distribute surplus funds to shareholders, of which an average of 25 percent of the Group's after-tax earnings should be distributed through dividends. Surplus funds are defined as funds not needed for investments, acquisitions, and other requirements relating to the Group's financial position.

Debt/equity and interest coverage ratios were as follows

	Dec 31 2008	Dec 31 2007
<i>Debt/equity ratio (Interest-bearing debt/shareholders' equity) %</i>		
Interest-bearing debt, SEK thousands	723,987	688,928
Shareholders' equity, SEK thousands	1,090,385	1,285,573
Debt/equity ratio, %	66	54
<i>Interest coverage (Profit after financial items + interest expenses + goodwill impairment)/interest expenses, multiple</i>		
Profit after financial items, SEK thousands	-223,321	118,852
+ Interest expenses, SEK thousands	-49,898	-56,655
+ Goodwill impairment	240,843	-
Interest coverage, multiple	1.4	3.1

Note 4 – Segment reporting**Operating revenue by country**

SEK in thousands	2008	2007
USA	621,981	631,208
Canada	163,172	164,129
Total, North America	785,153	795,337
Germany	206,986	191,343
UK	228,246	344,110
Portugal	53,993	51,669
Total, Rest of Europe	489,225	587,122
Sweden	269,571	273,997
Denmark	65,542	64,942
Norway	63,237	61,674
Finland	105,883	98,983
Baltic countries	9,427	6,783
Total, Nordic & Baltic	513,660	506,379
Total, Regions	1,788,038	1,888,838
Other/eliminations	-4,905	-16,272
Group	1,783,133	1,872,566

Income statement by region

	North America		Rest of Europe		Nordic & Baltic		Other/eliminations		Group	
SEK in thousands	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
External revenue	785,153	793,535	481,042	562,923	489,315	491,775	27,054	12,270	1,782,564	1,860,503
Other external revenue	-	1,802	566	10,261	3	-	-	-	569	12,063
Intra-Group revenue	-	-	6,791	11,346	5,192	2,970	-11,983	-14,316	-	-
Intra-segment revenue	-	-	826	2,592	19,150	11,634	-19,976	-14,226	-	-
Operating revenue	785,153	795,337	489,225	587,122	513,660	506,379	-4,905	-16,272	1,783,133	1,872,566
Operating expenses	-573,376	-587,295	-462,127	-481,371	-487,285	-475,666	-45,010	-19,536	-1,567,798	-1,563,869
Depreciation/amortization	-39,010	-31,786	-24,466	-27,593	-19,922	-14,013	-17,153	-3,789	-100,551	-77,180
Goodwill impairment	-	-	-240,843	-	-	-	-	-	-240,843	-
Restructuring expenses	-	-	-15,646	-29,307	-15,271	-22,987	-15,638	-	-46,554	-52,294
Operating profit	172,767	176,256	-253,857	48,851	-8,818	-6,287	-82,706	-39,597	-172,613	179,223

Note 3 – Transactions with related parties

Commercial terms are applied to sales between Group companies. Intra-Group revenue amounted to 3.4 percent (1.8) of the Group's total revenue. All intra-Group sales are eliminated in the consolidated accounts.

For information on compensation paid to senior executives and board directors, see note 7.

No business transactions have taken place between Cision and its board directors and senior executives.

Assets and liabilities by region

	North America		Rest of Europe		Nordic & Baltic		Other/eliminations		Group	
SEK in thousands	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
Assets										
Current operating assets	203,485	160,237	92,167	101,236	84,330	96,069	25,993	5,148	405,975	362,690
Fixed assets	119,644	107,355	72,301	91,882	50,228	46,209	38,514	26,943	280,687	272,389
Internal receivables	39,525	11,047	90,832	3,862	27,213	12,090	-157,570	-26,999	-	-
Goodwill	1,388,149	1,214,259	319,106	574,149	95,398	90,799	-	-	1,802,653	1,879,194
Financial assets and tax assets	-	-	-	-	-	-	239,383	208,499	239,383	208,512
Total assets	1,750,803	1,492,898	574,406	771,129	257,169	245,167	146,320	213,591	2,728,698	2,722,785
Liabilities										
Current operating liabilities	268,713	222,140	87,520	90,177	109,658	114,330	70,712	42,482	536,603	469,129
Internal liabilities	2,693	705	93,960	3,175	22,981	11,936	-119,634	-15,816	-	-
Financial liabilities and tax liabilities	-	-	-	-	-	-	1,101,710	968,083	1,101,710	968,083
Total liabilities	271,406	222,845	181,480	93,352	132,639	126,266	1,052,788	994,749	1,638,313	1,437,212

Operating cash flow by region

	North America		Rest of Europe		Nordic & Baltic		Other/eliminations		Group	
SEK in thousands	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
Operating profit excluding goodwill impairment, restructuring costs and costs related to the takeover bid in 2008	172,767	176,256	2,632	78,158	6,453	16,700	-57,359	-39,597	124,620	231,517
Depreciation/amortization	39,010	31,786	24,466	27,593	19,922	14,013	17,153	3,789	100,551	77,180
Investments	-34,652	-41,789	-22,846	-8,583	-23,664	-23,165	-27,798	-25,449	-108,960	-98,986
Divestments	-	-	15,658	32,508	-	-	-	-	15,658	32,508
Other non-cash items	-	-	-557	-10,312	-	-	-	4,597	-557	-5,715
Change in working capital	-13,717	38,156	5,939	-2,064	1,752	-14,540	20,222	14,448	14,196	36,000
Operating cash flow	163,408	204,409	25,292	117,300	4,463	-6,992	-47,782	-42,212	145,508	272,504

Reporting by service areas

	Revenue		Operating Assets		Investments	
SEK in thousands	2008	2007	2008	2007	2008	2007
Plan/Connect	460,235	479,818	175,673	158,762	27,877	21,778
Monitor/Analyze	1,322,898	1,392,748	504,953	457,235	80,128	74,244
Other	-	-	6,020	19,082	955	2,964
Group	1,783,133	1,872,566	686,646	635,079	108,960	98,986

Operating capital

Operating capital is defined as operating assets less operating liabilities. Tax assets and tax liabilities are not included. A large part of operating capital consists of goodwill arising through acquisitions.

Operating capital by region

SEK million	2008	2007
North America	1,477.9	1,268.6
Rest of Europe	387.9	673.4
Nordic & Baltic	113.5	112.2
Total, regions	1,979.3	2,054.2
Other/eliminations	-52.7	-34.1
Group	1,926.6	2,020.0

Operating capital excluding goodwill by region

SEK million	2008	2007
North America	89.8	21.4
Rest of Europe	68.8	99.3
Nordic & Baltic	18.1	54.1
Total regions	176.7	174.8
Other/eliminations	-52.7	-34.1
Group	124.0	140.7

Working capital

Working capital is defined as current operating receivables less current operating liabilities.

Working capital by region

SEK million	2008	2007
North America	-29.9	-53.3
Rest of Europe	1.2	11.6
Nordic & Baltic	-21.1	-18.1
Total, regions	-49.8	-59.8
Other/eliminations	-80.8	-46.7
Group	-130.6	-106.5

Note 5 – Auditing expenses

SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
<i>Ernst & Young</i>				
Auditing assignments	5,487	5,156	1,427	841
Other assignments	2,208	4,203	905	1,941
Total	7,695	9,359	2,332	2,782

Auditing assignments refer to the audit of the annual report, accounting records and administration of the Board of Directors and the President as well as other tasks incumbent on the company's auditors. Other assignments primarily refer to assistance with tax advice.

Note 6 – Leases

Operating leases

SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
Lease expenses	53,566	64,680	24,959	18,144

Future lease payments, SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
Within one year	56,548	66,656	25,708	18,818
Later than one year but within five years	55,893	129,850	10,572	28,664
Later than five years	1,607	1,727	-	-
Total	114,048	198,233	36,280	47,482

Leases mainly refer to office buildings within the Group.

Note 7 – Personnel

Average no. of employees

	2008		2007	
	No. of empl.	Of whom men	No. of empl.	Of whom men
<i>Parent Company</i>	335	176	339	152
<i>Subsidiaries</i>				
Sweden	32	13	18	9
Norway	62	35	90	48
Denmark	74	46	89	50
Finland	122	49	124	36
Baltic countries	44	15	28	6
Germany	262	112	244	88
UK	358	168	449	205
Portugal	129	58	129	53
Canada	310	188	320	128
USA	775	333	809	429
Total	2,503	1,193	2,639	1,204

Sick leave

Sick leave refer only to Swedish companies

Sick leave as % of normal working hours	2008		2007	
	Total	Of which longer than 60 days	Total	Of which longer than 60 days
	3.5	48.7	3.9	53.2

Average sick leave by gender as % of normal working hours	2008		2007	
	Women	Men	Women	Men
	5.1	1.7	5.3	2.1

Average sick leave by age as % of normal working hours	2008			2007		
	-29	30-49	50-	-29	30-49	50-
	2.2	3.5	5.1	4.2	3.0	8.5

Remuneration and other benefits during the year

Tkr	2008						2007					
	Base salary/ Board fees	Variable compensation	Other benefits	Social security	Pension cost	Severance payment	Base salary/ Board fees	Variable compensation	Other benefits	Social security	Pension cost	Severance payment
Compensation for Board directors and senior executives												
<i>Group</i>												
Chairman, Anders Böös	1,291	-	-	419	-	-	1,215	-	-	397	-	-
Board director, Pia Gideon	212	-	-	69	-	-	215	-	-	70	-	-
Board director, Hans-Erik Andersson	225	-	-	73	-	-	-	-	-	-	-	-
Board director, Ulf Ivarsson	254	-	-	82	-	-	215	-	-	70	-	-
Board director, Peter Leifland	362	-	-	117	-	-	215	-	-	70	-	-
Board director, Gunilla von Platen	216	-	-	70	-	-	211	-	-	69	-	-
Board director, Thomas Heilmann	212	-	-	69	-	-	150	-	-	49	-	-
Former Board director, Per-Eric Fylking	66	-	-	21	-	-	215	-	-	70	-	-
Former Board director, Maria Lilja	-	-	-	-	-	-	65	-	-	21	-	-
Former President and Chief Executive Officer, Niklas Flyborg ¹⁾	3,079	-	143	1,053	1,295	4,032	2,943	853	133	1,006	1,322	-
President and Chief Executive Officer, Hans Gieskes	823	-	179	51	-	-	-	-	-	-	-	-
Other senior executives ²⁾	21,913	3,081	3,059	5,074	2,748	2,355	17,370	3,191	1,882	2,468	1,662	-
Total	28,653	3,081	3,381	7,098	4,043	6,387	22,814	4,044	2,015	4,290	2,984	-

¹⁾ Compensation during notice period and severance payment that will be paid 2009-2010 to the former President and Chief Executive Officer, is reported in the column severance payment. Compensation for notice period and severance payment were fully accrued for in 2008. Any compensation from a new employer and/or similar compensation gained in his own business activity would be deducted from the severance pay. Social security and compensation for non-competition clause is included in the severance payment.

