

Overview and Frequently Asked Questions

Overview

Oracle Buys Front Porch Digital

Adds Leading Solution for Managing Massive Amounts of Rich Media Content to Oracle's Comprehensive Storage Portfolio

On September 14, 2014, Oracle announced that it has signed an agreement to acquire Front Porch Digital, a leading provider of content storage management solutions that help companies migrate, manage, and monetize large-scale media assets.

The transaction has closed.

The explosive growth of today's rich media has created immense challenges for companies in Media and Entertainment and across various industries with large-scale digital content. Organizations need a modern, integrated content storage management solution to manage and monetize their valuable rich media assets.

Front Porch Digital's industry leading cloud and on-premise solutions help organizations seamlessly manage the rapidly expanding and complex volumes of digital media content, such as high-definition films and TV shows, medical images and records, and real-time security monitoring feeds. More than 550 organizations worldwide across multiple industries including the world's largest media and entertainment brands rely on Front Porch Digital to ensure the availability and accessibility of their valuable content.

Oracle's high-performance and scalable application-engineered storage solutions help companies reduce operational costs, while providing flexibility, security, and availability. The combination of Oracle with Front Porch Digital is expected to create the most comprehensive, enterprise-grade cloud and on-premise content storage management solution to help organizations efficiently manage the growing complexities associated with the migration, integration, storage, and delivery of rich media content.

The Front Porch Digital team brings significant industry knowledge and domain expertise to Oracle and is expected to continue its focus on developing innovative solutions for content storage management.

Product Overview and Strategy

What products does Front Porch Digital offer?

Front Porch Digital's industry leading and award winning content storage management solutions help companies seamlessly manage the rapidly expanding volume of digital video assets and increasingly complex workflows. Front Porch Digital's solutions manage 750 petabytes of content for leading global media and entertainment companies in more than 80 countries, which is the world's largest digital video archive.

Front Porch Digital's solutions include:

- **DIVASolutions** – Leading Content Storage Management (CSM) system used to protect, manage, store, and deliver valuable rich media, on a technology-agnostic integration platform
- **LYNX** – Media-grade cloud solution enabling an integrated and secure network for all digital content distributed worldwide
- **SAMMA Migration Solutions** – Emmy Award-winning solution for converting content from analog to digital, for production, monetization, or preservation

How will the acquisition impact Front Porch Digital's product roadmap?

Oracle is committed to protecting and enhancing customer investments in Front Porch Digital's solutions. Oracle plans to make significant engineering investments in Front Porch Digital's content storage management solutions, helping deliver features and innovations to customers more rapidly.

Oracle plans to further optimize Front Porch Digital solutions with Oracle technologies, while maintaining the technology-agnostic profile for Front Porch Digital's offerings. Front Porch Digital has established relationships and technical integrations with leading production, play-out and media asset management systems. Oracle is committed to preserving and building upon these existing partnerships and open standards, such as Archive eXchange Format (AXF), to continue delivering integrated and seamless solutions for customers.

Customers and Partners

How is the transaction between Oracle and Front Porch Digital expected to benefit Front Porch Digital and Oracle customers and partners?

Customers will benefit from accelerated R&D investment in Front Porch Digital's products and services. Oracle plans to extend and expand Front Porch Digital's ability to sell, service, and support customers around the world by utilizing Oracle's global scale and resources.

For Front Porch Digital's cloud customers, Oracle's geographically distributed data center network will enhance Front Porch Digital's cloud offering, providing customers enterprise-class reliability and flexibility.

In addition to Media and Entertainment, Oracle provides leading industry-specific solutions to many other verticals today. Oracle will continue investing in strategic relationships and technical partnerships to provide solutions across multiple industries.

How does Oracle plan to maintain Front Porch Digital's domain expertise?

Oracle plans to retain Front Porch Digital's domain expertise. The Front Porch Digital team brings significant knowledge and

capabilities to Oracle and is expected to continue its focus on developing innovative solutions for digital content storage management.

Business Continuity

Can I still purchase Front Porch Digital's products?

Yes. Please contact your existing Front Porch Digital sales representative to assist you, or visit www.frontporchdigital.com for contact information.

Should Front Porch Digital customers continue to call Front Porch Digital for customer support?

Yes. Front Porch Digital customers should continue using existing Front Porch Digital contacts for support and professional services to address immediate and ongoing needs. We will communicate all changes and transitions occurring after the close of the transaction well in advance through these familiar channels.

How will Oracle continue to support and broaden relationships with Front Porch Digital's partners?

We expect business to continue as usual for Front Porch Digital's partners. If contact information changes, we will communicate these changes through normal channels. Oracle partners may also use existing Oracle channels for support to answer any questions.

Will training continue on Front Porch Digital's products?

Yes. Oracle wants to ensure that customer investments and the use of products and solutions are maximized, and we know excellent training is critical to reach that goal.

Where can I find out more information about the combination of Oracle and Front Porch Digital?

For more information, please visit www.oracle.com/frontporchdigital.

Product Roadmap

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

