

# News Service

*Helps distribute notifiable information and share sensitive news in real-time to the market*

*As of 2008, companies listed on Oslo Børs are solely responsible for distributing all notifiable information. Oslo Børs' distribution service satisfies all needs related to reporting directives and places a high focus on quality and stability to ensure global and simultaneous spread of information.*

*Oslo Børs has teamed up with Cision, a leading global partner in media intelligence, to provide a comprehensive distribution service. Companies can choose to distribute from two different user interfaces, NewsPoint or CisionPoint.*

## NewsPoint

Through Oslo Børs, listed companies can simultaneously distribute announcements to the market, officially appointed mechanism (OAM), and Oslo Børs NewsWeb. NewsPoint publicises and distributes the announcements through the following channels:

- Oslo Børs Distribution Network  
Targeted distribution of announcements to about 45,000 dedicated subscribers of information on the Norwegian market via large market data vendors such as Thomson Reuters, Bloomberg and SIX.
- Oslo Børs Trading System  
Real-time distribution through the trading system to 58 brokerages and their customers. Of these, 35 are international brokerages.

## CisionPoint

Cision has offices in Europe, North America and Asia and partners in 125 countries. Key functionalities with CisionPoint include:

- Integrated solution for managing media and financial contacts
- Dissemination tool that adheres to all financial filing regulations
- User-friendly interface
- Full search engine optimisation features with ability to tag releases via CisionWire
- Global partnership with Business Wire, enabling exclusive access to international newswire networks
- Simultaneous publication of content to social media sites such as Twitter, Facebook, YouTube and Flickr

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*“ We use CisionPoint to distribute news to the market. As Norway's largest financial services group with total combined assets of NOK 2,100 billion and more than 47,000 shareholders, it was important to choose a system that we could implement quickly and easily and which helps us distribute our messages to those we need to reach. We are satisfied with the functionality and support that CisionPoint provides.*

Per Sagbakken

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