Oracle Awards Program
Oracle Markies Awards
OFFICIAL RULES — STANDARD

By participating in this Oracle Awards program as a Nominee or Nominating Party, you agree to comply with all the terms and conditions below. If you do not agree with all of these terms and conditions or the terms contained within the nomination form, do not participate in this awards program and do not submit a nomination form.

AWARDS DESCRIPTION

The Oracle Markies ("Awards") are to recognize the customer experience (CX) innovation and excellence in advertising, marketing, sales, service, and ecommerce achieved by an Oracle CX customer and partner company/organization.

AWARDS PERIOD

All times are Pacific Time based on the time zone set in the electronic system used to process and time stamp Oracle Awards submissions. The Awards Period is April 22, 2022 to November 1, 2022 and is comprised of 3 periods:

- The **Nomination Period** begins on April 22, 2022, 12:00 a.m. and ends on June 17, 2022, 11:59 p.m.
- The **Judging Period** opens July 19, 2022, 12:00 a.m. and closes on September 6, 2022, 11:59 p.m.
- **Winners will be announced** on October 18, 2022 8:00 PM at Oracle CloudWorld.
- To view the winners' names, go to oracle.com/cx/markie-awards on or about October 18, 2022. A link to the results will be provided on the main index page. The Winner List will be available for a period of at least ninety (90) days thereafter.

IMPORTANT NOTICE: Each Nominee or Nominating Party is responsible for determining the corresponding time zone in their respective geographical location.

ELIGIBILITY OF NOMINATING PARTIES AND NOMINEES

Candidates may be submitted by self-nomination or nomination by other parties (customers, partners, Oracle employees, etc.) via the official nomination form. All submissions must meet the following criteria:

- Nominations must be submitted by the deadlines as listed above. Late submissions are automatically disqualified;
- These Oracle Awards are open to either individuals or entities/organizations as indicated in the specific criteria for each award listed below and under Award Categories and Selection of Winners;
- Awards criteria: Nominations will be judged based on how closely they align to the description of the award category selected by the submitter, the completeness of the information, and the quality of the responses;
- Each individual or entity/organization must meet criteria of the specified award in addition to all of the following criteria:
  - No individual may be nominated, become a finalist for an individual award, be highlighted or be designated to accept an award on behalf of an organization, if they are not **18 years or older**;
  - Oracle customers, partners, or community members must be **in good standing with Oracle** at the time of submission and announcement of finalists/winners;
  - **Residents of the following** are **not eligible to participate as Nominees**: any country or region under US trade restriction or embargo, currently **Cuba, Iran, North Korea, Syria, the Crimea region**, **and all Russian controlled areas of Ukraine**. While not under U.S. embargo, Oracle has a corporate policy of not transacting with Belarus, Russia, and Venezuela;
  - Persons in any of the following categories are **not eligible to participate as Nominees:**

    a) **employees or agents of Oracle** (Sponsor) **and** its parent, affiliate and subsidiary companies (collectively the "Sponsor"), or of the Sponsor's participating advertising and promotion agencies, and prize suppliers;

b) **immediate family members** (defined as parents, children, siblings and spouse, regardless of where they reside) and/or those living in the same household as any person in (a) above;

c) expert panelists or judges for the selection of the Awards finalists/winners

d) **competitor** to Oracle in the product or area of the related title;

e) employees of any company that has a **policy against and/or legally prohibits participation** in awards or the awarding of a prize/award/benefit to an employee; and

f) **employees, officers, or officials of any public sector entity,** located in the Latin America region including, but not limited to, any person acting in an official capacity for or on behalf of any national, state, provincial or local government, or any department or agency thereof.

NOMINATION PROCESS

To nominate a candidate (a "Nominee"), including yourself, the Nominee or Nominating Party must go to oracle.com/cx/markie-awards ("Website") and fill out a nomination form for an award. Enter Nominee's name and nomination details, complete the form, and agree to the terms and conditions. As part of the nomination, you may elect to provide a short article that provides a detailed description or case study of the Nominee's accomplishments.

