



**CISION  
GLOBAL CODE  
OF CONDUCT**

**(Adopted on February 8, 2024)**

1. Introduction.

Cision's Global Code of Conduct aims to provide a clear set of standards for the way we expect our officers, employees and contractors to operate when representing our company. Below is a framework to guide how we should act as representatives of Cision, and help us to act ethically when we're faced with complex and challenging choices. Cision wants our employees and all others connected to Cision to act responsibly and with proper accountability, to signal to our customers, vendors, and the general public, that we are a company who will always act honorably and ethically, and that we are worthy of their trust.

1.1 Cision's Executive Leadership Team has adopted this Global Code of Conduct (the "**Code**") for all Cision and its subsidiaries (the "Company") in order to:

- (a) promote honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest;
- (b) promote compliance with applicable governmental laws, rules and regulations;
- (c) promote the protection of Company assets, including corporate opportunities and confidential information;
- (d) promote fair dealing practices;
- (e) deter wrongdoing; and
- (f) ensure accountability for adherence to the Code.

1.2 All Company officers and employees, whether permanent or temporary, and all contractors are required to be familiar with the Code, comply with its provisions and report any suspected violations as described below in Section 10 Reporting.

2. Honest and Ethical Conduct.

2.1 The Company's policy is to promote high standards of integrity by conducting

its affairs honestly and ethically.

2.2 Each, officer, employee, and contractor must act with integrity and observe the highest ethical standards of business conduct in dealings with the Company's customers, suppliers, partners, service providers, competitors, employees and anyone else with whom the individual has contact in the course of performing their job.

### 3. Conflicts of Interest

3.1 A conflict of interest occurs when an individual's private interest (or the interest of a member of their family, or a close associate) interferes, or even appears to interfere, with the interests of the Company as a whole. A conflict of interest can arise when a contractor, employee, or officer (or a member of their family or close associate) takes actions or has interests that may make it difficult to perform their work for the Company objectively and effectively. Conflicts of interest also arise when a contractor, employee, or officer (or a member of their family or close associate) receives improper personal benefits as a result of their individual position in the Company.

3.2 Officers, employees, and contractors may work with non-public or otherwise confidential information in the course of their duties to the Company. They (or their family members or close associates) may not use such information for personal financial gain or for disparagement of the Company and/or the Company's clients, partners, and vendors. It is against Company policies and illegal for any contractor, employee, or officer to use material non-public information regarding the Company or any other company to: obtain profit for themselves; or directly or indirectly "tip" others who might make an investment decision on the basis of that information.

3.3 Loans by the Company to, or guarantees by the Company of obligations of, employees or their family members are of special concern and could constitute improper personal benefits to the recipients of such loans or guarantees, depending on the facts and circumstances. Loans by the Company to, or guarantees by the Company of obligations of, any officer or their family members are expressly prohibited.

3.4 Whether or not a conflict of interest exists or will exist can be unclear. Conflicts of interest should be avoided unless specifically authorized as described in Section 3.5.

3.5 Persons other than executive officers who have questions about a potential conflict of interest or who become aware of an actual or potential conflict should discuss the matter with, and seek a determination and prior authorization or approval from, their supervisor or the Legal Department (legaldept@cision.com). A supervisor may not authorize or approve conflict of interest matters or make determinations as to whether a problematic conflict of interest exists without first providing the Legal Department with a written description of the activity and seeking the Legal Department's written approval. If the supervisor is involved in the potential or actual conflict, the matter should instead be

discussed directly with the Legal Department.

Executive officers must seek determinations and prior authorizations or approvals of potential conflicts of interest exclusively from the General Counsel or Platinum Equity.

#### 4. Compliance.

4.1 Employees, officers and contractors should comply, both in letter and spirit, with all applicable laws, rules and regulations in the cities, states, and countries in which the Company operates.

4.2 Although not all employees, officers, and contractors are expected to know the details of all applicable laws, rules and regulations, it is important to know enough to determine when to seek advice from appropriate personnel. Questions about compliance should be addressed to the Legal Department.

#### 5. Disclosure Responsibilities.

Each officer, employee, and contractor must cooperate fully with the Company's accounting and internal audit departments, as well as the Company's independent public accountants and counsel.

