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Oracle Buys Compendium

Adds Leading Content Marketing Platform to
Oracle Eloqua Marketing Cloud

October 17, 2013



Oracle is currently reviewing the existing Compendium 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 Compendium's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Compendium 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

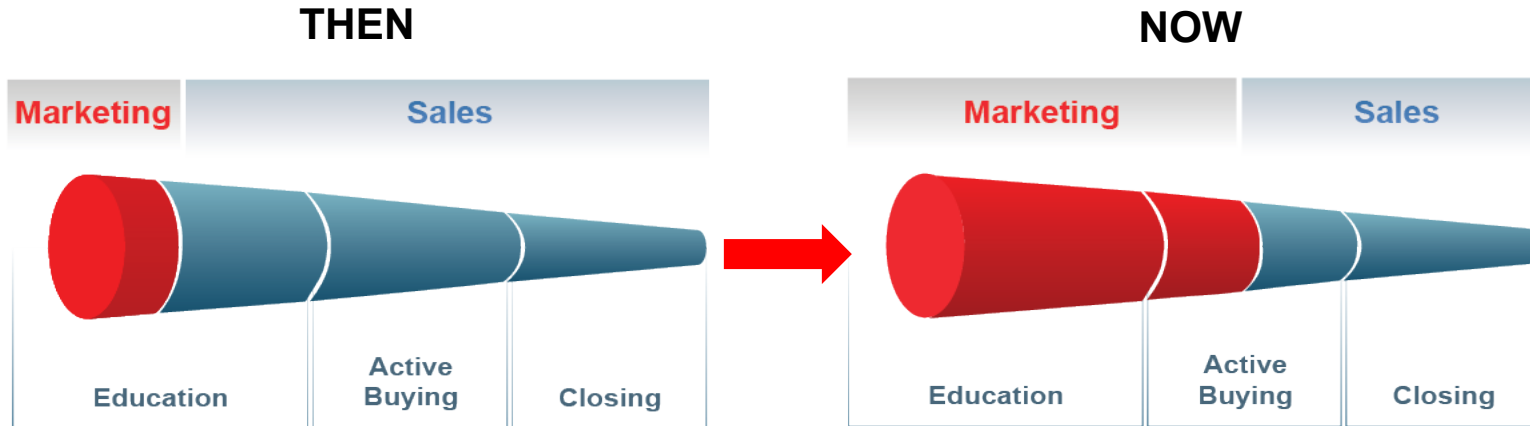
This document contains certain forward-looking statements about Oracle and Compendium, including statements that involve risks and uncertainties concerning Oracle's acquisition of Compendium, anticipated customer benefits and general business outlook. When used in this document, the words "anticipates", "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 Compendium, 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 Compendium 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 Compendium.

The Announcement

- **Oracle buys Compendium**
 - Adds leading content marketing platform to Oracle Eloqua Marketing Cloud
 - The transaction has closed
- **About Compendium**
 - Compendium's content marketing solution helps companies plan, produce and deliver engaging content more effectively by aligning content with customer data and profiles
 - Established in 2007, Compendium is headquartered in Indianapolis, IN
 - Customers include leaders across many industries, and include CVENT, Gymboree, Trane and others
- **Combination creates advanced marketing platform that enables companies to effectively deliver targeted and compelling digital content throughout the customer lifecycle**
 - Compendium's data-driven approach enables companies to plan, produce, publish, and promote relevant content and analyze its performance across their customers' buying and ownership journey
 - Oracle's comprehensive Customer Experience solution includes the Oracle Eloqua Marketing Cloud and delivers complete management of the customer journey through unified data, integrated business process management and business analytics
 - Oracle Eloqua Marketing Cloud with Compendium is expected to enable modern marketers to align persona-based content to customers' digital body language, to increase engagement, improve conversion and drive top-line revenue and loyalty

Shift to Marketing-Driven Buying Process

Creates Need for Relevant Content to Better Qualify and Engage Customers



- Customers want to self-educate through online resources before engaging with a sales representative
- Interactions and responses to digital content creates a digital body language unique to a customer's persona and stage in the buying cycle
- Data-driven content marketing aligns relevant content to the persona at each stage to drive top-of-funnel engagement and identify customers in the active buying process

Digital Content Creation, Management and Distribution Has Become More Complex

Content Is Increasing

- Persona-based content in multiple formats throughout the customer journey
- 80% of decision makers prefer content articles vs. advertisements*

Channels Are Increasing

- Customers' channel preferences vary at each stage of journey
- 38 million people in U.S. say social media influences purchase decisions*



