Oracle Buys Involver
Extends Oracle Social Platform with Leading Edge Technologies to Develop Enriched Social Experiences
July 24, 2012
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 presentation 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 presentation, 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 presentation 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 presentation. Neither Oracle nor Involver is under any duty to update any of the information in this presentation.
The Announcement

• **Oracle buys Involver**
  • Extends Oracle Social Platform with technologies to develop enriched social experiences across Facebook, social sites, and mobile phones and tablets
  • The transaction has closed

• **About Involver**
  • Private company founded in 2007 and headquartered in San Francisco, CA
  • Involver’s Social Markup Language (SML™), a leading technology that enables developers to create highly customized marketing applications for social media sites and campaigns, supports more than one million fan pages
  • Customers include leading brands and agencies, such as Brown-Forman, Razorfish, Best Buy, MTV and USA TODAY

• **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**
  • Oracle’s Social Platform enables social experiences across marketing, sales, commerce, service, and intelligence
  • Involver’s technology platform enables developers to efficiently collaborate and build engaging and social experiences across social campaigns and sites
  • Oracle Cloud Platform Java and Database services combined with Involver’s SML™ and developer tools is expected to allow agencies and developers to build rich, fully-customizable and innovative social experiences
Organizations Want to Develop Fit-for-Purpose Social Experiences that Increase User Engagement and Conversion

- **Drives media buzz through the Open Graph with Super Bowl Ad Meter**
- **MTV NETWORKS**
  - Increases viewer engagement with “Hot in Cleveland” contest
  - Delivers interactive mash-up of special offers, coupons and videos
- **BEST BUY**
  - Enables users to showcase their Facebook stories

*Customer Information and Logos Provided by Involver*
Involver Developer Experience Products
Provide Tools to Create Fully Customizable Social Experiences

SML™ (Social Markup Language)
• Empowers developers to build pixel-perfect and multi-channel social applications

Visual SML
• Provides intuitive drag-and-drop interface to enable designers to easily create custom Facebook pages

Application Suite
• Allows users to create custom Facebook fan pages in minutes

Conversation Suite
• Enables companies to manage the conversations on the most popular social media networks from a single interface
Involver Scales to Support Social and Web Presence for Leading Brands and Agencies
Involver Further Extends Oracle’s Social Platform

- Involver SML™ and development tools with the Oracle Cloud Java and Database services deliver a complete social development platform
- Expected to enable developers, designers and agencies to build rich, fully-customizable and innovative social experiences