²⁾ The number of other senior executives in 2008 was 16 persons (9). The cost for other senior executives includes SEK 6,508 thousand to 5 executives who, as of December 31, 2008, were no longer actively involved in the Cision Group.

Note that the above compensation to senior executives in the Group is also included in the compensation for senior executives and other employees in the Parent Company and subsidiaries.

Financial instruments senior executives

	Program for the year		
	Convertible debentures 2007/2011		
	Number	Acquisition price	Benefits
Former President and Chief Executive Officer Niklas Flyborg	250,000	8,485,000	-
Other senior executives, 8 individuals	280,000	9,503,200	-
Senior executives in subsidiaries, 3 individuals	130,000	4,412,200	-
Total	660,000	22,400,400	-

Six senior executives, including the former President, participating in the program have left Cision.

Remuneration and other benefits

	2008		2007	
	Salaries and other remuneration	Of which bonuses	Salaries and other remuneration	Of which bonuses
Compensation for senior executives, SEK in thousands				
Parent Company	11,910	958	8,918	1,867
<i>Subsidiaries</i>				
Sweden	1,755	75	2,659	427
Norway	-	-	746	-
Denmark	-	-	976	19
Finland	-	-	1,109	523
Baltic countries	388	31	349	-
Germany	4,171	362	1,683	240
UK	3,196	212	1,961	570
Portugal	2,907	710	2,034	564
Canada	1,277	216	1,148	63
USA	3,309	369	5,842	1,366
Total	28,913	2,933	27,425	5,639

Compensation to the former President of the Cision Group, concerning the full year of 2008, are reported in the Parent Company. Germany and Great Britain report double costs for the former and new Regional Directors, which explains increased costs. In the US compensation of 3 months, for the new President of the Cision Group, is reported. Further, the number of senior executives in the US have decreased and reduced the compensation. Costs concerning the Regional Director in the Nordics are reported in the parent Company.

Other employees, SEK in thousands	2008	2007
	Salaries and other remuneration	Salaries and other remuneration
Parent Company	136,377	132,357
Subsidiaries		
Sweden	12,675	7,502
Norway	32,084	44,896
Denmark	33,363	38,579
Finland	47,942	42,106
Baltic countries	4,938	2,115
Germany	100,782	91,020
UK	135,676	174,459
Portugal	18,087	16,064
Canada	82,157	84,477
USA	254,441	263,999
Total	858,522	897,574

Compensation for senior executives, SEK in thousands	2008		2007	
	Social security	Of which pensions	Social security	Of which pensions
Parent Company	6,601	3,020	4,967	2,040
Subsidiaries	539	479	524	268

Other employees				
Subsidiaries	99,981	19,559	107,489	11,630
Total	107,121	23,058	112,980	13,938

In the column social security the company's total pension cost is included.

Principles of compensation

The Annual General Meeting 2008 approved the following principles of compensation to senior executives. The principles for compensation and other employment terms for senior executives have been designed to ensure that the Cision Group can offer terms of employment that are competitive and on market terms in order to attract and retain qualified employees.

The principles cover the President and the managers reporting to him (the senior executives). The compensation to senior executives consists of the following parts: base salary, variable compensation in the form of a performance based bonus, pension, other benefits, and long-term incentive program.

Base salary

The base salary is based on what the local market pays for similar roles and qualifications. The base salary is reviewed every year.

Variable compensation

Variable compensation is paid in the form of bonuses. The bonus amounts to 30 percent of the base salary and maximum 50 percent of base salary in case the performance exceeds expectations. The bonus is based on the achievement of financial objectives (growth, operating margin, and working capital) for the region and/or Group, as well as the achievement of personal objectives. For the President (up to October), special terms apply in 2008. The bonus amounts to 50 percent with a maximum bonus of 100 percent of the base salary. Additionally, the President's bonus in 2008 is tied in its entirety to the company's underlying operating margin, meaning no bonus will be received for the year 2008.

Long-term incentive program

The Annual General Meeting 2008 initiated an incentive program based on convertible debentures. Due to an offer from Cyril Acquisition AB to acquire all of the shares in Cision, the Board resolved to terminate the program.

Pension

The basic principle for pension benefits is that the terms must be competitive praxis on the market in the country where the member of the Management has his/her permanent residence.

The retirement age for senior executives varies depending on local practices. The company makes annual contributions equal to 35 percent of the President's pensionable annual salary to pension and insurance solutions. All other Swedish senior executives follow the ITP general pension plan or its equivalent. For others, pension contributions are made in accordance with local practices. During the year the company changed Presidents. The new President, who is domiciled in the US, has a pension contribution equal to 20 percent of his annual salary.

Other benefits

The President and other senior executives have the opportunity to receive benefits that are typical in their position, such as occupational health care, health insurance, and a company car. Benefits vary by country based on local practices.

Severance pay

The former President had a mutual notice period of six months with the company. When his employment was terminated by the company, he was entitled to receive severance pay equivalent to 12 months' base salary. Any compensation from a new employer and/or similar compensation gained in his own employ would be deducted from the severance pay. For other senior executives, the notice period varies from three to six months. If the employment is terminated by the company, the notice period varies from three to 12 months. A number of senior executives are entitled to six to 12 months of severance pay if the employment is terminated by the company. The new President is entitled to the equivalent of 12 months of severance pay.

Preparation and decision-making process

With regard to the President, after discussions between the Chairman and the President, the Compensation Committee proposes a salary, criteria for variable compensation and other employment terms, which are then approved by the Board. For other senior executives, the President, after discussions with the executives, proposes these terms, which are then approved by the Compensation Committee and reported to the Board.

The Board has the right to deviate from these principles in the individual case if such a decision is justified.

During 2008, the Compensation Committee has met on three occasions. For information on the Committee's composition and rules of procedure, please see the section on corporate governance.

Salaries and other benefits

The information on senior executives, with the exception of the former President and the current President, refers to 16 individuals who held senior positions in 2008. These include Cision's global Group Management, comprising the CFO, the SVP Human Resources, the CIO, the CCO, the SVP Strategic Sourcing, the SVP Global Sales, and the COO's within subsidiaries in the US, and the US Chief Sales and Marketing Director, and 8 Regional Directors. During the year, the President, 3 Regional Directors, and one Director have left the company.

Share-related compensation

The Annual General Meeting 2007 resolved to initiate a performance-based incentive program through the issuance of not more than 700,000 convertible debentures to 13 members of the Group Management. The issue price and nominal value of the convertibles was set at 113.3 percent of the volume-weighted average exchange price of the Cision share during the period April 27–May 3, 2007, corresponding to the convertibles' market value. In total, 660,000 convertibles have been subscribed for a price of SEK 33.94. The conversion price initially corresponds to the subscription price, but may be adjusted downward if the company fulfills certain financial objectives. No convertible debentures were subscribed for in 2008.

The Board intends to present a proposal for a new share-related incentive program for approval by the Annual General Meeting 2009.

Board and executive management

Two (29%) of the board members appointed at the Annual General Meeting are women. 5 (2 women and 3 men) of the senior executives in the Group Management have left the company. At year-end, the Group Management comprises 4 (36%) women and seven men.

Note 8 – Restructuring expenses

Restructuring expenses mainly relate to efficiency improvements in the Nordic and UK operations as well as in the parent company. The Nordic companies are coordinated in a joint Nordic organization, where a conversion is under way to a digital client offering based on a digital production process. In the UK, the expenses mainly relate to the coordination of business processes, the conversion to a digital client offering based on a digital production process and centralization of production. In the Parent Company, the costs mainly relate to changes in management structure.

SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
Severance and personnel-related expenses	41,295	48,391	17,038	7,909
Premises	1,507	856	2,116	–
Production-related expenses	3,752	3,047	4,020	1,698
Total	46,554	52,294	23,174	9,607

Provision, SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
Opening balance	25,224	33,807	6,004	13,501
Allocated	27,568	31,016	18,717	5,121
Utilized	-22,119	-36,487	-6,655	-12,618
Reversed	-5,079	-3,606	–	–
Translation differences	502	494	–	–
Closing balance	26,096	25,224	18,066	6,004

All provisions attributable to the restructuring program are settled within 12 months of the balance sheet date.

Note 9 – Result from shares in Group companies

Parent Company		
SEK in thousands	2008	2007
Dividends from Group companies	168,367	177,287
Result from sale of shares in subsidiaries	1,350	138
Result from write-down of shares in subsidiaries	-597,421	-27,041
Total	-427,704	150,384

Result from write-down of shares in subsidiaries refers to write-down of shares in Cision UK Holdings Ltd (former Media Intelligence (UK) Ltd) SEK 550 million and the remaining amount refer to write-downs of shares in Cision Danmark A/S and Cision Norge AS.

Note 10 – Financial income

Group		
SEK in thousands	2008	2007
Income from securities and receivables held as fixed assets	–	472
Interest income	4,961	2,885
Exchange rate differences	69	612
Total	5,030	3,969

Note 11 – Financial expenses

Group		
SEK in thousands	2008	2007
Expenses of derivatives	-1,540	216
Interest expenses	-49,898	-56,871
Exchange rate differences	4,673	-2,369
Other financial expenses	-8,973	-5,316
Total	-55,738	-64,340

Expenses of derivatives consist of an exchange rate difference of SEK 985 thousand (429) and an interest cost of SEK 2,525 thousand (281).

Note 12 – Interest income and similar profit/loss items

Parent Company		
SEK in thousands	2008	2007
Interest income	49,020	46,659
Exchange rate differences	5,675	-998
Total	54,695	45,661

The item interest income includes interest income from Group companies of SEK 48,313 thousand (45,979) and income from derivatives of SEK 0 thousand (155).

Exchange rate gains attributable to derivatives amount to SEK 1,080 thousand (428).

Exchange rate gains that relate to bank balances, accounts payable and accounts receivable that affected operating profit, and therefore not the financial net, amount to SEK 9,463 thousand (4,406).

Note 13 – Interest expenses and similar profit/loss items

Parent Company

SEK in thousands	2008	2007
Interest expenses	-35,892	-33,996
Exchange rate differences	-11,363	847
Other financial expenses	-8,632	-5,182
Total	-55,887	-38,331

The item interest expenses includes interest expenses to Group companies of SEK -9,988 thousand (-10,359) and expenses from derivatives of SEK -2,525 thousand (-185).

Exchange rate losses that relate to derivatives amount to SEK -95 thousand (-).

Exchange rate losses that relate to bank balances, accounts payable and accounts receivable that affected operating profit, and therefore not the financial net, amount to SEK -5,504 thousand (-4,337).

