

# Oracle Buys Moat

**Creates the World's Most Comprehensive Cloud Platform  
for Marketing Data and Analytics**

May 25, 2017

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MOAT

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

# The Announcement

- Oracle buys Moat
  - Creates the world's most comprehensive cloud platform for marketing data and analytics
  - Moat will add attention analytics to Oracle Data Cloud's suite of targeting and measurement solutions
- About Moat
  - Moat is the fastest-growing digital measurement cloud company
  - Moat's ground-breaking consumer attention solutions allow top brands and publishers to increase consumer engagement with video and display advertising
- The combination of Oracle and Moat will connect data to consumer attention for better media experiences and business outcomes
  - 97 of the top 100 US advertisers and over 15 million publishers use Oracle Data Cloud products
  - Moat provides attention analytics to more than 600 of the world's largest brands and publishers including ESPN, Facebook, Nestle, Procter & Gamble, Snapchat, Unilever and YouTube
  - Oracle Data Cloud now offers a full suite of targeting and measurement solutions to improve the outcome of virtually every type of digital advertising campaign

\* Customer information and logos provided by Moat

# Viewability of Digital Ads Has Become a Top Concern for Marketers

**\$100B**

**Digital Ad  
Market**

By 2019, over \$100 billion will be spent on digital advertising\*

**50%**

**Of Spend is  
Sub-Standard**

Yet less than 50% of digital ads today are considered “viewable”\*\*

**#1**

**Concern for  
Advertisers**

The greatest concern for U.S. Digital Advertising Professionals is viewability\*\*\*

## Critical Questions For Marketers

- Was the ad seen and for how long?
- Was it seen by a human or a bot?
- How did the consumer engage with the ad?
- Was unsavory content presented with the brand?
- What ROI was achieved?

\* eMarketer – US Digital Ad Spend, March 2017

\*\* MRC 2016

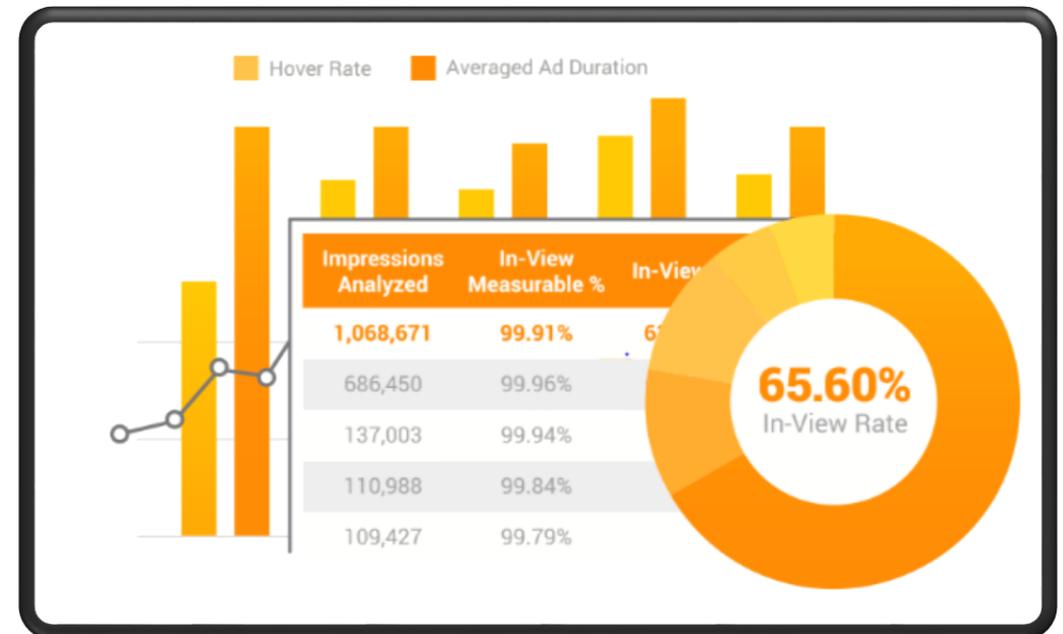
\*\*\* eMarketer, Mixpo, “The State of Digital Advertising for Publishers,” July 2016

# Moat is the Leading Platform for Measuring Ad Viewability and Attention

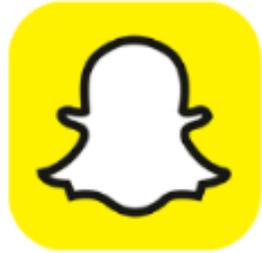
## MOAT

Answers Marketers Questions Concerning  
Viewability, Brand Safety, Attention, Creative, and Non-Human Traffic

