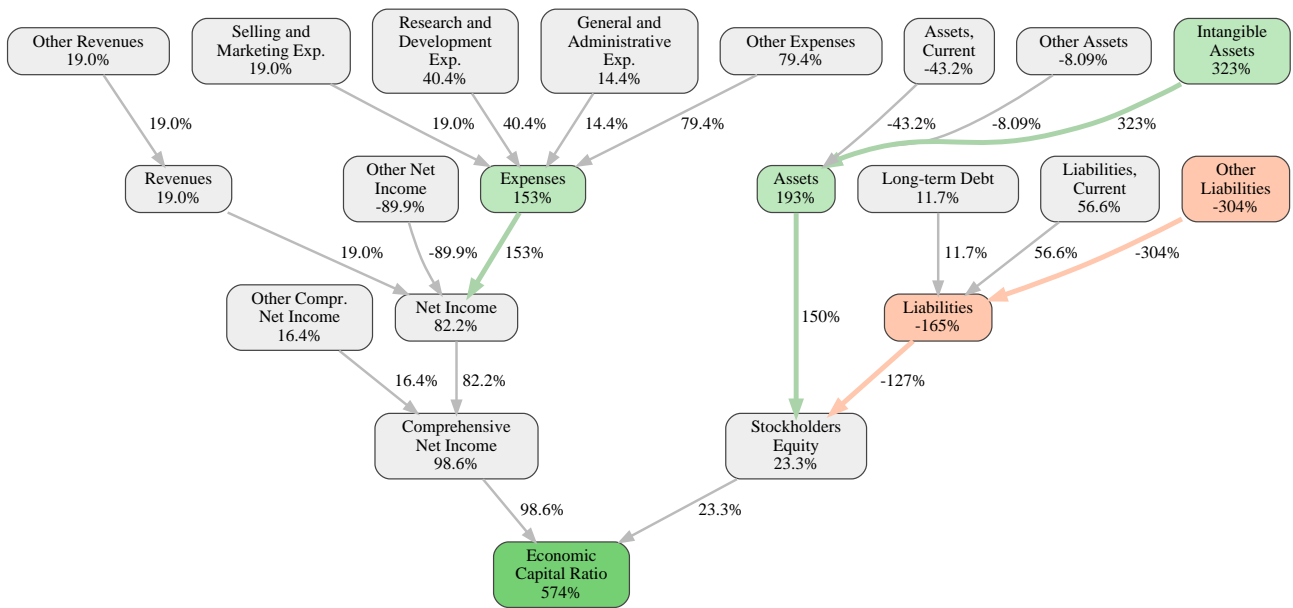




SERVICES-PREPACKAGED SOFTWARE 2018



CISION LTD.
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RealRate

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The relative strengths and weaknesses of CISION LTD. are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of CISION LTD. compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 323% points. The greatest weakness of CISION LTD. is the variable Other Liabilities, reducing the Economic Capital Ratio by 304% points.

The company's Economic Capital Ratio, given in the ranking table, is 18%, being 574% points above the market average of -556%.

Input Variable	Value in 1000 USD
Assets, Current	281,558
Assets, Noncurrent	7,528
General and Administrative Exp.	166,759
Intangible Assets	1,592,694
Liabilities, Current	266,383
Long-term Debt	22,456
Other Assets	0
Other Compr. Net Income	38,791
Other Expenses	279,404
Other Liabilities	1,330,150
Other Net Income	-171,664
Other Revenues	631,637
Property, Plant and Equipment, Net	53,578
Research and Development Exp.	22,102
Selling and Marketing Exp.	114,750

Output Variable	Value in 1000 USD
Liabilities	1,618,989
Assets	1,935,358
Expenses	583,015
Revenues	631,637
Stockholders Equity	316,369
Net Income	-123,042
Comprehensive Net Income	-84,251
Economic Capital Ratio	18%