Note 14 – Tax

	Group		Parent Company	
SEK in thousands	2008	2007	2008	2007
<i>Components in tax expenses for the year</i>				
Tax paid	-25,243	-49,847	-12,078	-
Tax paid for previous years	8,685	15,476	-	-
Deferred tax expense on temporary differences	-32,901	-4,964	-	9,000
Reported tax expenses	-49,459	-39,335	-12,078	9,000
<i>Connection between tax expense for the year and reported pretax profit</i>				
Reported profit before tax	-223,321	118,852	-454,993	133,682
Tax according to current tax rate, 28%	62,530	-33,279	127,398	-37,431
<i>Tax effect on non-deductible expenses</i>				
Goodwill impairment/Write-downs Shares in subsidiaries	-67,436	-	-167,278	-
Other expenses/Tax effect previous year	-12,081	-7,042	-846	-8,377
<i>Tax effect of tax-exempt revenue</i>				
Capital gains	-	-	378	75
Dividends from subsidiaries	-	-	47,143	49,640
Tax effect of items not included in reported profit	-18,828	15,736	-16,668	-
Tax effect deferred tax due to change in tax rate	-2,205	-	-2,205	-
Tax effect related to previous years	-144	-	-	5,093
Effect of other tax rates in foreign subsidiaries	-11,295	-14,750	-	-
Reported tax expenses	-49,459	-39,335	-12,078	9,000
<i>Temporary differences</i>				
<i>Deferred tax assets</i>				
Intangible fixed assets	-107	58	-	-
Tangible fixed assets	-618	-432	-	-
Provisions	864	1,178	-	-
Capitalized tax loss carryforwards and other	36,859	40,516	36,325	36,325
	36,998	41,320	36,325	36,325
<i>Deferred tax liabilities</i>				
Intangible fixed assets	-154,910	-112,332	-	-
Tangible fixed assets	307	342	-	-
Other	-11,654	1,003	-	-
	-166,258	-110,987	-	-
<i>Tax assets</i>				
Tax assets	26,298	27,375	9,151	8,584
Deferred tax assets	36,998	41,320	36,325	36,325
Total	63,296	68,695	45,476	44,909
<i>Tax liabilities</i>				
Tax liabilities	-9,282	-3,127	-	-
Deferred tax liabilities	-166,258	-110,987	-	-
Total	-175,540	-114,114	-	-

The tax effect in previous years refers to the final tax as computed compared with the allocated tax for previous years.

Tax-deductible goodwill amortization in the U.S. reduces tax payments by approximately USD 3 million per year through 2016. However, IFRS requires provisions for deferred tax in the income statement. Deferred tax liability refers to deductible goodwill amortization amounting to SEK 128 millions. The total tax liability includes tax liabilities of SEK 9,282 thousand that mature within 12 months of the balance sheet date. Total tax assets include tax assets of SEK 26,298 thousand that mature within 12 months of the balance sheet date. There is no time limit on the use of the tax loss carryforwards that are not taken into account in the calculation of deferred tax.

See Note 1, Critical estimates and assumptions, in the section on the valuation of tax loss carryforwards, for the Group's opinion.

Note 15 – Goodwill

Group		
SEK in thousands	2008	2007
Acquisition values, opening balance	3,108,836	3,183,145
Purchases/acquisitions	10,997	264
Reclassifications	-	-
Translation differences	29,750	-74,573
Accumulated acquisition values, closing balance	3,149,583	3,108,836
Amortization values and write-downs, opening balance	-1,229,629	-1,261,589
Purchases/acquisitions	-	-
Sales/disposals	-	-
Translation differences	123,542	31,960
Write-downs	-240,843	-
Accumulated amortization and write-downs, closing balance	-1,346,930	-1,229,629
BOOK VALUE, CLOSING BALANCE	1,802,653	1,879,207

Write-downs by country

SEK in thousands	2008	2007
UK	-240,843	-
Total	-240,843	-

The write-downs in the UK during 2008 are consequences of a more conservative view on the UK operations.

Parent Company

SEK in thousands	2008	2007
Acquisition values, opening balance	12,000	12,000
Purchases/acquisitions	-	-
Sales/disposals	-	-
Accumulated acquisition values, closing balance	12,000	12,000
Amortization, opening balance	-6,150	-5,550
Purchases/acquisitions	-	-
Sales/disposals	-	-
Amortization for the year	-600	-600
Accumulated amortization, closing balance	-6,750	-6,150
BOOK VALUE, CLOSING BALANCE	5,250	5,850

Impairment tests for cash-generating units containing goodwill

Cision follows up on its operations by country. In most cases, there is only one operating subsidiary per country. In cases where there is more than one operating subsidiary in a country, the range of services is still so integrated that follow-ups are carried out for the country as a whole. Consequently, Cision has one cash-generating unit per country.

The cash-generating units below have recognized goodwill of such a scope that their aggregate goodwill amounts to at least 92 percent of the Group's total reported goodwill.

SEK in thousands	2008	2007
UK	178,200	460,837
USA	1,111,368	927,156
Canada	276,781	287,103
Germany	94,520	73,112
	1,660,869	1,748,208
Other cash-generating units combined (9 countries 2008 and 2007)	141,784	130,999
	1,802,653	1,879,207

Goodwill is booked in local currency and gives rise to currency translation effects in the consolidated accounts. The change in goodwill during the fiscal year in the above units is indicated in the following table:

SEK in thousands	Additional goodwill	Write-downs	Translation effect
UK	-	-240,843	-41,794
USA	-	-	184,212
Canada	2,258	-	-12,580
Germany	8,739	-	12,669
	10,997	-240,843	142,507
Other cash-generating units combined (9 countries 2007 and 2006)	-	-	10,785
	10,997	-240,843	153,292

To ensure that the value does not deviate negatively from booked value, the value of goodwill is tested annually, but it can be tested more often if there are indications that the value may have decreased. Impairment tests for units containing goodwill are based on a calculation of value in use. This value is based on cash flow forecasts for the next ten years as well as a terminal period. Cision applies a forecast period exceeding five years, since the company's assumption is that future cash flows are sufficiently secure to use a forecast period of ten years.

Tests are conducted by country in the local currency.

The units' cash flows are affected by commercial factors, including market growth, competitiveness, technological development, overall cost trends, investment levels, and tied-up working capital. In the case of discounting, financial factors come into play, such as interest rates, borrowing costs, market risk, beta values, and tax rates.

The assumptions made in the test reflect the Management's best assessment of the economic conditions that are expected to have an impact during the period of use. The first five years are based on current internal forecasts projected forward. For periods beyond five years, a gradually declining growth rate is applied down to between 3.0 and 3.5 percent, depending on country, which is applied for the terminal period.

Sensitivity analyses of commercial assumptions, to test for impairment, have been carried out for all cash-generating units.

The financial factors have been used to calculate the weighted average cost of capital, WACC, after tax, per country, which has then been used as the discounting factor. The

discounting factor for the four largest cash-generating units varies between 6.49 percent and 7.96 percent.

Since assets affiliated with the head office cannot be divided among cash-generating units on a reasonable and consistent basis, these assets have not been tested separately for impairment.

Instead, it has been assessed that the recognized value of these assets falls within the estimated value in use for the entire Group in comparison with all reported assets in the Group.

Note 16 – Other intangible fixed assets

Group	2008		2007	
	Acquired	Developed internally	Acquired	Developed internally
SEK in thousands				
Acquisition values, opening balance	247,987	66,496	196,063	50,471
Purchases/acquisitions	39,690	25,358	56,653	16,424
Sales/disposals	-	-	40	-
Reclassifications	-	-	-	-
Translation differences	18,851	255	-4,769	-399
Accumulated acquisition values, closing balance	306,528	92,109	247,987	66,496
Amortization, opening balance	-128,726	-49,133	-102,782	-46,278
Sales/disposals	-	-	-40	-
Reclassifications	-	-	3	-
Translation differences	-7,262	-255	1,869	404
Amortization for the year	-37,356	-8,375	-27,776	-3,259
Accumulated amortization, closing balance	-173,344	-57,763	-128,726	-49,133
Write-downs, opening balance	-	-	-	-
Write-downs for the year	-4,000	-4,758	-	-
Accumulated write-downs, closing balance	-4,000	-4,758	-	-
BOOK VALUE, CLOSING BALANCE	129,184	29,588	119,261	17,363

Parent Company	2008		2007	
	Acquired	Developed internally	Acquired	Developed internally
SEK in thousands				
Acquisition values, opening balance	50,806	59,145	32,775	42,721
Purchases/acquisitions	16,808	25,358	18,030	16,424
Reclassifications	-	-	1	-
Accumulated acquisition values, closing balance	67,614	84,503	50,806	59,145
Amortization, opening balance	-16,836	-41,781	-10,669	-40,226
Reclassifications	-	-	-1	-
Amortization for the year	-8,787	-8,375	-6,166	-1,555
Accumulated amortization, closing balance	-25,623	-50,156	-16,836	-41,781
Write-downs, opening balances	-	-	-	-
Write-downs for the year	-4,000	-	-	-
Accumulated write-downs, closing balance	-4,000	-	-	-
BOOK VALUE, CLOSING BALANCE	37,991	34,347	33,970	17,364

Note 17 – Tangible fixed assets

Group	2008		2007	
	Buildings and land	Equipment	Buildings and land	Equipment
SEK in thousands				
Acquisition values, opening balance	52,007	406,557	74,226	385,003
Purchases/acquisitions	–	44,874	1,952	28,063
Sales/disposals	-17,472	-4,625	-22,059	-8,695
Reclassifications	–	-6	–	-406
Translation differences	-4,918	23,019	-2,112	2,592
Accumulated acquisition values, closing balance	29,617	469,819	52,007	406,557
Depreciation, opening balance	-8,400	-316,638	-10,109	-275,020
Sales/disposals	2,370	4,405	2,394	6,164
Reclassifications	–	–	–	250
Translation differences	413	-15,178	204	-2,777
Depreciation for the year	-605	-45,458	-889	-45,255
Accumulated depreciation, closing balance	-6,222	-372,869	-8,400	-316,638
BOOK VALUE, CLOSING BALANCE	23,395	96,950	43,607	89,919

Parent Company

	2008	2007
	Equipment	Equipment
SEK in thousands		
Acquisition values, opening balance	60,480	62,020
Purchases/acquisitions	1,854	3,037
Sales/disposals	–	-4,577
Accumulated acquisition values, closing balance	62,334	60,480
Depreciation, opening balance	-52,946	-51,155
Sales/disposals	–	3,442
Depreciation for the year	-4,669	-5,233
Accumulated depreciation, closing balance	-57,615	-52,946
BOOK VALUE, CLOSING BALANCE	4,719	7,534

The balance sheet item Buildings and land includes a book value of SEK 4,144 thousand (7,723). The land has a permanent value. Deviation from the previous year is mainly due to a real-estate sale in the UK.

Note 18 – Other long-term receivables

Group			
SEK in thousands			
	2008	2007	
Other long-term receivables	1,965	2,815	
Total	1,965	2,815	

Note 19 – Accounts receivable

SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
Accounts receivable	359,372	326,772	32,403	42,265
Provisions for decrease in value of accounts receivable	-26,485	-17,998	-382	-657
Net	332,887	308,774	32,021	41,608

All accounts receivable fall due for payment within 12 months of the balance sheet date.