- Provides analytics and intelligence for ads shown and viewed by a consumer
- Includes competitive analysis along with deep insights into the attention of consumers
- Provides diagnostic reporting on ad delivery, ad server, brand safety and audience delivered across display, video, and mobile
- Establishing industry standards for Cost Per Quality View™ and Moat Video Score™



# Moat is Seen as a Linchpin to Improving Advertising Effectiveness



“Advertisers are asking for clear, standard metrics around mobile video. **Moat has done great work** to analyze and understand what makes mobile video ads work, and **we’re excited to enable their powerful new metric** for our advertisers.”



“**We support the launch of the Moat Video Score** and its incorporation of duration to help improve the ecosystem and ultimately effectiveness of digital advertising.”



“Nothing is more important to the future of the advertising industry than addressing the issues of measurement. **Moat’s approach represents a monumental step in the right direction** and Fox Networks Groups is excited to implement.”

\* Customer information and logos provided by Moat

# Over 600 of the World's Most Valuable Brands Already Use Moat's Measurement Platform



\* Customer information and logos provided by Moat



# Oracle has the World's Largest Data Cloud Utilized by Marketers



Online



Mobile



Email



Display



Social



In Store



TV



Radio



Direct Mail

**ORACLE®**

 AddThis

 bluekai

**DATA CLOUD**

**Datalogix**

 crosswise

**Behavioral Data**  
*What Consumers Do*

**Purchase Data**  
*What Consumers Buy*

**Oracle ID Graph™**

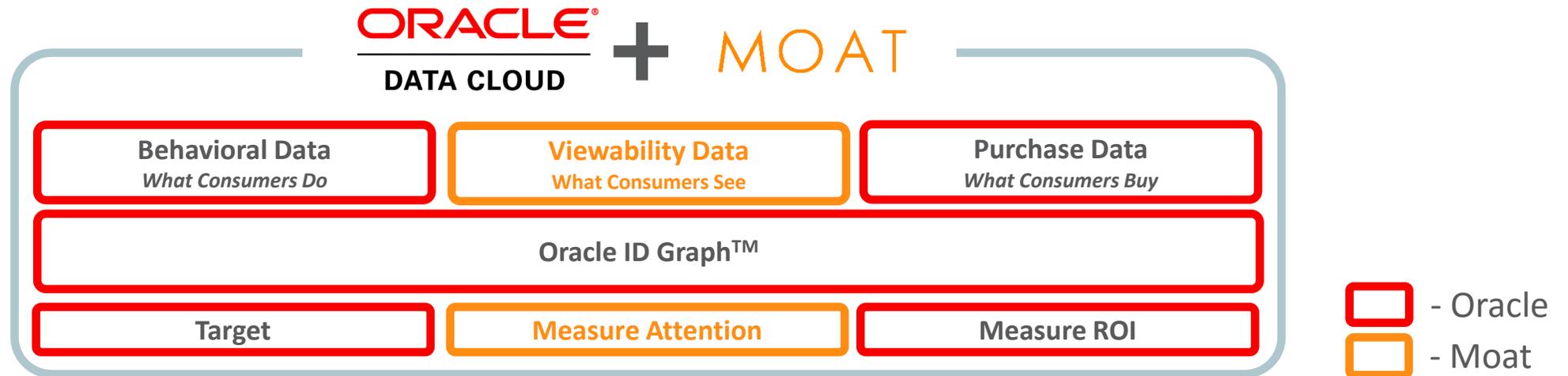
**Target**

**Measure ROI**

## Delivers Marketers and Publishers Better Data, Deeper Connections and More Impact

- Data about what consumers do across millions of websites and what they buy across over 1,500 retailers
- Over 5 billion unique consumer profiles
- Deep integrations into over 200 leading media platforms
- Reaches more than 90% of US online consumers via the Oracle ID Graph™
- Over \$4B in media enhanced with Oracle Data Cloud data in last 12 months

# Together, Oracle and Moat will Dramatically Improve Business Outcomes for Marketers and Publishers



**Marketers** can optimize their impact by ensuring their messages were shown to their best prospects, were seen, and resulted in sales lift

**Publishers** can improve viewability, improve personalization, price discriminate ad inventory based on viewability scoring, and tie attention to outcomes

**Consumers** receive more personalized messages from publishers and more relevance from marketers, creating a better digital experience overall

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