

ORACLE®

Oracle Buys Responsys

Creates the World's Largest Modern Marketing Cloud by
Adding Leading B2C Marketing Orchestration Platform

February 6, 2014

responsys®

Cautionary Statement Regarding Forward-Looking Statements

This document contains certain forward-looking statements about Oracle and Responsys, including statements that involve risks and uncertainties concerning Oracle's acquisition of Responsys, 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 Responsys, 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 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, and the possibility that Oracle or Responsys 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 Responsys.

In addition, please refer to the documents that Oracle and Responsys, respectively, file with the U.S. Securities and Exchange Commission (the "SEC") on Forms 10-K, 10-Q and 8-K. These filings identify and address other important factors that could cause Oracle's and Responsys' respective operational and other results to differ materially from those contained in the forward-looking statements set forth in this document. 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 Responsys is under any duty to update any of the information in this document.

Oracle is currently reviewing the existing Responsys 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 Responsys' product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Responsys or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. It is intended for information purposes only, and may not be incorporated into any contract.

What We Are Announcing

- **Oracle buys Responsys**
 - Creates the world's largest Modern Marketing Cloud by adding leading B2C marketing orchestration platform
 - The transaction has closed
- **About Responsys**
 - Responsys is the leading provider of enterprise-scale cloud-based B2C marketing software to manage and orchestrate interactions with consumers across email, mobile, social, display and the web – driving more revenue and improving the customer experience at every interaction
 - Headquartered in San Bruno, CA with over 1,000 employees with deep industry expertise in B2C marketing
 - Responsys has over 450 customers and includes the most reputable brands in the world such as LEGO, LinkedIn, Nordstrom, Southwest Airlines, United Healthcare
- **Combination enables companies in any industry to drive exceptional customer experiences across marketing interactions and throughout the customer lifecycle**
 - With Responsys, the Oracle Marketing Cloud now provides leading business to consumer (B2C), business to business (B2B), content and social marketing capabilities on a single platform, supporting any industry or business model
 - Extends Oracle's Customer Experience Cloud which includes Commerce, Sales, Service, Social and the Oracle Marketing Cloud, to enable exceptional experience from the first customer touch point through customer advocacy

Marketing Has a Greater Responsibility for the Customer Experience than Ever Before



“As companies become ever more responsive to and informed by their customers, their range of interactions will continue to expand. Those customer interactions hit many different parts of the organization...and need to be integrated into consistent customer journeys. **That’s where marketing comes in.**”

McKinsey&Company

Orchestrating the Customer Experience Across Touch Points has Become More Complex



MORE CHANNELS

- Interactions need to take place in more places, across email, web, mobile, social, display and commerce