Note 20 – Shares in Group companies

Parent Company			
SEK in thousands			
	2008	2007	
Acquisition values, opening balance	2,188,188	2,175,427	
Purchases/acquisitions	623,914	13,253	
Sales/disposals	-19,262	-783	
Reclassifications	–	291	
Accumulated acquisition values, closing balance	2,792,840	2,188,188	
Write-downs, opening balance	-906,637	-880,543	
Sales/disposals	12,832	–	
Reclassifications	–	-291	
Write-downs for the year	-594,449	-25,803	
Accumulated impairments, closing balance	-1,488,254	-906,637	
BOOK VALUE, CLOSING BALANCE	1,304,586	1,281,551	

Purchases/acquisitions 2008 refer to capital contributions to Cision Norge AS, Cision Danmark A/S och Cision UK Holdings Ltd (former Media Intelligence UK Ltd).

Write-downs of shares in subsidiaries are due to the fact that the shareholders' equity in certain subsidiaries was less than the book value of the shares in those subsidiaries.

Cont. Note 20 – Shares in Group companies

Company	Registered address	Reg. no.	No. of shares	Holding percent	Currency	Nominal value in each currency	Book value (SEK '000)
Cision AB	Stockholm	556027-9514					
Cision Canada Inc.	Ontario	399095-8	14	100	CAD	1	56,864
Atodia AB	Stockholm	556694-2990	1,000	100	SEK	100,000	100
Cision Danmark A/S	Copenhagen	163 529	6	100	DKK	550,000	679
Cision Global Solutions AB	Stockholm	556659-7760	1,000	100	SEK	100,000	100
Cision Holding GmbH	Kornwestheim	–	–	100	EUR	50,000	24,591
Cision Norge AS	Oslo	923 836 683	11,783	100	NOK	11,783,000	1
Cision Portugal SA	Lissabon	501,355,383	81,923	100	EUR	409,615	49,245
Cision Sverige AB	Stockholm	556042-1017	1,000	100	SEK	100,000	63,050
Cision UK Holdings Ltd (former Media Intelligence (UK) Ltd)	Chesham, Buckinghamshire	3 858 850	110,303,363	100	GBP	110,303,363	192,589
Observer Group AB	Stockholm	556581-9678	1,000	100	SEK	100,000	849,256
Oy Cision Finland Ab	Helsinki	684,094	250,150	100	EUR	4,207,221	37,507
UAB Cision Lietuva	Kaunas	1 161 979	400	100	LTL	40,000	432
Observer Media Intelligence AB	Stockholm	556124-8740	1,000	100	SEK	1001000	29,753
Vilande bolag	–	–	–	100	–	–	418
							1,304,586
<i>Indirectly owned subsidiaries</i>							
Cision US Inc.	Delaware	–	1,000	100	USD	10	
Informandum	Lissabon	6 350	1	100	EUR	32,500	
News Extracts (N.I.) Ltd	Belfast	NI 30081	100	100	GBP	100	
Cision Deutschland GmbH	Kornwestheim	–	–	100	EUR	511,300	
Cision Kommunikationslösungen GmbH	Kornwestheim	–	–	100	EUR	25,000	
dataNorm Gesellschaft für Informationsdienstleistungen GmbH	Kornwestheim	–	–	100	EUR	25,000	
Cision Vertriebs GmbH	Kornwestheim	–	–	100	EUR	25,000	
Cision Produktions GmbH	Kornwestheim	–	–	100	EUR	25,000	
Cision RTV Production GmbH	Kornwestheim	–	–	100	DEM	50,000	
Romeike Monitoring Ltd	Chesham, Buckinghamshire	2 255 420	2	100	GBP	2	
Cision Global Solution Ltd	Chesham, Buckinghamshire	4 036 848	1	100	GBP	1	
Cision Quebec Inc.	Montreal	131 325 458	58,535	100	CAD	181,572	
Romeike Research Ltd	Chesham, Buckinghamshire	1 499 817	405,100	100	GBP	405,100	

The list contains Cision's operating companies. Dormant companies are not included. A complete statutory specification of participations in affiliated companies can be obtained from Cision AB.

Note 21 – Prepaid expenses and accrued income

SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
Prepaid rents	6,629	7,700	5,596	5,578
Prepaid interest expenses	13,360	7,468	13,360	7,468
Other prepaid expenses	42,115	30,388	9,834	5,252
Accrued interest income ¹	–	–	10	48,200
Other accrued income	7,703	10,188	11,716	9,895
	69,807	55,744	40,516	76,393

¹ 2008 Cision UK Holding Ltd received a capital contribution of the accrued interest income.

All prepaid expenses and accrued income are settled within 12 months of the balance sheet date.

Note 22 – Shareholders' equity

Share capital

The share capital relates to the Parent Company's share capital.

No. of shares	2008	2007
Opening balance	74,544,418	74,453,572
Subscription of shares based on employee stock options	–	90,846
Closing balance	74,544,418	74,554,418

Reserves

The translation reserve comprises all translation differences that arise from the translation of the financial reports of foreign operations that have prepared their reports in a currency other than the one the Group's financial reports are presented in. Translation differences arising from the translation of foreign operations according to the current method contributed to an increase in the translation reserve of SEK 176,077 thousand (-54,847). Translation differences that have arisen in connection with borrowing and that have been identified as hedges of

foreign net investments have decreased the translation reserve by SEK -73,377 thousand (9,831).

The fair value reserve includes the net change in the fair value of the Group's financial instruments and the effect of the liquidation of Group companies.

Retained earnings and net profit for the year

Retained earnings and net profit for the year are comprised of the previous year's non-restricted funds and net profit for the year.

Dividend to shareholders

During 2008, for the fiscal year 2007, Cision issued dividends to its shareholders in the amount of SEK 18,636 thousand, equal to SEK 0.25 per share. The Board proposes that no dividends be issued for the fiscal year 2008.

Fair value reserve

The fair value reserve is reported as the exchange rate difference in the Parent Company's long-term receivables from Cision Holdings UK (former Media Intelligence UK Ltd), which was paid as a contribution to the subsidiary in December 2008. The amount in the fair value reserve will therefore not be restated in the future.

Convertible debentures

The Annual General Meeting 2007 resolved to initiate a performance-based incentive program by issuing no more than 700,000 convertible debentures to 13 members of the Group Management. The issue price and nominal value of the convertibles were determined as 113.3 percent of the volume-weighted average price of the Cision share during the period April 27–May 3, 2007, corresponding to the market value of the convertibles. In total, 660,000 convertibles have been subscribed for at a price of SEK 33.94. The total loan amount is SEK 22,400,400. The share capital may not increase by more than SEK 990,000. Upon request, each convertible can be converted to one new share in Cision AB during the period April 1 - June 30, 2011. The conversion price initially corresponds to the subscription price, but may be revised downward if the company fulfils certain financial objectives. The targets are organic growth of $\geq 6\%$ and an operating margin (EBIT margin) of ≥ 18 percent on a rolling 12-month basis. The targets are measured at eight measuring points at the end of each quarter during the period 2009-2010.

At each measuring point, the targets are measured for a period of four quarters. If both targets are met at a measuring point, the conversion price will be reduced by an amount corresponding to 6.25 percent of the initial conversion price. This means that the conversion price can be reduced by a maximum of 50 percent of the initial conversion price. The total number of convertibles corresponds to approximately 0.9 percent of the share capital and votes on a fully diluted basis. The subscription period for convertible debentures is attributable to 2007. No convertible debentures were subscribed for in 2008; therefore, shareholder equity has not been affected during the year.

Note 23 – Long-term liabilities

Group

Of the long-term liabilities in the Group, SEK 828,525 thousand (772,954) refers to liabilities that fall due for payment one to five years after the balance sheet date.

Parent Company

Of the Parent Company's long-term liabilities, SEK 186,314 thousand (182,345) refers to liabilities that fall due for payment more than five years after the balance sheet date.

See note 22 for convertible debentures.

Note 24 – Other long-term liabilities

Cision's syndicated loan facility, originally signed in October 2006, was renegotiated in September 2008. The credit facility expires in October 2011 and has a limit of USD 150 million, which can be utilized in several different currencies over this period. The interest margin varies depending on the company's loan ratio.

Group

SEK in thousands	2008	2007
Bank loans, GBP	89,980	180,670
Bank loans, USD	341,110	219,895
Bank loans, CAD	252,100	263,700
Bank loans, EUR	131,226	94,735
Market valuation, financial instrument	11,437	4,597
Other liabilities	2,230	2,813
Total	828,083	766,410

Market valuation, financial instruments refers to the market valuation of interest rate swaps.

Note 25 – Bank overdraft facility

The limit granted on the Group's shared bank overdraft facility is SEK 75,000 thousand (87,685), of which SEK 51,072 thousand (39,992) had been utilized as of the balance sheet date. The bank overdraft facility falls due for payment within 12 months of the balance sheet date.

Note 26 – Accrued expenses and deferred income

SEK in thousands	Group		Parent Company	
	2008	2007	2008	2007
Vacation compensation liability	35,823	36,516	20,628	20,715
Other accrued staff costs	29,774	31,853	14,757	15,765
Accrued interest expenses	8,565	8,039	6,769	5,585
Other accrued expenses	74,869	82,657	9,714	13,395
Deferred income	236,106	191,037	1,402	1,295
Total	385,137	350,102	53,270	56,755

All accrued expenses and deferred income fall due for payment within 12 months of the balance sheet date.

Note 27 – Other current liabilities

Group

Other current liabilities mainly consist of unpaid value-added tax and employer's contributions. All current liabilities fall due for payment within 12 months of the balance sheet date.

Parent Company

Other current liabilities mainly consist of unpaid value-added tax and employer's contributions. All current liabilities fall due for payment within 12 months of the balance sheet date.

Note 28 – Pledged assets and contingent liabilities**Group**

No pledged assets or contingent liabilities exist on Group level.

Parent Company

No pledged assets exist in the parent company.

Contingent liabilities, amounting to SEK 45,293 thousand (54,250), consist of capital adequacy guarantees of SEK 45,000 thousand (53,966) and lease guarantees of SEK 293 thousand (284) issued by the Parent Company. The amounts in foreign currency are translated to SEK using the exchange rates on the balance sheet date. Furthermore, Cision AB has issued a parent company guarantee to The Secretary for Health of Cision UK.

Note 29 – Business combinations

During 2008, Cision acquired all shares in data Norm, Germany, at for a cost corresponding to purchase price of EUR 1,025 thousand.

The result from these acquisitions is included in the Group as of the acquisition dates. A calculation of contributions to the Group's revenue and net profit is not possible for practical reasons, since the necessary assumptions regarding synergies, financing expenses and taxes would make any calculation arbitrary.