Alternative methods of nomination are not accepted. Incomplete nominations will not be considered. Nominations submitted after the deadline will not be considered.

Each submission, including any article, case study or other supplemental material, will be considered one Nomination. Nominations, including case studies or articles, **must be in English**. You may submit multiple Nominations in multiple categories for separate individuals or stories/projects. Subject to all of the other terms in these Official Rules, you may receive assistance from others in developing your Nominations. Nominations may not contain:

- Proprietary, confidential, or sensitive information (including details such as dollar value of deal, proprietary or sensitive details of customer's configuration or business issues they are trying to solve if publicly shared may cause negative business impact, etc.) when answering the questions related to the project, solution, or effort of the nominee.
- Trade secrets or other information that is inappropriate to share with the general public.
- Copyrighted materials (whether registered or unregistered) that are owned by third-parties, without permission from the copyright owner(s).
- Trademarks owned by parties other than the Sponsor or the Nominee or Nominating Party submitting the Nomination (whether registered or unregistered), without permission of the trademark owner(s).
- Information that defames, misrepresents or contains disparaging remarks about the Sponsor, Sponsor's products, and any person, company or product.
- Messages or images inconsistent with the Sponsor's brand and company.

AWARD CATEGORIES AND SELECTION OF WINNERS

After Nomination period closes, the submissions will be reviewed for eligibility and completion aligning with instructions on the Nomination form and the eligibility requirements in these rules.

A panel of judges for each category selected by the Sponsor will review all qualifying Nominations.

Criteria used by the panel judges to determine the finalists is based on the eligibility criteria for the award as defined in this document, is not limited to usage of Oracle products and other important factors including the alignment of the customer story to the award categories and their descriptions as outlined below.

The Oracle Markies Awards recognize contributions in 15 categories:

The Visionary Award for Best Overall Digital or CX Program

Visionaries are adept at planning and strategizing for the future with imagination and wisdom. Are you taking customer experience beyond transactional excellence and elevating it to new heights? If you've built a CX that's in a league of its own, we want to know about it. To qualify for this category, the nominated customer must use

at least one solution from the Advertising and Customer Experience Oracle suite. One customer nomination will be designated the winner for this category.

The Strategist Award for the Best Use of Data
Strategists are skilled in planning actions and tactics to drive superior results. If you're turning data in to ROI, we want to hear all about it. To qualify for this category, the nominated customer has used at least one solution from the Advertising and Customer Experience Oracle suite. One customer nomination will be designated the winner for this category.

The Connector Award for the Best Use of Ecosystem or Cross-Departmental Solution
Every innovation begins with thinkers who articulate the big ideas that others have not imagined. You dream about deeper, more meaningful customer experiences, and you roll up your sleeves to make them real. Tell us how you've leveraged technology, brought teams together, or developed creative incentives to catapult revenue, and a Markie win may be yours. To qualify for this category, the nominated customer has used at least one solution from the Advertising and Customer Experience Oracle suite. One customer nomination will be designated the winner for this category.

The Thinker Award for Best CX Innovation
Every innovation begins with thinkers who articulate the big ideas that others have not imagined. You dream about deeper, more meaningful customer experiences, and you roll up your sleeves to make them real. Tell us how you've leveraged technology, brought teams together, or developed creative incentives to catapult revenue, and a Markie win may be yours. To qualify for this category, the nominated customer has used at least one solution from the Advertising and Customer Experience Oracle suite. One customer nomination will be designated the winner for this category.

The Builder Award for Best Global CX Program
Builders know no boundaries, with the skills to create and nurture diverse relationships across cultures. Crafting a marketing message for audiences across multiple regions and borders takes greatness. If that's you or your team, we want to hear the how, where, and why. To qualify for this category, the nominated customer must use at least one solution from the Advertising and Customer Experience Oracle suite. One customer nomination will be designated the winner for this category.

The Orchestrator Award for Best Demonstrated ROI
The Orchestrator is a clever arranger and composer of a truly outstanding campaign that generates riches via savvy use of analytics and insights. If you're using Oracle to spin data into prestigious returns, let us know how. To qualify for this category, the nominated customer must use at least one solution from the Oracle Marketing suite. One customer nomination will be designated the winner for this category.