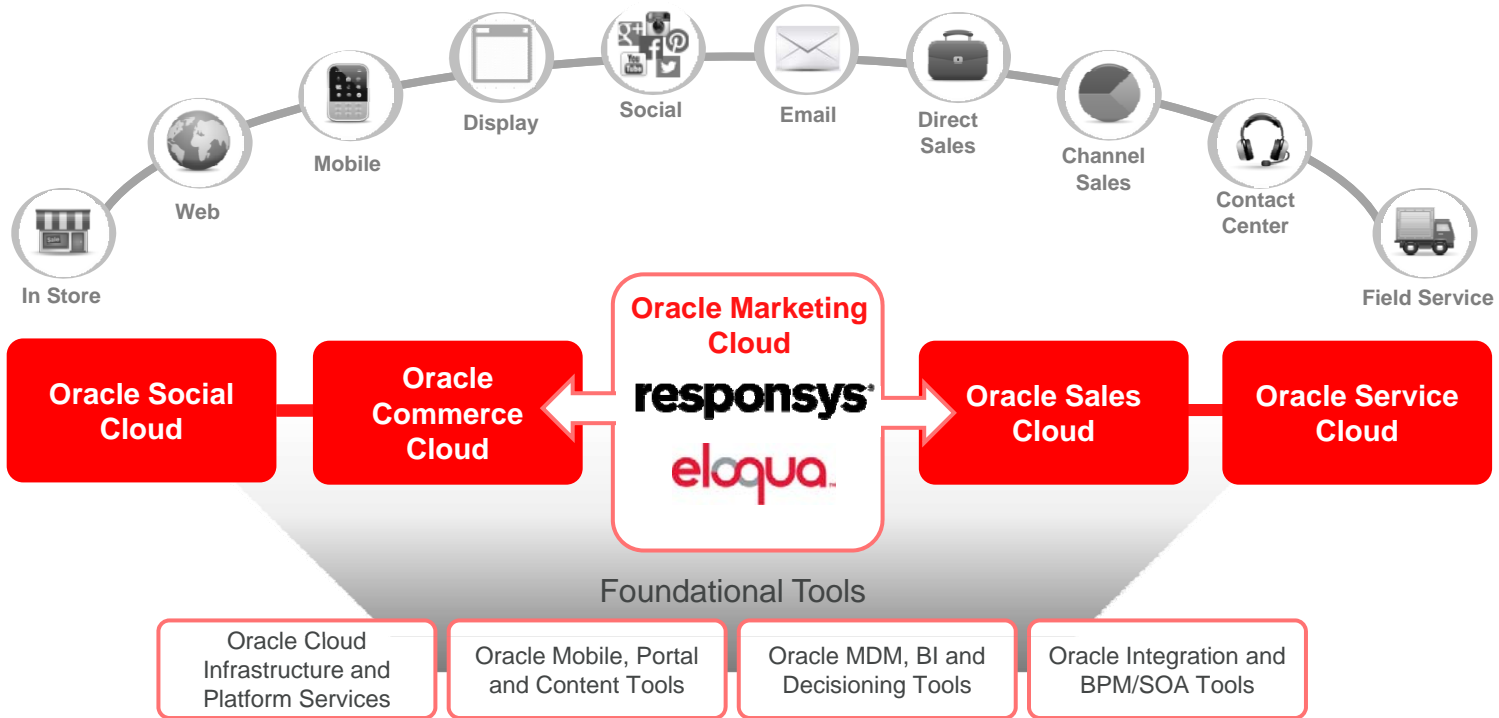
MORE ORCHESTRATION

- Consumers move seamlessly between channels and devices over time
- Better coordination across marketing touch points needed to deliver relevant interactions in real time

MORE BUSINESS MODELS

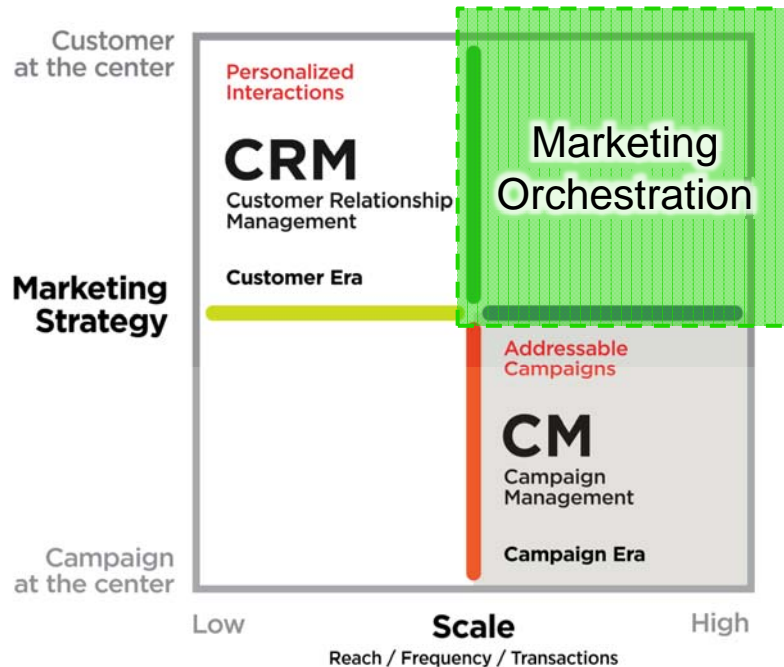
- Business to business and business to consumer companies have unique challenges and ultimately require unique solutions

Only the Oracle Cloud Can Deliver Complete Customer Experiences for both B2B and B2C



What Marketers Need for B2C Use Cases

A platform that can orchestrate consumer experiences over time, across channels and systems, and at scale



>50%

of customer experiences happen during a multi-event, multi-channel journey.*

Only **38%**

of marketers agree that their company has a single view of customer interactions across touch points and over time.**

ORACLE

Responsys Enables an Orchestrated Experience

Drives relevant interactions that unfold over time, across channels, and react in real-time to individual consumer behavior, at B2C scale



Responsys is the Leading B2C Marketing Orchestration Platform



PROFILE

- Create rich customer profiles with data that spans demographics, behavior, and cross-channel preferences

PROGRAM

- Design customer experiences that unfold over time, across channels, and that react to individual preferences and behavior. All with a drag and drop UI

