

Oracle Buys Apiary

Creates the Most Comprehensive API Integration Cloud by Adding the Leading API Design and Governance Solution

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Oracle is currently reviewing the existing Apiary 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 Apiary's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Apiary 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.

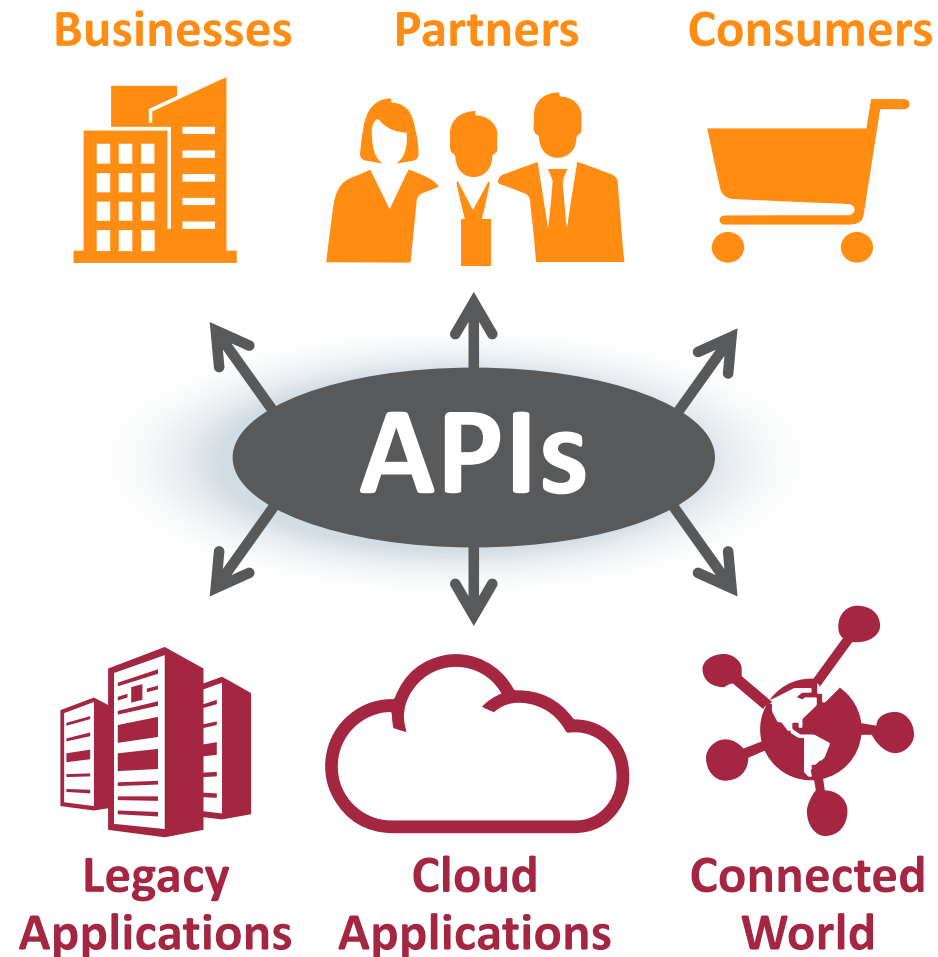
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This document contains certain forward-looking statements about Oracle and Apiary, including statements that involve risks and uncertainties concerning Oracle's proposed acquisition of Apiary, anticipated customer benefits and general business outlook. 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 Apiary, 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 Apiary 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 Apiary. 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 Apiary is under any duty to update any of the information in this document.