Unique, Relevant Content is Needed for Each Stage of the Customer Journey

Complex Coordination

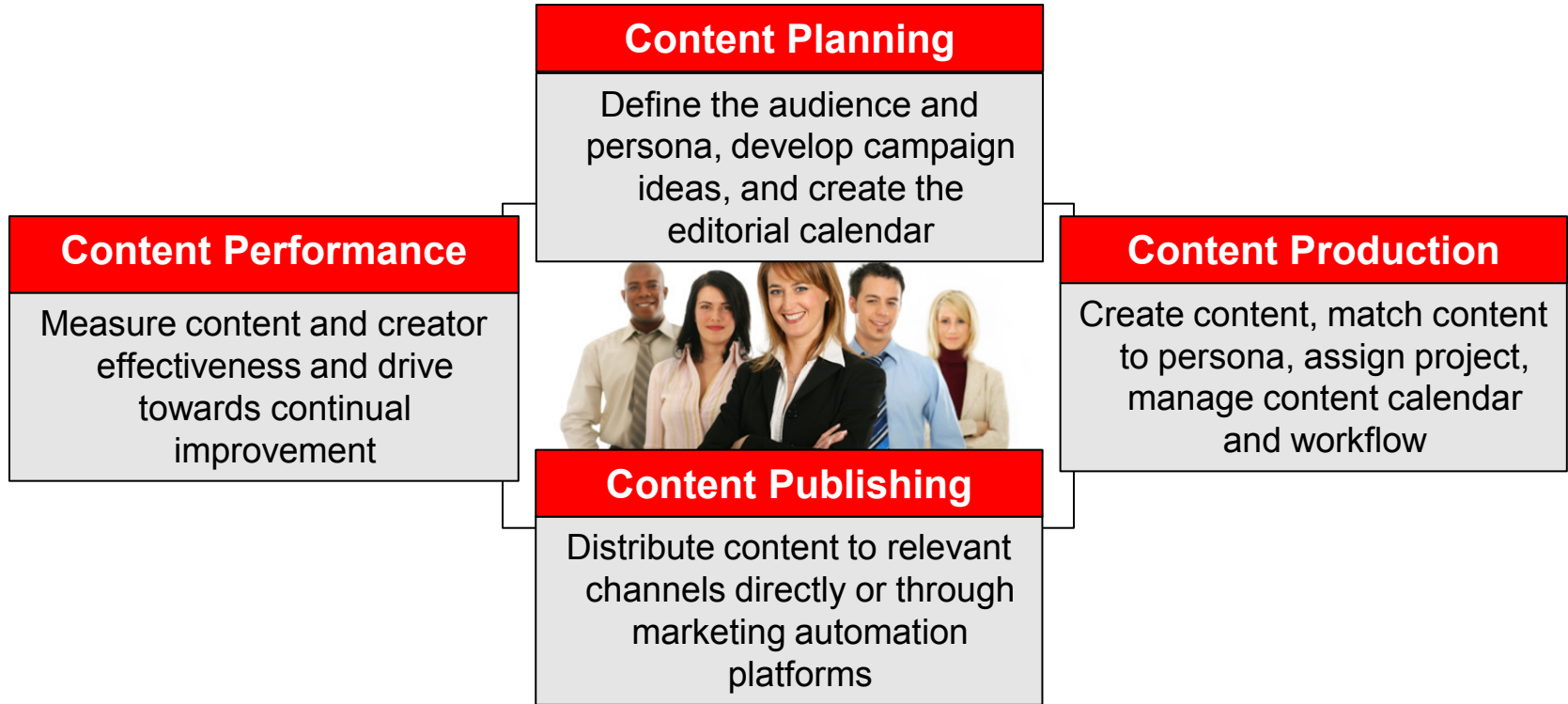
- Align message and sequence content delivery
- 57% of B2B buying decisions made before a sales person gets involved*

Justify Investment

- Continual measurement and analysis of content and channel effectiveness
- Ensure investments align with marketing performance
- 24% of marketing budgets are allocated to content*

