

## Overview and Frequently Asked Questions

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### Overview

#### Oracle Buys Involver

##### **Extends Oracle Social Platform with technologies to develop enriched social experiences across Facebook, social sites, and mobile phones and tablets**

On July 10, 2012, Oracle entered into an agreement to acquire Involver, a leading provider of SML™ (Social Markup Language), a social media development platform that enables developers to create highly customized marketing applications for social media sites and web 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. Companies are looking to harness the full potential of social media to increase brand loyalty, connect with potential customers and anticipate buyers' needs. Social savvy customers expect brands to build social campaigns that are engaging, easy to navigate and that provide a consistent experience across the discovery, research, buy, and own experiences.

The combination of Involver with Oracle is expected to create the most advanced and comprehensive cloud-based social platform across marketing, sales and service touchpoints. Involver's SML™ technology is expected to extend Oracle's social platform to help customers more easily and cost-effectively collaborate and build engaging applications and social experiences across their social campaigns and sites. Involver customers are expected to benefit from access to a more complete social offering which includes social listening and monitoring capabilities acquired from Collective Intellect, social service capabilities from RightNow and additional publishing and analytics applications from Vitruv.

Involver management and employees are expected to join Oracle bringing domain expertise and ensuring continuity of relationship with customers and partners. Involver customers are expected to benefit from increased investment in Involver technology and more comprehensive support and service through Oracle's global scale and reach.

#### **PRODUCT OVERVIEW AND STRATEGY**

##### **How does Involver extend Oracle's Social Platform?**

Oracle's Social Platform includes applications for social listening and analytics, marketing, sales and support that deliver brand consistency and an enhanced customer experience. Involver further extends these applications by delivering a technology platform for developers to deliver unique and compelling customer experiences that are built-for-purpose and ready-made for Facebook, social sites, and mobile phones and tablets.

##### **What products does Involver currently develop and support?**

Involver's visual authoring tools and SML™ development language make it easy for developers and agencies to develop compelling social experiences that enhance a company's market presence. Involver's tools, highly scalable sites and services currently support more than one million fan pages. The company's products include SML™ (Social Markup Language), which empowers developers to build pixel-perfect social applications, Visual SML, which provides an intuitive drag and drop interface to enable designers to easily create custom

social pages, Applications Suite, which includes pre-built, lightweight engagement apps to make social sites more engaging and viral, and Conversation Suite, which enables developers to manage social conversations.

## BUSINESS CONTINUITY

### Can I still purchase Involver products?

Yes. Involver products continue to be available from Involver. Please contact your existing Involver sales representative to assist you, or visit [www.involver.com](http://www.involver.com) for contact information.

### Should Involver customers continue to call Involver sales and customer support?

Yes. Involver customers should continue to use existing Involver contacts for sales, support and professional services to address immediate needs. All future changes and transitions will be communicated well in advance through familiar channels.

### How will the acquisition impact Involver's product roadmap?

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

### How does Oracle plan to maintain Involver's domain expertise?

Involver's management and employees are expected to join Oracle bringing their deep domain expertise in social media development technology as well as their relationships with agencies and front-end developers. This is expected to help maintain product and customer relationship continuity and further strengthen Oracle's cloud-based social platform.

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

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

### Where can I find more information?

More information on the acquisition can be found at [www.oracle.com/involver](http://www.oracle.com/involver)

Oracle is currently reviewing the existing Involver 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 Involver's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Involver 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 Involver, including statements that involve risks and uncertainties concerning Oracle's acquisition of Involver 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 Involver, 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, and the possibility that Oracle or Involver 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 Involver. 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 Involver is under any duty to update any of the information in this document.