

Oracle Buys DataFox

On October 22, 2018, Oracle announced that it signed an agreement to acquire DataFox, whose cloud-based AI data engine and derived business content provide the most current, precise and expansive set of company-level information and insightful data to optimize business decisions. The transaction has closed.

OVERVIEW

DataFox's AI data engine continuously extracts detailed company-level data on more than 2.8 million public and private businesses while adding 1.2 million businesses annually. Additional context from over 5 million digital properties, 70,000 daily news articles and 756,000 unique signals gives customers real-time insight to know when a business exhibits noteworthy behaviors. DataFox's Company Intelligence Platform powers critical use cases, including account scoring, lead enrichment and in-browser company insights, among others, while continually refreshing and harmonizing CRM data in 3rd party applications. Leading organizations utilize DataFox's insightful data to prioritize accounts, enrich CRM data and identify new prospects.

Oracle's portfolio of cloud applications, including ERP, CX, HCM and SCM, and trusted 3rd party consumer data enable customers to reimagine their business with a complete, secure and connected cloud suite. The combination of Oracle and DataFox will enhance Oracle Cloud Applications with an extensive set of AI-derived company-level data and signals, enabling customers to reach even better decisions and business outcomes. Together, Oracle and DataFox will enrich cloud applications with AI-driven company-level data, powering recommendations to elevate business performance across the enterprise.

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

For more information, please visit oracle.com/datafox.

PRODUCT OVERVIEW AND STRATEGY

What is the rationale for this acquisition?

Oracle's portfolio of cloud applications, including ERP, CX, HCM and SCM, and trusted 3rd party consumer data enable customers to reimagine their business with a complete, secure and connected cloud suite. DataFox's cloud-based AI data engine and derived business content provide the most current, precise and expansive set of company-level information and insightful data to optimize business decisions. The combination of Oracle and DataFox will enhance Oracle Cloud Applications with an extensive set of AI-derived company-level data and signals, enabling customers to reach even better decisions and business outcomes. Together, Oracle and DataFox will enrich cloud applications

with AI-driven company-level data, powering recommendations to elevate business performance across the enterprise.

What products and services does DataFox offer?

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How will the proposed acquisition impact the DataFox product roadmap?

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

BUSINESS CONTINUITY

Can I still purchase DataFox products and services?

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

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

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

Should DataFox partners continue to contact DataFox?

Yes. DataFox partners should continue to use existing DataFox 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 DataFox combination?

For more information, please visit oracle.com/datafox.

PRODUCT ROADMAP

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

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