

Overview and Frequently Asked Questions

Overview

Oracle Buys AddThis

Strengthens Oracle's Data as a Service Offering

On January 5, 2016 Oracle announced that it signed an agreement to acquire AddThis, a leading provider of publisher personalization, audience insight and activation tools that powers 15 million websites and enables unmatched audience segment quality, scale and insight. The transaction has closed.

Oracle Data Cloud is the fastest growing global Data as a Service (DaaS) business, operating the most accurate data ID Graph™ to enable understanding of consumer behavior across all media channels. Oracle Data Cloud ingests third-party data, extracts value, and activates the data to drive insights and harness this knowledge for targeting, personalization and measurement. With the addition of AddThis, Oracle Data Cloud's offering is expected to deliver unprecedented levels of audience insight, measurement and reach.

The AddThis team brings significant knowledge and capabilities to Oracle and will further extend the value Oracle Data Cloud brings to market.

Business Continuity

Can I still purchase AddThis products and services?

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

Should AddThis customers continue to call AddThis for account management and professional services?

Yes. AddThis customers should continue to use existing AddThis contacts for sales, 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.

Should AddThis partners continue to contact AddThis?

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

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



Product Roadmap

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