Acquired assets and liabilities

Group, SEK in thousands	2008	2007
Intangible assets	9,678	4,370
Tangible fixed assets	377	0
Other current assets	2,827	0
Current liabilities	-3,223	0
Total acquisition value	9,659	4,370
Liquid assets acquired operations	-1,310	-
Effect on Group's liquid assets	8,349	4,370

Calculation of net assets

Group, SEK in thousands	Acquired book value	Adjustments	Fair value
Intangible assets	-	939	939
Tangible fixed assets	377	-	377
Other current assets	2,827	-	2,827
Operating liabilities	-3,223	-	-3,223
Net assets	-19	939	920

Calculation of goodwill

Group, SEK in thousands	2008	2007
Purchase price paid in cash	9,659	4,370
Group's acquisition value	9,659	4,370
Less fair value of acquired net assets	-920	-4,106
Group goodwill	8,739	264

Other additional goodwill, SEK 2,258 thousand is attributable to smaller acquisitions in Canada. Total additional goodwill amounts to SEK 10,997 thousand.

Proposed distribution of earnings

The following unappropriated earnings in the Parent Company are at disposal of the Annual General Meeting:

Retained earnings	SEK 1,121,038,700
Fair value reserve	SEK -30,166,570
Share premium reserve	SEK 10,463,807
Net result for the year	SEK -467,070,657
Total	SEK 634,265,280

The board of directors proposes that the retained earnings, fair value reserve, share premium reserve and net result for the year be carried forward.

The undersigned certify that the consolidated accounts and the annual report have been prepared in accordance with International Financial Reporting Standards ("IFRS"), as adopted for use in the European Union, and generally accepted accounting principles respectively, and give a true and fair view of the financial positions and results of the Group and the Parent Company, and that the Board of Directors report give a fair review of the development of the operations, financial positions and results of the Group and the Parent Company and describes substantial risks and uncertainties that the Group companies faces.

The Parent Company and consolidated income statements and balance sheets will be presented to the Annual General Meeting on April 2, 2009, for adoption.

Cision AB (publ)

Stockholm, 26 February, 2009

Anders Böös
Chairman

Pia Gideon
Director

Hans-Erik Andersson
Director

Ulf Ivarsson
Director

Peter Leifland
Director

Thomas Heilmann
Director

Gunilla von Platen
Director

Johanna Bäckström
Director

Our audit report was submitted on February 26, 2009

Ernst & Young AB

Bertel Enlund
Authorized Public Accountant

Auditors' report

To the annual meeting of the shareholders of Cision AB (publ)

Corporate identity number 556027-9514

We have audited the annual accounts, the consolidated accounts, the accounting records and the administration of the board of directors and the managing director of Cision AB (publ) for the year 2008. The company's annual accounts and consolidated accounts are included in this document on page 14–48. The board of directors and the managing director are responsible for these accounts and the administration of the company as well as for the application of the Annual Accounts Act when preparing the annual accounts and the application of international financial reporting standards IFRSs as adopted by the EU and the Annual Accounts Act when preparing the consolidated accounts. Our responsibility is to express an opinion on the annual accounts, the consolidated accounts and the administration based on our audit.

We conducted our audit in accordance with generally accepted auditing standards in Sweden. Those standards require that we plan and perform the audit to obtain reasonable assurance that the annual accounts and the consolidated accounts are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the accounts. An audit also includes assessing the accounting principles used and their application by the board of directors and the managing director and significant estimates made by the board of directors and the managing director when preparing the annual accounts and consolidated accounts as well as evaluating the overall presentation of information in the annual accounts and the consolidated accounts. As a basis for our opinion concerning discharge from liability, we examined significant decisions, actions taken and circumstances of the company in order to be able to determine the liability, if any, to the company of any board member or the managing director. We also examined whether any board member or the managing director has, in any other way, acted in contravention of the Companies Act, the Annual Accounts Act or the Articles of Association. We believe that our audit provides a reasonable basis for our opinion set out below.

The annual accounts have been prepared in accordance with the Annual Accounts Act and give a true and fair view of the company's financial position and results of operations in accordance with generally accepted accounting principles in Sweden. The consolidated accounts have been prepared in accordance with the international financial reporting standards IFRSs as adopted by the EU and the Annual Accounts Act and give a true and fair view of the group's financial position and results of operations. The statutory administration report is consistent with the other parts of the annual accounts and the consolidated accounts.

We recommend to the annual meeting of shareholders that the income statements and balance sheets of the parent company and the group be adopted, that the profit of the parent company be dealt with in accordance with the proposal in the administration report and that the members of the board of directors and the managing director be discharged from liability for the financial year.

Stockholm, 26 February 2009

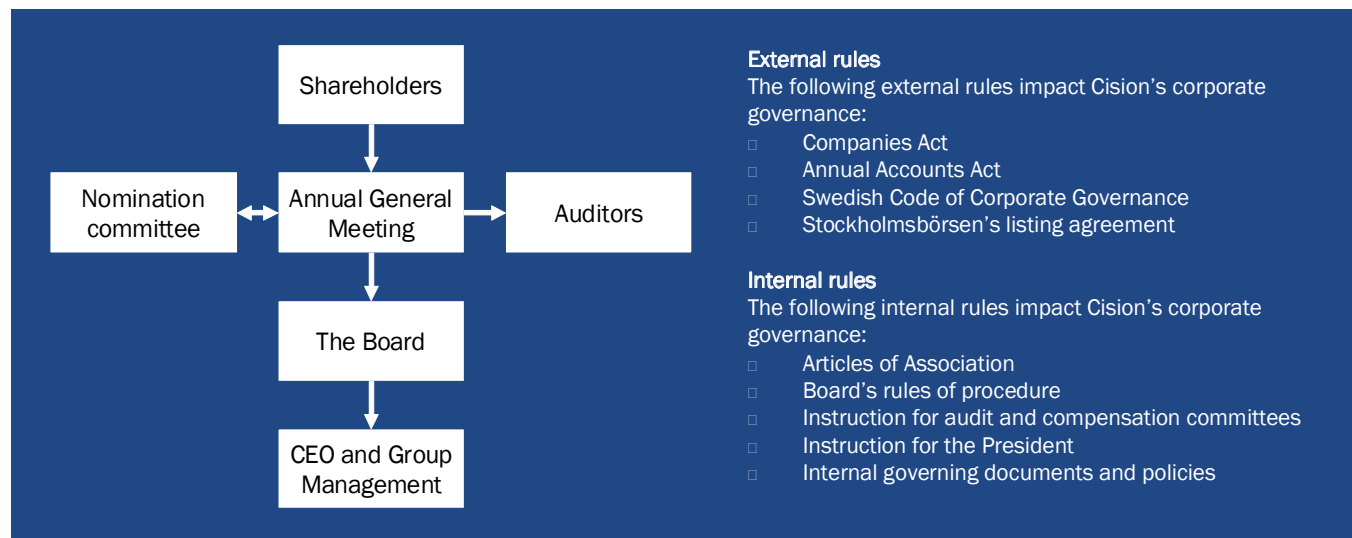
Ernst & Young AB

Bertel Enlund
Authorized Public Accountant

Corporate Governance

The overview below illustrates how responsibility for management and control of Cision is divided between the shareholders at the Annual General Meeting, the Board of Directors, committees and the President, according to external rules and

internal policies, the Companies Act, other laws, regulations and current rules for listed companies, the Articles of Association, the Board's rules of procedure and the instruction for the President as well as policies laid down by the Board.



Swedish Code of Corporate Governance

From July 1, 2008 Cision applies the Swedish Code of Corporate Governance (Code) and reports one deviation, which is stated below:

Number of members of the audit committee (Code 10.1)

The Code provides that the number of members be no less than three. The number of members of the audit committee that was appointed by the Board in April 2008 was two. The Board's opinion is that two members are enough for the audit committee to be able to fulfil its function, given the scope and complexity of Cision's operations.

Ownership structure

Cision's largest shareholders are institutional investors. As of year-end 2008 Swedish institutional investors owned 59 percent of the share capital. Foreign investors owned 30 percent of the share capital. As of December 31, 2008 the ten largest shareholders held, in total, 54 percent of the share capital. There were 16,105 shareholders. For further shareholder information, see the section on The Share.

Annual General Meeting

The Annual General Meeting (AGM) is the Cision's highest decision-making forum. The shareholders exercise their influence over the company at the AGM and through the company's nomination committee. Every share in Cision represents one vote at the AGM. Shareholders attending the AGM 2008 and 2007 represented 31 and 31 percent, respectively, of the company's total number of shares and votes.

The AGM 2008 held on April 4, 2008 passed the following resolutions:

- The AGM resolved to re-elect Anders Böös, Pia Gideon, Ulf Ivarsson, Peter Leifland, Gunilla von Platen, Niklas Flyborg, and Thomas Heilmann; elect Hans Erik Andersson as new member; and elect Anders Böös as Chairman of the Board. Per-Eric Fylking declined re-election.

- The nomination procedure of board members currently applied will also form the basis for coming nomination work.
- Dividend of SEK 0.25 per share for the year 2007
- Board fees of SEK 1,800,000 should be distributed as follows: SEK 600,000 to the Chairman, SEK 200,000 to each member not employed by the company. In addition members of the audit committee will be paid compensation of SEK 300,000 per year, of which SEK 200,000 goes to the Chairman of the audit committee, and members of the compensation committee will be paid compensation of SEK 150,000 per year, of which SEK 100,000 goes to the Chairman of the compensation committee. The AGM also resolved to pay the Chairman an additional fee of SEK 600,000 for 2008 as compensation for additional work necessitated by the current restructuring.
- Adoption of principles for remuneration and other terms of employment for the President and officers of the company reporting to the President.
- The Board of Directors was given authorization to, until the next Annual General Meeting, on one or more occasions, make decisions on company acquisition of shares so that the company's total holdings at no point exceeds 10 percent of all company shares. Acquisitions will be carried out on the Nordic Exchange and only at a price within the price interval recorded from time to time.
- The AGM resolved to initiate a performance-related incentive program through the issuance of not more than 700,000 convertible debentures to 17 members of Group Management.

The AGM 2009 will be held on April 2, 2009. Information on the right of share-holders to bring a matter before the AGM can be found on the website, www.cision.com.

Nomination committee

The AGM 2004 decided to appoint a nomination committee. In addition to the Chairman, the committee will consist of representatives of the three largest shareholders. If any of them declines, the right will pass to the next shareholder in terms of size. The nomination committee will elect a chairman from among its members. Prior to the AGM the committee will draft a proposal for resolution by the AGM on the chairman of the AGM, Board members and the Chairman of the Board, Board members' fees, the nomination process, auditors' fees and, when applicable, election of the auditors.

