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Oracle Buys SelectMinds

Adds Social Talent Sourcing Capabilities to Oracle's Talent Management Cloud

October 25, 2012

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

The Announcement

- **Oracle buys SelectMinds**
 - Adds social talent sourcing capabilities to Oracle's Talent Management Cloud
 - More information can be found at oracle.com/selectminds
- **About SelectMinds**
 - Private company founded in 2000 and headquartered in New York, NY
 - SelectMinds' cloud-based applications enable organizations to leverage social connections to distribute job opportunities, source referrals, market their employment brand and manage corporate alumni relationships
 - SelectMinds customers are world-class brands including eBay, McGraw-Hill, Qualcomm, Visa and many others
- **Combination creates a comprehensive talent management solution for organizations to reach quality referrals through social recruitment**
 - SelectMinds empowers recruiters, hiring managers and employees with an intuitive solution to source and recruit quality candidates through active, passive, and social recruiting channels
 - SelectMinds products are already fully integrated with Oracle Cloud Recruiting, Performance Management and Human Capital Management solutions and are expected to further extend Oracle's social and mobile initiatives into talent management

Fundamental Shift in How Organizations Tap into Talent

Leverage Social Connections for High Quality Referrals



LinkedIn



- Escalating costs of traditional job boards and advertising drives recruiting for talent into social media
- Finding and recruiting critical talent across all industries remains competitive and requires new capabilities to fully leverage employees' networks
- Tap into the growing audience of mobile job seekers by automatically optimizing available jobs for mobile web browsing
- Employees and alumni with vast professional networks continue to be the best resource for high quality candidates - companies must automate the job match and scale up the flow of referrals
- Build the pipeline for future talent by leveraging the community around an organization's brand, products, and people

SelectMinds Solutions

Comprehensive Social Talent Sourcing Suite



Social Employee Referral

Automate and socialize employee referral programs



Social Job Distribution

Market open jobs on email, Facebook, LinkedIn, and Twitter



Social Career Site

Promote viral job sharing directly from the careers site



Facebook Job Page

Create branded, searchable job page within Facebook, company or careers pages



Mobile

Automatically optimizes all jobs for mobile search and sharing



CommunityConnect

Leading alumni and talent community management solution

Increasing the Value of Social Connections to the Organization

Employee Referrals are the Leading Source for High Quality Hires*

Company Value: Better Performance



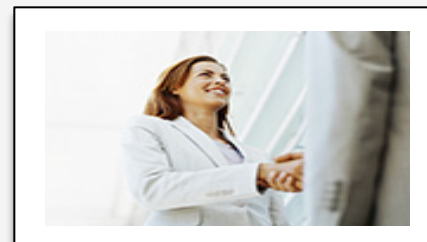
- Leverage your brand through social channels to engage candidates
- Referral candidates perform 3% to 15% better than hires from other sources**
- Higher employee engagement

Candidate Value: Streamlined Process



- Jobs referred through friends and professional networks are more targeted
- Streamlined and personalized experience for the candidate

