Oracle Buys CrowdTwist

On October 2, 2019, Oracle announced it signed an agreement to acquire CrowdTwist, the leading cloud-native customer loyalty solution to empower brands to offer personalized customer experiences. The transaction has now closed and the CrowdTwist team will join the Oracle Customer Experience (CX) Cloud organization.

OVERVIEW AND STRATEGY

In today's omni-channel environment, customer retention is critical to every business and loyalty is the unifying component for a brand across all marketing initiatives. Yet, many loyalty products offer static, single-channel, spend-and-get programs loaded with services and customization, creating difficult to adapt programs which are costly to implement and maintain. CrowdTwist's cloud loyalty solution offers adaptable programs tailored to the needs of the customer to offer discounts, points, check-ins or rewards.

Together, Oracle and CrowdTwist will enable organizations of all sizes to deliver personalized engagement and extend loyalty and reward programs to a brand's most beneficial customer behaviors. The combination offers several benefits to customers.

- Tightly couple loyalty programs with the orchestration of B2C brands and customers through existing integration with Oracle Responsys.
- Heighten customer intelligence and the value of loyalty program data through future integration with Oracle CX Unity.
- Utilize loyalty and retention data to optimize B2B marketing campaigns via expanded integrations with Oracle Eloqua.
- Deliver comprehensive, end-to-end loyalty view at transaction and store levels by extending current integrations with Oracle's leading industry-specific retail, hospitality and food & beverage applications.

The CrowdTwist team is expected to join Oracle, bringing significant knowledge and capabilities to Oracle.

For more information, please visit Oracle.com/crowdtwist.

PRODUCT OVERVIEW

What products and services does CrowdTwist offer?

CrowdTwist offers the leading cloud-native customer loyalty solution to empower brands to offer personalized customer experiences. The solution offers over 100 out-of-the-box engagement paths, providing rapid time-to-value for marketers to develop a more complete view of the customer. CrowdTwist's cloud loyalty solution offers adaptable programs tailored to the needs of the customer to offer discounts, points, check-ins or rewards.

How will the proposed acquisition impact the CrowdTwist product roadmap?

Oracle is committed to protecting and enhancing customer investments in CrowdTwist solutions. Oracle plans to continue investing in CrowdTwist and Oracle's cloud applications. We expect this will include more functionality and capabilities at a quicker pace. In addition, CrowdTwist customers will benefit from better integration and alignment with Oracle's other product offerings.

BUSINESS CONTINUITY

Can I still purchase CrowdTwist products and services?

Yes. CrowdTwist products and services continue to be available. Please contact your existing CrowdTwist sales representative to assist you, or visit CrowdTwist.com for contact information.

Should CrowdTwist customers continue to call CrowdTwist for account management and support?

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

Should CrowdTwist partners continue to contact CrowdTwist?

Yes. CrowdTwist partners should continue to use existing CrowdTwist contacts to address immediate and ongoing needs. If contact information changes, we will communicate these changes through normal channels. Oracle partners may also use their existing Oracle channels for support to answer any questions.

Where can I find out more information about the proposed Oracle and CrowdTwist combination?

For more information, please visit Oracle.com/crowdtwist.

PRODUCT ROADMAP

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

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