The members appointed to Cision's nomination committee were Caroline af Ugglas, Skandia Liv; Bertil Villard, representing Cyril Acquisition AB; Annika Andersson, Fjärde AP Fonden; and Anders Böös, Chairman of Cision AB. Alf Blomqvist, representing Fairford Holdings Scandinavia AB, was co-opted onto the nomination committee and participated in some of the meetings. The nomination committee appointed Caroline af Ugglas to serve as chairman. The nomination committee's composition was announced on September 30, 2008. Leading up to the AGM 2008 the nomination committee held 7 meetings. The nomination committee's proposal is made public no later than in connection with the AGM notice. No compensation was paid to the committee.

Board of Directors

Cision's Board of Directors consisted, as of year-end 2008, by seven members without alternatives elected by the AGM 2007, and three employee representatives, of whom one is alternative. Two of the directors elected by the AGM are women. Cision's CFO served as Secretary of the Board during 2008. All Board members elected by the AGM were, as of year-end 2008, considered independent of the company and its major shareholders.

The Board annually establishes rules of procedure that govern, among other things, meeting procedures, the delegation of responsibility within the Board, including the Chairman's duties, the delegation between the Board and the President, and how committee work is conducted. The Board has also issued an instruction for the President that includes an instruction on financial reporting to the Board. Further, the Board has adopted a number of governing documents and policies.

The Board supervises the President's work through periodic monitoring of operations during the year and is responsible for ensuring that the organization, management and guidelines for managing the company's affairs are appropriate and that satisfactory internal control is in place. The Board is also responsible for development and monitoring of the company's strategies through plans and objectives, decisions on acquisitions and divestments, and major investments. Moreover, the Board adopts the semi-annual and annual financial statements. Other than the committees specified below, there is no particular delegation of responsibility on the Board.

The Chairman ensures that the Board's work complies with laws and regulations, current rules for listed companies and the Board's internal governing documents. The Chairman oversees operations in dialogue with the President and is responsible, together with the President, for ensuring that other Board members receive the information needed for discussions and decisions. The Chairman is responsible for an annual evaluation of the Board's work. In 2008 the Board evaluated its work and that of its President.

Board work

In fiscal year 2008 the Board held 18 meetings at which minutes were kept, of which 7 were scheduled meetings and 11 were extraordinary meetings. All meetings were held in Stockholm.

In addition to the topics governed by the rules of procedure, the Board primarily addressed the following issues:

- The digitalization process in Nordic and the UK
- Production issues in the UK that arose during the first quarter
- The bidding process regarding all company shares from Cyril Acquisition AB
- Organizational changes
- Communication regarding financial results
- Financing and incurring of debts
- Business plan for 2009
- Financial policy and financial frameworks
- Revisions of governing documents
- Bonuses and share-related incentive programs
- Evaluation of the actions of the Board and the President.

Members of Management presented at Board meetings. The company's auditors presented their conclusions and suggestions following their audit at the Board meeting in February 2008.

Attendance at Board meetings and committee meetings during 2008

	Board meetings	Audit committee	Compen- sation committee
Hans-Erik Andersson ¹	10	5	0
Anders Böös	13	1	3
Johanna Bäckström (E)	15	1	1
Niklas Flyborg ²	15	1	1
Anders Fransman (E) ³	4	1	1
Per-Eric Fylking ³	3	1	1
Pia Gideon	18	1	1
Thomas Heilmann	12	0	1
Annika Hjerpe	17	1	1
Ulf Ivarsson	16	1	3
Peter Leifland	18	6	1
Gunilla von Platen	18	1	1
Britta Wedin (E)	4	0	0

¹ Elected by AGM April 4, 2008

² Resigned from the board, October 22, 2008.

³ Stepped down at the AGM, April 4, 2008

(E) = Employee representative

Audit committee

In 2005 the Board decided to establish a special audit committee. The committee follows a by the Board written instruction and its main duty is to prepare issues involving risk assessment, internal control, financial reporting and audits. The purpose of the committee's work is to ensure compliance with established principles of financial reporting and internal control and that the company maintains a productive relationship with the auditors.

During the year leading up to the AGM 2008 the audit committee consisted by the Board in its entirety. At the inaugural Board meeting following the AGM 2008 the Board resolved to elect Peter Leifland as chairman and Hans-Erik Andersson as member of the audit committee.

Audit committee's work

The audit committee met 6 times in 2008. During the year its work focused on financial reporting, internal control, governing documents within the finance function, and tax issues. The audit committee also examined the company's quarterly reports for 2008 prior to publication. The auditors attended three meetings and reported, among other things, on their observations from periodic examinations and the audit of the annual financial statements for 2007 as well as interim financial statements and the interim report for the period January-September 2008.

Compensation committee

In 1998 the Board established a compensation committee. The committee, which follows a by the Board written instruction, prepares and establishes principles of compensation and other compensation terms for the President and other executives directly subordinate to the President. It also prepares and establishes proposals for share-related incentive programs and other company-wide incentive programs.

During the year leading up to the AGM 2008 the audit committee consisted by the Board in its entirety. At the inaugural Board meeting following the AGM 2008 the Board resolved to elect Anders Böös as chairman and Ulf Ivarsson as member of the compensation committee.

Compensation committee's work

The compensation committee met three times in 2008. During the year its work focused on review of compensation and compensation principles for senior executives, proposals for share-related incentive programs, and governing documents for compensation policy and Code of Conduct.

Principles of compensation for senior executives

The AGM adopts the principles of remuneration and other terms of employment for the President and officers of the company reporting to the President. The aim is to offer a reward system that is competitive and on market terms in order to attract and retain qualified employees. Compensation is comprised of a base salary, variable remuneration, pension, long-term incentive program and other benefits.

The market-based base salary is renegotiated on a yearly basis. The variable remuneration is paid in the form of a bonus, based on the achievement of financial and personal targets. The target bonus for senior executives is 30 percent of base salary and the maximum bonus is 50 percent of base salary. For the President until October 6, 2008, Niklas Flyborg, special conditions applied in 2008, when the target bonus was 50 percent and maximum bonus 100 percent of his base salary. For Niklas Flyborg, no bonus will be paid for the fiscal year 2008. To the President from October 7, 2008, Hans Gieskes, no bonus will be paid for the fiscal year 2008. Pensions are premium-based and, as other benefits, based on what the market pays.

The President's compensation is proposed by the compensation committee, after discussions between the Chairman and the President, and approved by the Board. For other members of Management, the President proposes compensation, which is then approved by the compensation committee and reported to the Board.

The Board has the right to deviate from these principles if, in individual cases, there are reasons for such a decision.

The Annual General Meeting 2006 resolved, on March 29, 2007, to initiate a performance-related incentive program through the issuance of not more than 700,000 convertible participating debentures to 13 members of Group Management. The issue price and nominal value of the convertibles have been determined as 113.3 percent of the volume-weighted average price of the Cision share during the period April 27-May 3,

2007, corresponding to market value. In total, 660,000 convertibles have been subscribed for a price of SEK 33.94. The total loan amount is SEK 22,400,400. The share capital may not increase by more than SEK 990,000. Upon request, each convertible can be converted to one new share in Cision AB during the period April 1-June 30, 2011. The conversion price initially corresponds to the subscription price, but may be revised downward if the company fulfils certain financial objectives. The total number of convertibles corresponds to approximately 0.9 percent of the share capital and votes on a fully diluted basis.

The Annual General Meeting 2007 resolved, on April 4, 2008, to initiate a performance-related incentive program through the issuance of not more than 700,000 convertible participating debentures to members of the Group Management. The subscription price for this program was to be determined during the period April 25-May 2, 2008. However, during this period Cyril Acquisition AB made public an offer to acquire all Cision shares, and since a correct implementation of such a share issue requires, among other things, that price setting is done without the influence of a publicly made offer, Cision's Board terminated the implementation of the incentive program.

For detailed information on compensation and employment terms, see Note 7.

Auditors

The Annual General Meeting elects auditors for four years. The accounting firm Ernst & Young and Chief Auditor Bertel Enlund were elected by the AGM in March 2007 until the AGM 2011. The auditors follow an audit plan presented annually to the Board. Every year in May the audit committee and auditors discuss their approach to the year's audit and any special considerations. In December the auditors report to the audit committee on their audit of the financial statements as of September 30 and on the internal control audit.

Lastly, the auditors present a report on their audit of the annual financial statements at the Board's meeting in February of the following year. During the year the auditors reviewed Cision's interim report for the period January-September 2008.

Bertel Enlund has held the position since 2006. Aside from Cision, he serves as auditor for Capio, Nefab, Retail and Brands, Rörvik Timber and Artimplant, among others. He has no assignments for companies affiliated with Cision, its major shareholders or the President.

Auditing fees for 2008 amounted to SEK 5,487 thousand (5,156). Fees for work other than auditing, mainly tax advice, amounted to SEK 2,208 thousand (4,203). For advice on accounting issues, internal control and corporate governance, Cision has hired Öhrlings PricewaterhouseCoopers, among others.

Management

The relationship between the Board and the President is governed by the rules of procedure and a supplementary instruction for the President. The President is responsible for day-to-day management and operational control as well as drafting proposals for business plans, business controls, the Group's financing, capital structure and risk management. The instruction for the President also governs quorums and delegation rights. It is the duty of the President to report at every Board meeting on the company's financial position and development as well as provide all Board members and auditors with monthly financial reports.

During the year Cision's operations were mainly organized in three geographical regions: Nordic & Baltic, Rest of Europe and North America. In addition, Cision has a number of Group-wide

central functions and a specialist function for production for international clients, International Solutions Center, as well as a development and sales function for international clients outside of existing regions, Global Sales.

Cision's organization is based on the principle of decentralized responsibility and authority. The regions have full responsibility for managing and developing their operations and services in accordance with the Group's strategic direction and overall objectives. Control of the regions is based on a scorecard with three-year targets as well as annual business plans based on Group-wide strategies. Based on the Group's overall financial objectives, objectives have been set for each region for organic growth, operating margin (EBIT) and operating capital.

To achieve profitable growth, Cision combines the benefits of a decentralized organization with the economies of scale that the Group's size offers. Economies of scale can be achieved mainly in business and service development, IT development and operation, centralized purchasing and coordination of outsourcing in production. Central coordination is organized through the Group staffs for IT, Finance, Purchasing & Sourcing, Corporate Communications and HR.

Group Management in 2008 consisted of the CEO, Regional Directors for Nordic & Baltic, the UK, Germany and North America, the head of Cision Global Sales and the heads of Group staffs. Group Management is responsible for ensuring that Cision is managed and develops in accordance with the strategy laid down by the Board and in other plans and objectives that have been adopted. Group Management is also responsible for utilizing economies of scale and synergies, and for ensuring that shared experience and best practices contribute to more efficient business processes.

In October 2008 Niklas Flyborg stepped down as CEO and was succeeded by Hans Gieskes. From January 2009 Cision has initiated a partly new organization and a Regional Director has been appointed for Cision's operations in Europe. A new Group Management has been appointed, consisting of Regional Directors for Europe and North America as well as Cision's CEO and CFO, with the support from the Group's HR Director and CIO.

This text on Cision's corporate governance practices has not been reviewed by the company's auditors.

