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Overview and Frequently Asked Questions

Overview

Oracle Buys Vitrue

**Adds Leading Social Marketing and Engagement
Platform to the Oracle Cloud**

On May 23, 2012, Oracle announced that it has entered into an agreement to acquire Vitrue, a leading cloud-based social marketing and engagement platform that enables marketers to centrally create, publish, moderate, manage, measure and report on their social marketing campaigns.

The transaction has closed.

The proliferation of social media has changed the way that organizations and consumers interact. Consumers want to have anytime access to information, reviews and recommendations online and through their mobile devices from a growing number of social networks. Marketers understand that social media is a part of building their brand. However, they now want to develop social strategies that can help them build more meaningful customer engagements across multiple social media sites, centrally manage campaigns to help drive revenue and demonstrate a return on investment. Social media strategies must be integrated with broader marketing initiatives, enable social sales and commerce, and enhance customer service.

Vitrue's social marketing platform helps organizations enhance their social marketing efforts to the next level of social engagement by giving brands the ability to scale across multiple social networks, target messages from global to local, create unique and consistent brand experiences, and publish content that engages fans and drives leads. Vitrue simplifies management across multiple publishers and enables real time responsiveness with embedded workflows and analytics.

The combination of Vitrue with Oracle's leading social sales, social service, and analytics and social data management capabilities is expected to create the most advanced and comprehensive social relationship platform. Together, Oracle and Vitrue plan to enable a unified social experience across customer interactions, resulting in meaningful customer engagements with consistent brand experiences across all channels and media; improved return on investment for social sales and marketing campaigns across paid, owned and social media; and enhanced customer service through real-time responsiveness and high touch engagement.

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Why did Oracle select Vitrue?

Oracle plans to add Vitrue's products to the Oracle Cloud to deliver the most comprehensive social relationship platform to help organizations deliver a unified social experience across customer interactions. Vitrue offers a best-in-class social marketing platform that helps organizations reach social audiences on Facebook, Twitter, Google+ and YouTube online or via their mobile devices. Vitrue enables companies to manage, monitor and publish social marketing campaigns and targeted content to their customers. Vitrue's easy-to-use applications simplify administration and help marketers measure the effectiveness of their social media campaigns. Vitrue's award-wining solution manages over 1.3 billion social interactions across more than 500 brands.

What products does Vitrue currently develop and support?

Vitrue provides a cloud-based Social Marketing Management platform that includes the following key products:

Vitrue Publisher - enables companies to manage, moderate and engage in two-way conversations with fans and followers from one centralized location. Vitrue Publisher addresses the challenges of scheduling content for multiple social networks, streams or pages, and seamlessly directing social fan questions to appropriate team members and analytical reporting capabilities.

Vitrue Tabs – helps marketers to create a mobile-enabled Facebook fan pages, including custom-branded landing pages, fan-gated pages and other rich brand experiences. The intuitive interface provides access to a library of customizable apps and modules including apps for Pinterest and Instagram. Vitrue Tabs also includes apps for fully-branded games that can integrate charitable giving.

Vitrue Shop - allows brands to build customizable social commerce applications that drive engagement and revenue within their Facebook page. Vitrue's flexible platform enables brands to create simple to implement sCommerce experiences that drive peer-to-peer, social recommendations interest, conversation and sales, all within the Facebook network.

Vitrue Analytics - gives marketers the data needed to determine progress against social goals. Marketers can quickly and easily gauge if content is resonating with influencers and with the entire social community, and take the actions needed to increase engagement. Marketers can also track fan growth, active users, total audience reach, post engagement rates and top engaged fans or followers.

What are benefits of the combination for customers?

Oracle plans to add Vitrue's products to the Oracle Cloud to deliver the most comprehensive, integrated social relationship platform that can support social marketing, sales, commerce, service, data and analytics. Together, Oracle and Vitrue are expected to help organizations enhance social community engagement across multiple social networks; provide a comprehensive view of social activities across marketing, sales and customer service; and measure and optimize influence, engagement and relationships across all media.

Oracle customers will benefit from an industry leading social marketing platform that will help them develop marketing programs across all social media networks and to any device. Customers are expected to be able to measure effectiveness of social media activity and improve return on sales and marketing programs.

Vitrue customers are expected to benefit from comprehensive social capabilities across marketing, sales, commerce and service. Vitrue's best-in-class social marketing capabilities will be backed by a trusted and global brand and customers will benefit from more investment in R&D fueling more rapid innovation to the products and platform.

Will the Vitrue products continue to be available for purchase?

Yes. Vitrue's products are expected to become the foundation of Oracle's social marketing capabilities and continue to be available. Please contact your existing Vitrue sales representative to assist you, or visit www.vitrue.com for contact information.

How will the acquisition impact Vitrue's roadmap?

Vitrue will benefit from increased investment in research and development, helping to accelerate development of new capabilities and better integration with Oracle's social sales, commerce and service capabilities.

How does Oracle plan to maintain Vitrue's domain expertise?

Vitrue management and employees are expected to join Oracle bringing their social media industry, product, and services knowledge and expertise.

Can I purchase Vitrue Products?

If you are a Vitrue customer, you can continue to purchase products through your existing channels. For more information on Vitrue product capabilities or contact information, visit www.vitrue.com.

Should Vitrue customers continue to engage their current Vitrue client services, customer support and sales contacts?

Yes. Vitrue customers should continue to engage with their existing client services, customer support and sales contacts.

How will this impact Vitrue's strategic partnerships and will their contacts change?

Vitrue has developed strategic partnerships with organizations such as the Word of Mouth Marketing Association and Social Media Ad Consortium. Oracle plans to continue to foster and grow these relationships. Oracle also plans to continue partnerships with members of Vitrue's Media Partner Program (MPP). Vitrue partners should continue to engage with their existing contacts.

How can customers and partners be kept up to date on the acquisition of Vitrue by Oracle?

Oracle and Vitrue will continue to provide updates throughout the acquisition and integration process through existing channels.

Where can I find more information?

More information on the transaction can be found at www.oracle.com/vitrue.

Oracle is currently reviewing the existing Vitrue product roadmap and will be providing guidance to customers in accordance with Oracle's standard product communication policies. Any resulting features and timing of release of such features as determined by Oracle's review of Vitrue's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Vitrue or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. It is intended for information purposes only, and may not be incorporated into any contract.

Cautionary Statement Regarding Forward-Looking Statements
This document contains certain forward-looking statements about Oracle and Vitrue, including statements that involve risks and uncertainties concerning Oracle's acquisition of Vitrue, anticipated customer benefits and general business outlook. When used in this document, the words "anticipates", "can", "will", "look forward to", "expected" and similar expressions and any other statements that are not historical facts are intended to identify those assertions as forward-looking statements. Any such statement may be influenced by a variety of factors, many of which are beyond the control of Oracle or Vitrue, that could cause actual outcomes and results to be materially different from those projected, described, expressed or implied in this document due to a number of risks and uncertainties. Potential risks and uncertainties include, among others, the possibility that the anticipated synergies of the combined companies may not be achieved after closing, the combined operations may not be successfully integrated in a timely manner, if at all, general economic conditions in regions in which either company does business may change or deteriorate, and Oracle or Vitrue may be adversely affected by other economic, business, and/or competitive factors. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of Oracle or Vitrue. You are cautioned to not place undue reliance on forward-looking statements, which speak only as of the date of this document. Neither Oracle nor Vitrue is under any duty to update any of the information in this document.

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