Compendium's Solution Automates Content Marketing

Data-Driven Approach to Optimize Planning, Production, and Delivery



Oracle Eloqua and Compendium

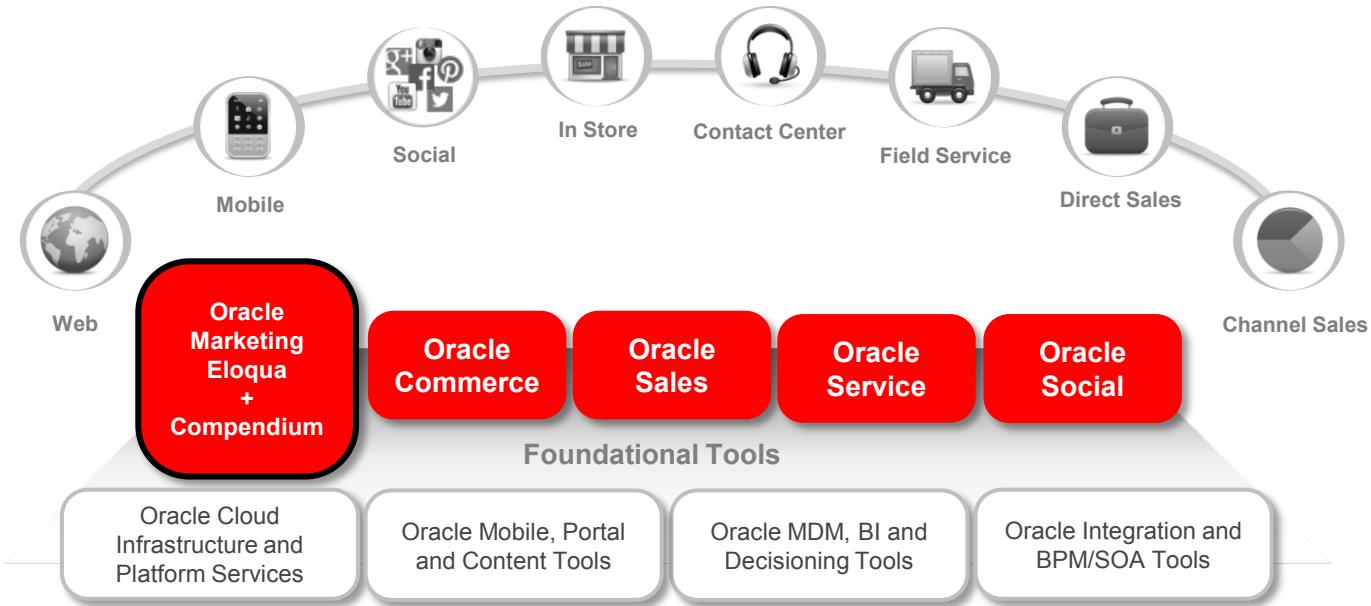
A Comprehensive Marketing Solution for Modern Marketing



- **Attract** prospective customers with engaging and informative digital content
- **Target** prospects based on buyer stage and profile
- **Engage** the buyer at the right time, with the right content and in the right channel
- **Accelerate** conversion of a contact to an opportunity
- **Increase** customer loyalty and adoption through best practices
- **Analyze** campaign performance to improve content and delivery

Oracle Customer Experience Cloud + Compendium

A Comprehensive Solution for the Customer Journey



Compendium Customer Success Story

CVENT Has 325% Growth in Sales Ready Leads With Compendium



COMPANY OVERVIEW:

- SaaS company that specializes in meetings management technology
- 139,000 events and meetings managed in 2012



CHALLENGE:

- To increase leads and the performance of ad units on the CVENT blog, they needed a dramatic increase in content
- CVENT also needed a way to manage the creation, workflow, promotion and distribution of content

BENEFITS:

- With Compendium, CVENT has created over 9,000 content elements
- Sales ready leads have grown by 325%
- Named Best Overall Corporate Blog of the Year in 2013 by the Content Marketing Awards

Compendium Customer Success Story

Gymboree sees 40% Click Through Rate With Customized 1:1 Content



GYMBOREE®

COMPANY OVERVIEW:

- A specialty retailer with clothing stores and more than 712 Play & Music Program centers in the US, Canada and 40 other countries



CHALLENGE:

- For Play & Music Programs, having similar stories from parents with similar aged children in similar locations was critical
- Gymboree needed a way to facilitate the creation, moderation, publishing and promotion of these customer stories

BENEFITS:

- With Compendium, Gymboree has an automated way to solicit stories, capture and promote them and encourage social sharing
- Emails are customized by age, class, geography, etc. to allow for a more personalized, 1:1 experience with emails
- Average open rate is 11% and click through rate of 40%

ORACLE®

Oracle and Compendium

A Compelling Combination

- Oracle Eloqua and Compendium creates an advanced marketing platform that enables companies to effectively deliver targeted and compelling digital content throughout the customer lifecycle for an exceptional customer experience
 - Oracle Eloqua Marketing Cloud helps target audiences, know buyers, and automate multi-channel marketing campaigns
 - Compendium's content marketing platform helps plan, publish, manage and measure engaging content across content types and channels
 - Oracle Analytics and Big Data solutions to improve measurement and performance
- Together, Oracle and Compendium are expected to increase customer engagement, drive top-line revenue and improve the return on marketing investment
- Compendium's management team and employees are expected to join Oracle and continue their focus facilitating excellence in marketing

For more information please visit oracle.com/compendium

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