Internal control

According to the Companies Act, the Board must ensure that the company's organization is designed so that accounting, asset management and the company's financial situation in other respects are controlled in a satisfactory manner. The Board is responsible for the company's internal control, the overall purpose of which is to protect the shareholders' investment and the company's assets. Internal control comprises methods and processes to safeguard assets, control the accuracy and reliability of internal and external financial reporting and ensure compliance with established guidelines. Internal control also improves operating efficiency and limits the level of risk in operations. The following text on Cision's internal control has been drawn up in accordance with the Swedish Code of Corporate Governance, section 10.5 and 10.6, and is therefore mainly focused on internal control with regard to financial reporting. This text does not constitute any part of the formal annual report documents.

Control environment

The basis of internal control consists of the control environment with the organization, decision-making channels, delegation of decision-making authority and responsibilities documented and communicated in governing documents as well as the culture that the Board and Management communicate and base their actions on. Governing documents within Cision include:

- Procedural rules of the Board of Cision AB.
- Instructions to the audit committee and compensation committee of Cision AB.
- Instructions to the President of Cision AB, including rules on certifications and authorization.
- Instructions to the Group's subsidiary presidents, including rules on certifications and authorization. This governing document covers the delegation of responsibility between the subsidiary presidents and the CEO, the local president's authority and the Group-wide policies and guidelines that are binding for all subsidiaries of the Group.
- Code of Conduct. The code is an expression of the values and guidelines that apply within the Group with regard to business ethics, freedoms and rights. Cision follows the laws and regulations in the markets where it is active. Cision conducts its operations with high demands on integrity and ethics.
- Financial policy. The Group's finance function follows the framework for financial risk management adopted by the Board. The financial policy and financial framework are updated annually. The goal is to limit the financial risks that arise in connection with borrowing, investments and foreign currency transactions.
- Insurance policy. The policy describes risk management, delegation of responsibilities and the scope of global and local insurance protection.
- Information policy. The information policy describes the Group's principles for releasing information to the stock market and other external and internal stakeholders. The goal is to provide all market players with simultaneous, accurate, appropriate and reliable information on Cision.
- Compensation policy. The policy describes the principles of compensation (salaries, pensions, benefits and bonuses) for senior executives.

These governing documents, together with laws and other external regulations, serve as a framework that forms the basis of the Group's process for internal control and risk

management. Cision's governing documents are revised annually by the Board.

Since 2001 the "Cision Financial Manual" has been applied throughout the entire Group. This manual provides guidelines, policies, principles and routines for accounting, reporting and control to Cision's finance function. HR has Group-wide policies on compensation and recruitment. The HR manual and guidelines are revised annually.

Managers at various levels of the company are responsible for ongoing work with the internal control and risk management within each area of responsibility.

Risk assessments and control activities

The Board evaluates strategic risks and opportunities at the highest level and formulates the Group's strategy. Also see the section on Risks and Risk Management. Responsibility for managing operating risks lies with Group Management and regional managements. They are responsible for identifying, evaluating and managing risks as well as implementing and maintaining control systems in accordance with the Board's policies. Control activities consist of clear delegation of responsibility, decision-making processes and rules, detailed analyses of results and follow-ups of business plans and forecasts. Follow-ups and feedback are provided at Board meetings and via monthly and quarterly reporting on financial developments and exposures.

The Board has ultimate responsibility with regard to internal control of financial reporting. The audit committee follows up and evaluates this area and provides the Board with periodic feedback. Cision's central finance function performs an annual risk assessment with regard to financial reporting, which is presented and discussed in the audit committee. Based on this risk assessment the central finance function carries out a number of different control activities in order to ensure proper internal control:

- Self-evaluations are performed by each subsidiary with regard to the financial statements process. These evaluations are audited and controlled by the central finance function.
- Annual accounts and their quality are confirmed by the subsidiary presidents as well as the CFOs through signature of Representation Letters at each annual year-end closing.
- Internally appointed, qualified CFOs carry out an audit of the subsidiaries' finance function and financial statements process, according to an annually adopted audit program. The objective is for all subsidiaries to undergo such an audit during a two-year period. During 2008 such audits were carried out for Cision's operations in the UK and in Germany.
- The Group's central finance function performs, on a periodic basis, a more comprehensive evaluation of efficiency, organization, and quality within selected subsidiaries, focusing mainly on identification of areas needing improvement rather than on control. During 2008 such an evaluation was performed for Cision's operations in the UK as well as the operations for international sales and production in Sweden.

One person within the central finance function has been appointed as responsible for coordination and follow-up of internal control activities as detailed above. Additional activities will be implemented during 2009 in order to continue and strengthen the company's internal control.

Information and communication

Policies, guidelines and instructions are available on the company's intranet. To ensure the quality of financial reporting, information is shared and a dialogue is maintained between the Group's central finance function and the subsidiaries' CFOs and controllers. This is done through monthly reviews of financial results, quarterly reviews of business plans and forecasts, quarterly web conferences and annual financial conferences.

Control model

In 2006 the Board revised the company's strategy, established new long-term financial targets and decided on a new control model based on a scorecard with three-year targets as well as annual business plans based on Group strategies. Based on the Group's overall financial targets, measurable targets for 2008 have been set for each region in the form of organic growth, operating margin (EBIT) and operating capital. In addition, other key performance indicators have been defined and established.

Follow-ups

The Board ensures the quality of the financial reporting by continually reviewing information on financial developments, financial risk management and reports from the company's auditors. The Board receives monthly financial reports and a detailed quarterly report that includes a review of plans and forecasts for the next twelve months in a format of its choosing. Follow-ups are made against business plans, financial targets and other key financial indicators. Moreover, goodwill is tested for impairment, which is annually verified by the company's auditors. In connection with the impairment test, the Board evaluates the assumptions that the test is based on and studies the outcome.

All legal entities report their financial results on a monthly basis in the Group's accounting system according to the Group's

accounting principles (IFRS). Reporting is consolidated and serves as the basis for quarterly reports and monthly operational follow-ups of sales, results, cash flow and other key financial indicators and trends for the Group. Local accounting managers are responsible for ensuring that reported financial information is accurate, thorough and timely, for compliance with established policies and guidelines, and for introducing routines for internal control of financial reporting.

Cision has a central business control function responsible for operational follow-ups and financial control of regions and subsidiaries as well as for ensuring that internal financial information is transparent and relevant. Follow-ups serve as a basis for analysis and measures by management and controllers at various levels. Each region has a regional controller responsible for analysis of revenue, expenses and profitability from a commercial perspective as well as investments and project follow-ups. The Group's business controllers also participate in the steering groups for major development projects.

In connection with the quarterly accounts, reviews are conducted with each region in which the CEO, CFO, business controllers and each regional management take part. The reviews cover developments in respect of markets, clients, revenue and profit, with comparisons against objectives in the business plans.

Opinion with regard to special audit function

Based on the internal control system regarding financial reporting, which is described above, the Board has, during 2008, evaluated Cision's need for a special audit function (internal audit). It is the Board's opinion that in view of the methods of the internal control system along with the company's size and complexity, Cision does not need a special, dedicated function for internal audit.

Board of Directors



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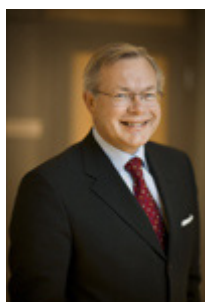
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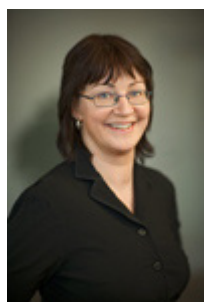
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1. ANDERS BOÖS

Chairman.

Danderyd, Sweden, born 1964. Chairman since 2006. Professional independent director. Former President of Hagströmer & Qviberg AB and Drott AB. Chairman of IFS AB and member of the Board of Investment AB Latour, Haldex AB, Niscayah AB and Explorer Property Fund AB.

Holding in Cision AB (through endowment assurances): 800,000 shares.

2. HANS-ERIK ANDERSSON

Danderyd, Sweden, born 1950. Board director since 2008. Business economist. Former President and CEO of Skandia Försäkringsaktiebolag. Chairman of Semcon AB, Erik Penser Bankaktiebolag and Canvisa Consulting AB. Member of the Board of Giensidige Forsikring BA and Finansmarknadsrådet.

Holding in Cision AB: 50,000 shares.

3. PIA GIDEON

Stockholm, Sweden, born 1954. Board director since 2003. Graduate Business Administrator, Stockholm School of Economics. Partner Wikman Gideon & Partners. Former Vice President Marketing & Communication North America, Ericsson. Former VP Market and External Communications, Ericsson Group. Member of the Board of Svevia and Lappland Goldminers AB.

Holding in Cision AB (direct and through company): 20,400 shares.

4. THOMAS HEILMANN

Berlin, Germany, born 1964. Board member since 2007. Lawyer and Cofounder of the Commarco Group. Commarco is the holding of Scholz & Friends, Deepblue Networks, gkk Dialog Group, Lowe Deutschland, United Visions TV & Film, Factual Films, Plato, X-Ray and others. Chairman of Ampere AG and Econa AG. Member of the Board of Aperto AG, Medienboard Berlin Brandenburg GmbH and Töchter & Söhne GmbH. He is also Advisory Director to Morgan Stanley.

Holding in Cision AB: 0 shares.

5. ULF IVARSSON

Hovås, Sweden, born 1961. Board director since 1998. Graduate Business Administrator. Partner in Blomqvist & Ivarsson AB. Chairman of Appello Systems AB, Katsting Netsales AB, Pallco AB, Polstiernan Industri AB and IFK Gothenburg Football AB. Member of the Board of Akademi-bokhandelsgruppen AB, Bokus AB and Voice Provider AB.

Holding in Cision AB: 44,072 shares.

6. PETER LEIFLAND

Danderyd, Sweden, born 1954. Board director since 2005. LL.B., Master of Law, Lic spec and IMD (PED). Executive Vice President of Alfa Laval. Former President of Alfa Laval International Engineering AB. No other directorships.

Holding in Cision AB: 75,000 shares.

7. GUNILLA VON PLATEN

Stockholm, Sweden, born 1972. Board director since 2006. Business Administrator. Founder, owner, Chairman of the Board and Managing Director of Xzakt Kundrelation AB. Former sales manager for Skandia Insurance Company in Göteborg and sales manager Kalix Tele 24 AB. Member of the Board of Fastighetsbolaget Tegnérsgatan 37.

Holding in Cision AB (through company): 29,400 shares.

8. JOHANNA BÄCKSTRÖM

Stockholm, Sweden, born 1969. Board director since 2008 and alternate since 2006. B.A. Employed by Cision Global Solutions as Software Manager. Former Project Manager. Appointed by the Salaried Employees Union and the Swedish Journalists' Union.

Holding in Cision AB: 2,000 shares.