#### 6. Protection and Proper Use of Company Assets.

6.1 All officers and employees, and contractors should protect the Company's assets and ensure their efficient use. Theft, carelessness and waste have a direct impact on the Company's profitability and are prohibited.

6.2 All Company assets should be used only for legitimate business purposes, though incidental personal use may be permitted. Any suspected incident of fraud or theft should be reported for investigation immediately.

6.3 The obligation to protect Company assets includes the Company's proprietary information. Proprietary information includes intellectual property such as trade secrets, patents, trademarks, and copyrights, as well as business and marketing plans, engineering and manufacturing ideas, designs, databases, records and any non-public financial data or reports. Unauthorized use or distribution of this information is prohibited and could also be illegal and result in civil or criminal penalties.

#### 7. Corporate Opportunities.

All officers and employees owe a duty to the Company to advance its interests when the opportunity arises. Officers and employees are prohibited from taking for themselves personally (or for the benefit of close associates or family members) opportunities that are discovered through the use of Company assets, property, information or position. Officers and employees may not use Company assets, property, information or position for personal

gain (including gain of friends or family members). In addition, no officer or employee may compete with the Company.

8. Confidentiality.

Officers, employees, and contractors should maintain the confidentiality of information entrusted to them by the Company or by its customers, suppliers or partners, except when disclosure is expressly authorized or is required or permitted by law. Confidential information includes all non-public information (regardless of its source) that might be of use to the Company's competitors or harmful to the Company or its customers, suppliers or partners if disclosed. Officers and employees generally have signed a Confidentiality agreement with the Company which describes what may constitute confidential information. Contractors have generally signed an agreement with the Company that includes confidentiality provisions. If you have any questions about confidential information or its disclosure please contact your supervisor or the Legal Department.

9. Fair Dealing.

Each officer, employee, and contractor must deal fairly with the Company's customers, suppliers, partners, service providers, competitors, employees and anyone else with whom the individual has contact in the course of performing their individual job. No officer, employee or contractor may take unfair advantage of anyone through manipulation, concealment, abuse or privileged information, misrepresentation of facts or any other unfair dealing practice. Officers, employees, and contractors are also expected to abide by the terms of the Company's Anti-corruption Policy at all times.

10. Reporting.

Reporting and Investigation of Violations.

10.1 Actions prohibited by this Code involving the executive officers must be reported to the General Counsel or Platinum Equity.

10.2 Actions prohibited by this Code involving anyone other than an executive officer must be reported to the reporting person's supervisor or the Legal Department.

10.3 After receiving a report of an alleged prohibited action, the Legal Department, General Counsel, Platinum Equity or the relevant supervisor will promptly take all appropriate actions necessary to investigate.

10.4 All officers, employees, and contractors are expected to cooperate in any internal investigation of misconduct.

10.5 The Company also has policies for Whistleblowers, Anti-corruption and Antibribery, and Harassment. If you believe you have a question under one of these, or need an investigation, please consult the proper policy, or contact your supervisor, or the Legal Department with your questions.

11. Enforcement.

11.1 The Company must ensure prompt and consistent action against violations of this Code including actions against executive officers if necessary following an investigation into allegations of Code violations.

11.2 If, after investigating a report of an alleged prohibited action by any other person, the relevant supervisor or Legal Department determines that a violation of this Code has occurred, the supervisor or Legal Department will report such determination to the General Counsel, Platinum Equity, or Human Resources, depending on who has investigated the violation.

11.3 Upon receipt of a determination that there has been a violation of this Code, Human Resources, Legal Department, the General Counsel, or Platinum Equity will take such preventative or disciplinary action as it deems appropriate, including, but not limited to, reassignment, demotion, dismissal and, in the event of criminal conduct or other serious violations of the law, notification of appropriate governmental authorities.

12. Prohibition on Retaliation.

The Company does not tolerate acts of retaliation against any officer or employee who makes a good faith report of known or suspected acts of misconduct or other violations of this Code.

### **Acknowledgment of Receipt and Review**

I, \_\_\_\_\_, acknowledge that I have received and read a copy of the Cision Code of Conduct. I understand the contents of the Code and I agree to comply with the policies and procedures set out in the Code.

I understand that I should approach the Legal Department if I have any questions about the Code generally or any questions about reporting a suspected conflict of interest or other violation of the Code.

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[SIGNATURE]

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[DATE]