The Ally Award for the Best Engagement or Loyalty Program (Crowd Twist)
The Ally is skilled in building affinity that makes their customers have faith that their loyalty rests in the right place. Have you leveraged Oracle CrowdTwist Loyalty and Engagement to improve customer retention and engagement, strengthen customer relationships, increase profitability, and, generally, make your customers feel good? Tell us every detail. To qualify for this category, the nominated customer must use Oracle CrowdTwist. One customer nomination will be designated the winner for this category.

The Originator Award for Best Lead Management (Eloqua)
The Originator knows that prosperity begins with effective lead generation. If your lead management program has leveraged the qualities of wit, foresight, and eloquence to nurture great prospects, deliver prestigious results, and deepen that precious bond between marketing and sales, tell us how! To qualify for this category, the nominated customer must use Oracle Eloqua Marketing Automation. One customer nomination will be designated the winner for this category.

The Architect Award for the Best Use of Advertising Data
The Architect has the advanced skills and experience, well beyond the simple, "been there; done that". We're looking for the Oracle Advertising customer who has best utilized activation and measurement data to drive stellar results and outperform goals. If you think you qualify, tell us your story. To qualify for this category, the nominated customer must use at least one solution from the Oracle Advertising suite. One customer nomination will be designated the winner for this category.

The Innovator Award for Best Demonstrated Sales ROI
Innovators understand that good ideas need to produce more than just warm and fuzzy feelings. Can you use sales analytics and insights to deliver sustained and measurable prosperity and economic good health? If your gift is pinpointing opportunities and delivering great benefits, tell us your tale. To qualify for this category, the nominated customer must use at least one solution from the Oracle Sales suite. One customer nomination will be designated the winner for this category.

The Futurist Award for Perseverance in Customer Support Challenges
Don't dwell in the past. Futurists are constantly looking forward to recognize and adapt to the next big thing, whether it's good or bad. If you vanquished unprecedented challenges to ensure continued customer service in 2020 or 2021, tell us how. To qualify for this category, the nominated customer must use at least one solution from the Oracle Service suite. One customer nomination will be designated the winner for this category.

CX Agency of the Year
If you've taken your client's business to glory with a project that combines financial, emotional, and analytical impacts, talk to us. Open to all eligible Oracle partners (active Oracle PartnerNetwork membership). One partner nomination will be designated the winner for this category.

CX SI Partner of the Year
Are you Oracle Advertising and CX's staunchest ally? From concept to design to implementation, achieving a status to really be proud of means finding perspectives that take our work to new levels. If that's you, tell us your recipe. Open to all eligible Oracle partners (active Oracle PartnerNetwork membership) wiith Service expertise in Oracle CX products. One partner nomination will be designated the winner for this category.

CX ISV Partner of the Year
We're looking for those illustrious partnerships between Oracle, advertising, agency, and adtech partners that harnessed data to create distinguished new formats and client campaigns. Tell us the story! Open to all eligible Oracle partners (active Oracle PartnerNetwork membership) with a published CX listing on Oracle Cloud Marketplace. One partner nomination will be designated the winner for this category.

CX Partner Collaboration of the Year
This award will be presented to the partners (one ISV and one SI or Agency) that clearly demonstrate how they creatively collaborated to implement/deploy Oracle CX products and ISV technologies at a customer. This award recognizes the partners who are multipliers working with other partners to deliver exceptional customer experiences for their clients by integrating or leveraging Oracle Advertising and CX products. Open to all eligible Oracle partners (active Oracle PartnerNetwork membership) with Service expertise (SI partner) and/or a published CX listing on Oracle Cloud Marketplace (ISV partner). One ISV partner nomination and one SI or Agency partner nomination will be designated the winners for this category.
Potential finalists/winners will be confidentially informed according to the Award Period noted above. Winners will be announced according to the Award Period schedule noted above.