9. ANNIKA HJERPE

Stockholm, Sweden, born 1962. Board director since 2005 and alternate since 2002. M.A. Employed by Cision Sverige AB as editor. Former employed as a teacher at Stockholms skolor. Appointed by the Swedish Journalists' Union.

Holding in Cision AB: 0 shares.

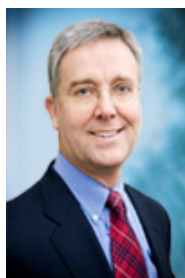
10. BRITTA WEDIN

Stockholm, Sweden, born 1963. Alternate since 2008. B.A. Employed by Cision Sverige AB as reader. Former Senior Administrative Secretary at the University of Stockholm. Appointed by the Swedish Confederation of Professional Associations and the Salaried Employees Union.

Holding in Cision AB: 4,000 shares.

Shareholdings as of December 31, 2008 unless otherwise indicated.

Senior Management



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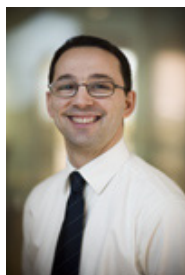
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1. HANS GIESKES

President and Chief Executive Officer, born 1954. Employed since 2008. Graduate from the Netherlands Institute for Marketing. Former CEO of the LexisNexis Group. Holding in Cision AB: 0 shares.

2. JOE BERNARDO

President and CEO North America, born 1952. Employed since 1998. Holds an MBA from Chicago's Loyola University. Former President and Publisher of Futures Magazine and President of MGI of Chicago. Holding in Cision AB: 0 shares. Joe Bernardo subscribes for 50,000 convertibles.

3. PETER GRANAT

President and CEO Europe, born 1970. Employed since 2003. Holds an MBA from Kellogg School of Management. Former Senior Vice President, Business Development at MediaMap. Holding in Cision AB: 0 shares. Peter Granat subscribes for 50,000 convertibles.

4. ERIK FORSBERG

Executive Vice President and CFO, born 1971. Employed since 2008. M.Sc. Stockholm School of Economics. Former Business Area CFO at EF Education. Holding in Cision AB: 0 shares

5. YANN BLANDY

Managing Director Nordic and Baltic, born 1971. Employed since 2005. M.Sc. Former partner and senior HR consultant at MindShift. Holding in Cision AB (direct and through company): 49,600 shares. Yann Blandy subscribes for 30,000 convertibles.

6. STEFAN FROHNHOFF

Managing Director Central Europe, born 1959. Employed since 2008. Educated information scientist. Former CEO of Premier Global Services GmbH. Holding in Cision AB: 0 shares.

7. GISELLE BODIE

Managing Director Anglo Europe (Acting). Born 1956. Employed since June 2007. Former Managing Director of Echo Research. BA (Hons) Modern Languages and a Chartered Director. Holding in Cision AB: 0 shares.

8. PHIL CROMPTON

Managing Director Canada, born 1959. Employed since 1983. Holds a BA in journalism from Toronto's Ryerson University. Holding in Cision AB: 0 shares

9. JOSÉ SANTOS

Managing Director Portugal, born 1960. Employed since 1988. Education: Engineer. Former partner of MegaVisão and 1ª Hora Analysis and Monitor Portuguese companies. Holding in Cision AB: 0 shares. José Santos subscribes for 30,000 convertibles.

10. ANNA-KARIN SAMUELSON

Senior Vice President Human Resources, born 1963. Employed since 2008. Bachelors Degree of Science in HR and Labour relations. Former Director Human Resources at Johnson Controls, Building Service, Europe. Holding in Cision AB: 0 shares.

11. ULF MAGNUSSON

Senior Vice President and Chief Information Officer, born 1961. Employed since 2005. BA. Former CIO of GE Capital. Holding in Cision AB: 2,000 shares. Ulf Magnusson subscribes for 30,000 convertibles.

Shareholdings as of December 31, 2008 unless otherwise indicated.

Notice of annual general meeting

The Annual General Meeting will be held on April 2, 2009 at 5 p.m. at Konferens Spårvagnshallarna, Birger Jarlsgatan 57A, Stockholm.

Participation

Shareholders who wish to participate in the annual general meeting must:

- be registered in the shareholders' register maintained by Euroclear Sweden AB (former VPC AB - the Swedish Central Securities Depository & Clearing Organization) by Friday 27 March 2009, and
- notify the Company of their intention to attend the annual general meeting no later than 4 p.m. (CET) on Friday 27 March 2009.

Notification of attendance

By post to Cision AB (publ), Att: Angela Elliot, 114 88 Stockholm, by e-mail to angela.elliott@cision.com, by telephone, +46 (0)8 507 410 00, or by fax, +46 (0)8 507 410 25.

Upon notification, shareholders should state their name, personal- / corporate identity number, address, daytime telephone number, the number of shares held and, where applicable, representatives and advisors participating. In order to facilitate admission to the annual general meeting, the Company wishes to receive powers of attorney, certificates of incorporation and other authorizations no later than Monday 30 March 2009.

Please note that powers of attorney must be submitted in the original copy. Power of attorney forms are available for download on the website, www.cision.com.

Shareholders whose shares are registered in the name of a trustee must temporarily register their shares in their own name, in the shareholders' register maintained by Euroclear Sweden AB, to be entitled to participate in the annual general meeting. This procedure, so called voting right registration, must be effected no later than Friday 27 March 2009, which means that the shareholder must inform the nominee well in advance of this date.

Financial reporting dates 2009

- Interim report January–March 2009, April 23 2009
- Interim report January–June 2009, July 23 2009
- Interim report January–September 2009, October 22 2009

All reports and press releases are available on Cision's website, www.cision.com

Investor contact

For further information on Cision, please contact Erik Forsberg, Chief Financial Officer, phone: +46 8 507 410 91, e-mail: erik.forsberg@cision.com.

Definitions and glossary

Margins

Operating margin

Operating profit excl. goodwill impairments, restructuring costs and costs related to the takeover bid in 2008 as a percentage of operating revenue.

[Calculation 2008: $124,620 / 1,783,133 = 7\%$]

Profit margin

Net result for the year as a percentage of operating revenue.

[Calculation 2008: $-272,781 / 1,783,133 = -15.3\%$]

Management effectiveness

Return on operating capital

Operating profit as a percentage of average operating capital.

[Calculation 2008: $-172,613 / ((1,926,624 + 2,019,952) / 2) = \text{neg}$]

Return on operating capital excl. goodwill impairments, restructuring costs and costs related to the takeover bid in 2008

Operating profit excl. goodwill impairments, restructuring costs and costs related to the takeover bid in 2008 as a percentage of average operating capital.

[Calculation 2008: $124,620 / ((1,926,624 + 2,019,952) / 2) = 6\%$]

Return on equity

Net result for the year as a percentage of average shareholder's equity.

[Calculation 2008: $-272,781 / ((1,090,385 + 1,285,573) / 2) = \text{neg}$]

Capital structure

Operating capital

Operating assets less operating liabilities excl. tax assets and tax liabilities.

[Calculation 2008: $(2,552,595 - 63,296) - (738,215 - 175,540) = \text{SEK } 1,926,624 \text{ thousand}$]

Equity/assets ratio

Shareholder's equity as a percentage of total assets.

[Calculation 2008: $1,090,385 / 2,728,698 = 40\%$]

Interest-bearing net debt

Financial liabilities less financial assets.

[Calculation 2008: $900,074 - 176,087 = \text{SEK } 723,987 \text{ thousand}$]

Debt/equity ratio

Interest bearing net debt divided by shareholder's equity

[Calculation 2008: $723,987 / 1,090,385 = 66\%$]

Interest coverage

Result after financial items plus interest expenses and goodwill impairment divided by interest expenses.

[Calculation 2008: $(-223,321 + 49,898 + 240,843) / 49,898 = 1.4$]

Cash flow

Free cash flow

Cash flow from operating activities less net investments in other fixed assets.

[Calculation 2008: $113,739 - 108,960 + 15,658 = \text{SEK } 20,437 \text{ thousand}$]

Operating cash flow

Cash flow from operating activities excl. restructuring expenses, excl. the net of interest and dividend as well as income tax paid less investments in other fixed assets plus divestments of other fixed assets.

[Calculation 2008: $113,739 + 60,975 + 8,577 + 45,682 - 108,960 + 15,658 = \text{SEK } 135,671 \text{ thousand}$]

Personnel

Value-added per employee

Operating profit excl. goodwill impairments, restructuring costs and costs related to the takeover bid in 2008 plus staff costs divided by the average number of employees.

[Calculation 2008: $(124,620 + 1,054,992 / 2,503 = \text{SEK } 471 \text{ thousand}$]

Data per share

Average number of shares

Weighted average of the number of shares during the report period.

[Calculation 2008: $(74,544,418 * 365) / (365 * 1000) = 74,544, \text{ thousand}$]

Potential shares

Shares added through the future exercise of warrants, convertible debenture loans and employee stock options and which therefore have a dilution effect, i.e., where the discounted subscription price is lower than the stock's average market price during the report period.

[Calculation 2008: $0 + 0 + 0 = 0, \text{ thousand}$]

Earnings per share before dilution

Net profit for the year divided by the average number of shares.

[Calculation 2008: $-272,781 / 74,544 = \text{SEK } -3.66$]

Earnings per share after dilution

Net profit for the year taking into account the profit effect of potential shares divided by the average number of shares taking into account potential shares.

[Calculation 2008: $(-272,781 + 0) / (74,544 + 0) = \text{SEK } -3.66$]

Operating cash flow per share

Operating cash flow divided by the average number of shares before dilution.

[Calculation 2008: $135,671 / 74,544 = \text{SEK } 1.82$]

Equity per share

The closing balance of shareholders' equity divided by the number of shares at year-end.

[Calculation 2008: $1,090,385 / 74,544 = \text{SEK } 14.63$]

Equity per share after dilution

The closing balance of shareholders' equity adjusted for the effect of potential shares divided by the number of shares at year-end taking into account potential shares.

[Calculation 2008: $(1,090,385 + 0) / (74,544 + 0) = \text{SEK } 14.63$]

Dividend per share

Approved or proposed dividend amount divided by the number of shares entitled to dividends.

[Calculation 2008: $0 / 74,544 = \text{SEK } 0$]

About the Annual Report

Every care has been taken in the translation of this annual report. In the event of discrepancies, however, the Swedish original will supersede the English translation.

Privacy policy

Cision will not provide personal information obtained through the annual report to other parties. Nor is the information collected on visitors used to track individuals who have visited the annual report. Cookies are used in Cision's web-based annual report. Their purpose is to facilitate the visit, maintain statistics on the number of visitors to see which pages are visited.

Contact information

Cision AB
Linnégatan 87A
SE-114 88 Stockholm, Sweden
Phone: +46 8 507 410 00
Fax: +46 8 507 417 17
info@cision.com
www.cision.com

Content and production:

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Technical production: Hallvarsson & Halvarsson
Design: Hallvarsson & Halvarsson