HR / Recruiter Value: Qualified Candidates

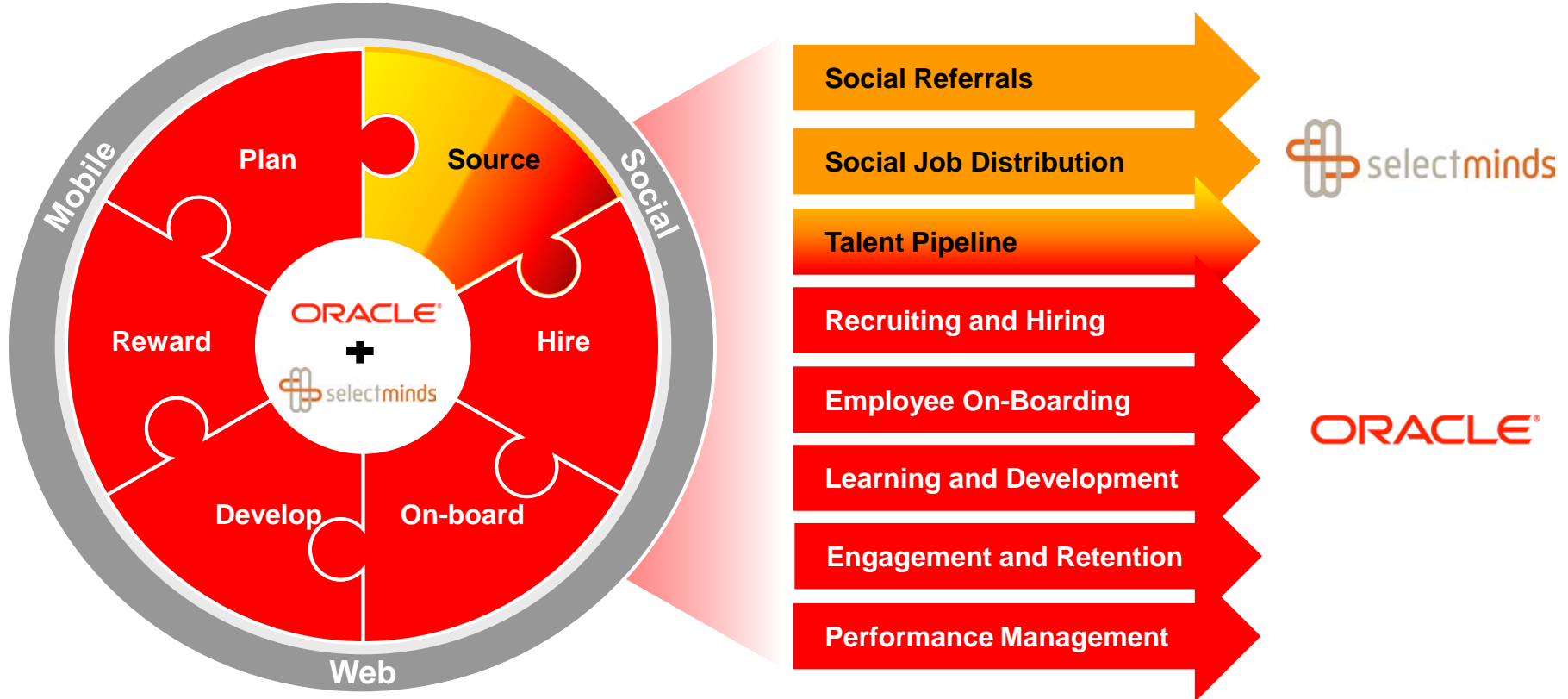


- Gain access to a pipeline of high quality talent through employees networks
- Employee referrals produce one of the highest ROI of any sourcing method
- Referrals are #1 source of external hires***

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Oracle and SelectMinds Solutions

Comprehensive Recruiting and Talent Management with Leading Social Sourcing Capabilities



World-Class Brands Rely on SelectMinds for Talent Sourcing and Engagement



McGraw-Hill Success Story

Increased Recruiting Efficiency

The **McGraw-Hill** Companies

COMPANY OVERVIEW:

- McGraw-Hill is a leading global financial information and education company with leading brands including Standard & Poor's Ratings Services, S&P Indices, S&P Capital IQ, McGraw-Hill Education, Platts energy information services and J.D. Power & Associates

CHALLENGES:

- Existing employee referral program under-performing: few employees were aware of its existence, and it was very difficult to use
- McGraw-Hill wanted to make program more prominent, compelling and easy-to-use



SELECTMINDS SOLUTIONS:

- McGraw-Hill needed solution that would incentivize employees to use it regularly, and was attracted to SelectMinds' user interface
- Full tracking with Oracle's Taleo Passport Integration

RESULTS:

- In first 6 months, SelectMinds candidates were 7-8x more likely to be hired than candidates from leading job boards or aggregators – large increases in recruiting efficiency
- Large employee adoption: email open rates of 30% and click-through of 70%, far greater than email marketing averages
- Going forward, expects referral hire rates to rise to 40% from current levels of 25-30%
- “Selecting SelectMinds was just a no-brainer when looking at using social media and using our networks.” – Adam Eisenstein, Marketing and Branding Specialist for Talent Acquisition

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eBay Success Story

Employee Referral Program Grew Referral Hires to 32%



COMPANY OVERVIEW:

- As the world's leading ecommerce company, eBay's global portfolio of businesses enables hundreds of millions of people to buy, sell and pay online

CHALLENGES:

- eBay's Employee Referral Program was unwieldy and disconnected and lacked tracking capabilities
- Needed upgrade to bring automation and unification
- Needed to increase referral hire rates from then current 20-25%



SELECTMINDS SOLUTIONS:

- SelectMinds Social Employee Referral module helped eBay market program to employee base

RESULTS:

- 158 hires within first 9 months, which normally required 4 full-time recruiters and 400,000 paid clicks (~\$200,000)
- Number of new referral hires grew to 32%, an increase of more than 10% and above goal of 30%
- Enabled better tracking and candidate targeting
- "As soon as we saw the demo of the tool, we thought: 'Wow, this is so easy to use from both a recruiting and employee standpoint'" – Shannon Bravenec, Sr. Manager of Talent Acquisition

Oracle and SelectMinds

A Compelling Combination

- Creates one of the most comprehensive cloud-based talent management solutions with complementary social sourcing and alumni management capabilities
- SelectMinds cloud-based solution is already fully integrated with Oracle Cloud Recruiting, Performance Management, and Human Capital Management solutions
- SelectMinds applications further extend Oracle's social and mobile initiatives into talent management
- Oracle brings global scale and resources to better serve and support SelectMinds customers

For more information please visit oracle.com/selectminds

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