CAMPAIGN

- Design, build, test, and execute digital campaigns across email, mobile, display, social, and the web

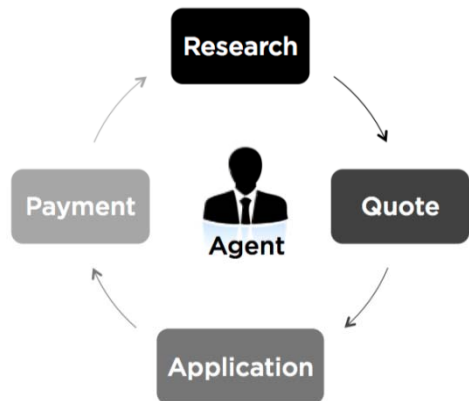
Responsys Customers Include Leading Consumer Marketing Brands



Responsys Customer Success Story

MetLife delivers personalized experiences at massive scale

MetLife



COMPANY OVERVIEW:

- MetLife, Inc. is a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers

CHALLENGE:

- MetLife's traditional business model relied on insurance agents to coordinate the complex quoting and application process. But in the digital age, they needed a way to replicate their customer experience across email, mobile, and web interactions.

BENEFITS:

- With Responsys, MetLife created an orchestrated solution that automatically drove applicants from quote to payment using email, SMS, and display. In doing so, they increased their net promoter score significantly, an indication of customer satisfaction, to more than double the industry average.

ORACLE

Orchestration In Action

Delivering a personalized experience, unfolding in real-time across channels



Upon starting a quote, applicants are prompted to opt-in to additional channels

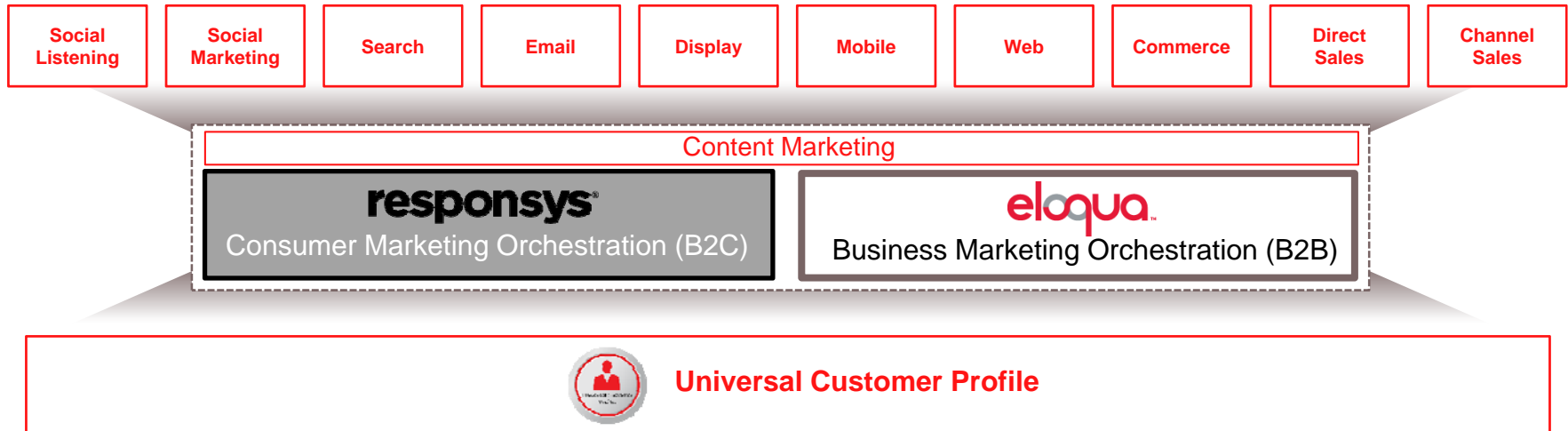
Applicants who have disengaged with the process can be reminded with targeted display advertisements

Applicants who are missing paperwork are notified automatically through either email or SMS message

Policy approval and the transition to the purchase process can take place via mobile or email channels

Combination Creates the Largest Modern Marketing Cloud in the World

The most advanced marketing solutions created to orchestrate customer experiences for any company, in any industry, at any scale



Across Industries

Retail	Travel	Entertainment	Communications	Pharmaceuticals	Financial Services	High Tech	Manufacturing	Non-for-profit
--------	--------	---------------	----------------	-----------------	--------------------	-----------	---------------	----------------

ORACLE®