

## Overview and Frequently Asked Questions

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### Overview

#### Oracle Buys BlueKai

##### **Extends the World's Largest Marketing Cloud with the Leading Data Management Platform to Personalize Marketing Programs and Customer Experience**

On February 24, 2014 Oracle announced that it has signed an agreement to acquire BlueKai.

The transaction has closed.

BlueKai is the industry's leading cloud-based big data platform that enables companies to personalize online, offline and mobile marketing campaigns with richer and more actionable information about targeted audiences. BlueKai's Data Management Platform (DMP) centrally organizes a company's customer and audience data in the cloud to help implement personalized marketing campaigns across all channels and deliver better results and higher marketing ROI.

BlueKai also runs the world's largest 3rd party data marketplace to augment a customer's proprietary data with actionable information on more than 700 million individuals. Approximately 300 customers across multiple industries rely on BlueKai to maximize their marketing investment.

BlueKai will be integrated with both Responsys for B2C marketing automation and Eloqua for B2B marketing automation in order to deliver orchestrated and personalized customer interactions across all marketing activities and channels. BlueKai combined with Oracle's Marketing and Social solutions provide customers with the ability to build the richest user profiles combining information from first party and third party sources including media, advertising, social, and mobile sources. The combination will also allow both B2B and B2C organizations to build unmatched personalized cross-channel campaigns and customer interactions across e-mail, web, social, mobile, advertising and syndicated content channels.

The Oracle Marketing Cloud is an integral part of the Oracle

Customer Experience Cloud which includes commerce, sales, service, social and marketing. Together, the Oracle Customer Experience Cloud enables a seamless and integrated exceptional customer experience from the first touch point through the entire customer life cycle.

The BlueKai team brings significant knowledge and capabilities to Oracle and is expected to continue facilitating excellence in data-driven marketing at Oracle.

#### **BUSINESS CONTINUITY**

##### **Can I still purchase BlueKai products?**

Yes. Please contact your existing BlueKai sales representative to assist you, or visit [www.bluekai.com](http://www.bluekai.com) for contact information.

##### **Should BlueKai customers continue to call BlueKai for account management?**

Yes. BlueKai customers should continue to use existing BlueKai contacts for support and professional services to address immediate and ongoing needs. We will communicate all changes and transitions occurring well in advance through these familiar channels.

##### **Should BlueKai customers continue to contact their BlueKai sales representatives?**

Yes, customers should continue to rely on existing relationships.

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### Should BlueKai partners continue to contact BlueKai?

Yes. BlueKai partners should continue to use existing BlueKai contacts to address immediate and ongoing needs. Oracle partners may also use their existing Oracle channels for support to answer any questions.

### Where can I find out more information about the Oracle and BlueKai combination?

For more information, please visit [oracle.com/bluekai](http://oracle.com/bluekai).

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