When the Sponsor notifies potential finalists/winner(s), each potential finalist/winner will be required to sign a legal affidavit of eligibility to receive the award and release forms granting permission for the Sponsor to announce the finalist/winner and reference finalist/winner as a customer of the Sponsor in Sponsor's marketing materials. A Nominee will not be announced as an award finalist/winner without successful completion of the affidavit and release forms. If the Sponsor is unable to reach a potential finalist/winner, or if

the affidavit and release forms are not properly completed and returned to the Sponsor by the date requested, or if an award notification is returned as undeliverable, or if a potential finalist/winner is found not to have complied with these Official Rules in any way, the award will be forfeited and an alternate winner will be selected. Potential finalist/winner(s) will be given a deadline to respond and return the completed affidavit and release forms.

All decisions by Oracle are final. Oracle reserves the right to modify or terminate the Oracle Awards promotion at any time and at its sole discretion.

AWARDS WINNER BENEFITS

Each of the category winners are based on the criteria noted in the Selection of Winners section above. **Prizes are non-monetary benefits, as recognition is the basis of the awards.** Winner benefits are the following:

1. Award trophy

2. Published announcements of each winner on Oracle.com, Oracle's social hubs and related Oracle communities, and at any Oracle event whether the awards are announced virtually or in person.

3. Featured case study on Oracle.com; articles; press releases; blogs;etc.,

Winners are responsible for any other expenses relating to the acceptance and use of prizes. Oracle has the option, at its sole discretion, of substituting a benefit if for any reason a benefit becomes unavailable, including scheduling or availability. Benefits cannot be transferred, substituted, or redeemed for cash value.

Awards and benefits will not be provided if a sufficient number of eligible Nominations are not received, but in no event will the Sponsor award more benefits than are provided for in these Official Rules.

RELEASE/DISCLAIMER OF LIABILITY

To the maximum extent permitted by law, by participating, nominees, nominating parties, finalists, potential winners and winners ("releasing parties") waive any right to claim ambiguity in the rules, and release, indemnify and hold harmless, and agree to keep indemnified and held harmless, the sponsor and its affiliates and subsidiaries, and each of their respective agents, representatives, officers, directors, shareholders and employees (collectively, "released parties") at all times from and against any injuries, losses, damages, claims, actions, demands, costs or expenses or any liability of any kind (a) resulting from or arising from participation in the awards or acceptance, possession, use, misuse or nonuse of prize(s)/benefits that may be awarded; or (b) for or in respect of which released parties will or may become liable by reason of or related or incidental to any act, default, omission, breach or non-observance, whether negligent or otherwise, by a releasing party under these official rules.

DATA PRIVACY

For the purposes of running Oracle Awards, we collect, use, disclose, transfer, process, and store personal data of both the Nominating Party and the Nominee needed to conduct award nominations, judge submissions, contact nominees to review stories, award, publicize finalists/winners and related activities. Oracle does not ask for any sensitive personal data or confidential information. Oracle will process personal information of Nominating Party and Nominees in accordance with the Oracle General Privacy Policy (oracle.com/legal/privacy/privacy-policy.html). The Sponsor may use and share a Nominee or Nominating Party's personal data with third parties to the extent necessary to fulfill its obligation to administer and sponsor the awards.

SEVERABILITY

If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

SPONSOR: Oracle America, Inc., 500 Oracle Pkwy., Redwood Shores, CA 94065

Oracle reserves the right to cancel or modify the terms of this Oracle Awards program if fraud, technical failures or any other factor beyond Oracle's control impairs the integrity of this program, as determined by Oracle in its sole discretion. Oracle reserves the right in its sole discretion to disqualify any individual it believes has tampered with the entry or selection process or has acted in violation of these Official Rules. Any attempt by any person to deliberately damage or undermine the legitimate operation of this Oracle Awards program may be a violation of criminal and civil law, and, should such an attempt be made, Oracle reserves the right to seek damages from any such person to the fullest extent permitted by law. Oracle's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Any attempts by an individual to access any web site associated with this Oracle Awards program via a bot script or other brute force attack or any other unauthorized means will result in the IP address becoming ineligible. Use of automated entry devices or programs is prohibited.