The Announcement

- **Oracle buys Apiary**
 - Creates the most comprehensive API Integration Cloud by adding the leading API design and governance solution
- **About Apiary**
 - Apiary's pioneering APIFlow solution provides the framework and tools for developing application programming interfaces (APIs) that share enterprise services and data and help create modern, cloud-based applications and experiences
 - APIFlow spans the API creation lifecycle, including design, governance, testing, and documentation, while supporting API Blueprint and OpenAPI industry standards
 - Apiary has helped companies such as Bloomberg, BlueCross BlueShield, GoPro and NBC Universal create hundreds of thousands of APIs and products that their customers and partners love to use
- **Together, Oracle and Apiary will help companies thrive in the digital economy by comprehensively managing connectivity complexity and API proliferation**
 - Oracle's existing API Integration Cloud already enables companies to secure, consume, monetize, and analyze APIs
 - Apiary provides the front-end solution for designing, creating, and governing APIs
 - The combination will deliver the most complete API creation and management platform in the cloud

Application Modernization, Digital Transformation and Increased Connectivity Demands are Driving API Proliferation



Disparate Approaches Produce
Unwieldy API Portfolios

Resulting in
Inefficient and High-Risk
Business Environments

- Security Exposures
- Technical Debt
- Lack of Scale
- Inability to Tackle Complex Integrations

API Management Provides a Common API Layer

Enables Companies to Focus on Innovation by Imparting Control and Increased Agility

API Management Platform

Design

Leverage industry standards to accelerate API design and creation while collaborating with key stakeholders on API specifications

Govern

Establish consistency and compliance with company-wide standards

Secure

Ensure security for digital assets with API-specific policies and granular provisioning

Consume

Orchestrate API discovery and consumption through developer portal

Monetize

Improve agility to meet customer demand and rapidly monetize API portfolio via payment provider integrations

Analyze

Gain clarity through embedded analytics and dashboards to better leverage existing APIs to meet business goals

API-First Strategy

- Accelerates digital transformation
- Delivers rich and targeted experiences
- Provides greater consistency
- Encourages collaboration
- Lowers development cost

Apiary Provides Best-in-Class API Development in the Cloud



Design

- De-risk costly API projects with rapid prototyping through continuous integration and mock testing
- Leverage industry standards like API Blueprint and OpenAPI for collaborative design



Govern

- Establish consistency and compliance through API controls, promoting reuse and eliminating costly errors
- Avoid duplication and maintain single source of truth through industry-leading change management tools

Innovative Enterprises Leverage Apiary to Develop APIs and Create Modern Applications and Experiences



* Customer information and logos provided by Apiary

Case Study: BlueCross BlueShield of North Carolina

Innovative Approach Drove Increased Productivity and Speed to Market



COMPANY OVERVIEW:

- Since 1933, Blue Cross Blue Shield of North Carolina (BCBSNC) has offered their customers high quality health insurance at a competitive price
- Serves more than 3.9 million customers

CHALLENGES:

- Ambitious goals to develop a plethora of new APIs to support a digital transformation for enhanced customer experience
- Required information sharing across teams and the ability to govern the API lifecycle centrally with company-wide policies based on API standards

SOLUTION:

- Selected Apiary's APIFlow to provide a collaborative and transparent development environment

BENEFITS:

- Increased developer productivity and speed to market

* Customer information and logos provided by Apiary

Case Study: GoPro

Increased Collaboration Across Time Zones and Consistency of APIs



COMPANY OVERVIEW:

- GoPro makes the world's most versatile cameras that help people capture and share their lives' most meaningful experiences with others

CHALLENGES:

- Geographically dispersed development teams caused development inefficiencies and project delays
- Required a collaborative approach to API design

SOLUTION:

- GoPro deployed Apiary's APIFlow to achieve greater collaboration and complete projects on time

BENEFITS:

- Dramatically improved collaboration across time zones and increased consistency, improving application delivery timelines

* Customer information and logos provided by Apiary

Case Study: Ticketfly

Accelerated Corporate Integration and Standardized Information Flow Across Teams

TICKETFLY

COMPANY OVERVIEW:

- Ticketfly, a subsidiary of Pandora, is the technology company delivering the world's most powerful platform for connecting fans with live events

CHALLENGES:

- Acquired by Pandora, Ticketfly required system integration across companies and distributed development teams

SOLUTION:

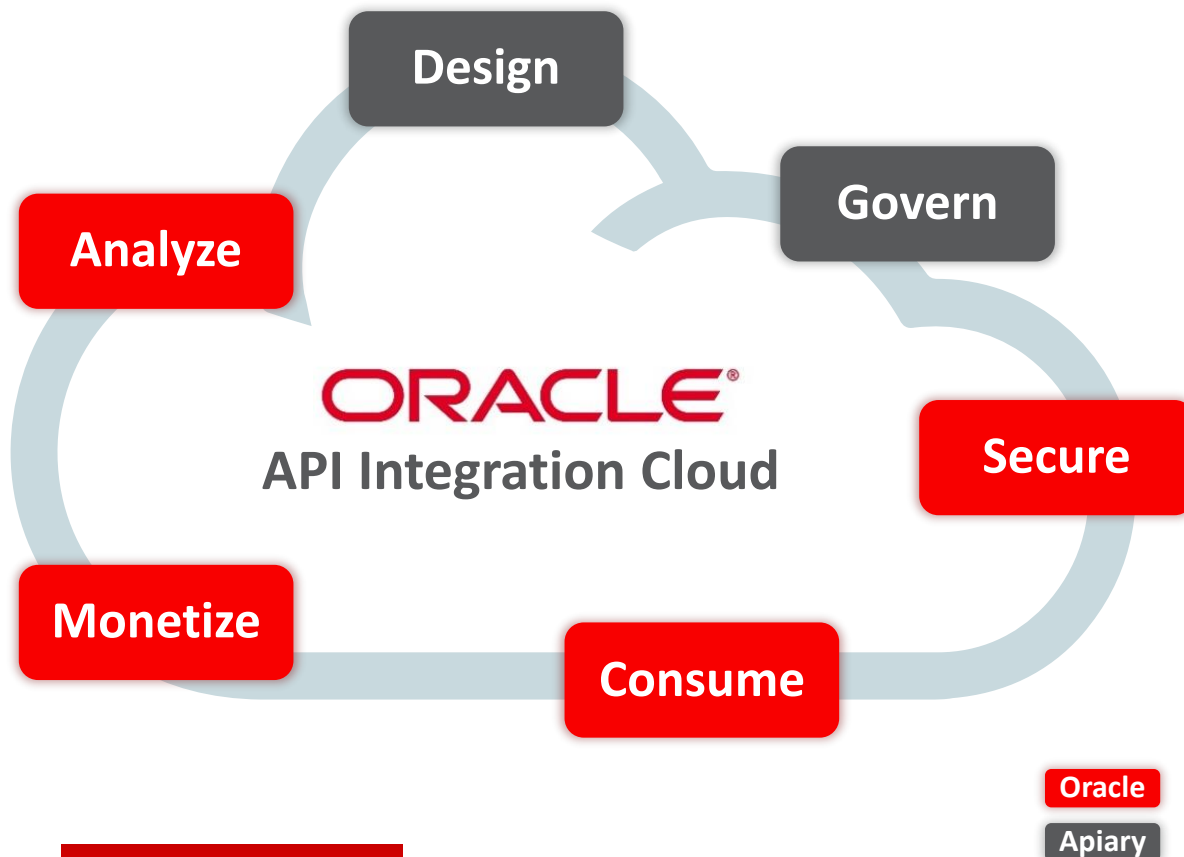
- Selected Apiary's APIFlow to govern API development and enhance collaboration

BENEFITS:

- Accelerated integration of the acquired company across the enterprise
- Standardized information workflows across disparate teams, contributing to acquisition success

* Customer information and logos provided by Apiary

Oracle + Apiary will Help Companies Leverage APIs to Provide Innovative Services that Interconnect the Digital Economy



Combination will deliver a comprehensive cloud platform to create and manage APIs

- Design APIs for innovation and create new business outcomes
- Ensure security for digital assets with policy driven APIs
- Gain visibility and insight to understand how to use existing IP for business goals
- Improve agility to meet customer demand rapidly via new innovative services

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