

## Overview and Frequently Asked Questions

### Overview

#### Oracle Buys Datalogix

#### Creates the World's Most Valuable Data Cloud to Maximize the Power of Digital Marketing

On December 22, 2014, Oracle announced that it has signed an agreement to acquire Datalogix. The transaction has closed.

Datalogix connects offline purchasing data to digital media to improve audience targeting and measure sales impact. Datalogix aggregates and provides insights on over \$2 trillion in consumer spending to deliver purchase-based targeting and drive more sales. Over 650 customers including the top US advertisers and digital media publishers use Datalogix to increase the effectiveness and measurability of their advertising.

Datalogix will become part of Oracle Data Cloud, the leader in Data as a Service solutions. The combination will provide comprehensive consumer profiles that will power personalization across digital, mobile, offline and TV. With Datalogix, Oracle Data Cloud will deliver the richest understanding of consumers across both digital and traditional channels based on what they do, what they say, and what they buy, enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

The Datalogix team brings significant knowledge and capabilities to Oracle and will further extend the value Oracle Data Cloud brings to marketers and publishers. Oracle BlueKai and Datalogix have a long partnership and will continue to operate as an open data marketplace to provide leading brands with the most comprehensive offerings to maximize the power of digital marketing.

### Business Continuity

#### Can I still purchase Datalogix products and services?

Yes. Datalogix products and services continue to be available. Please contact your existing Datalogix sales representative to assist you, or visit [www.datalogix.com](http://www.datalogix.com) for contact information.

#### Will Datalogix remain an open platform?

Oracle and Datalogix are committed to keeping Datalogix an open data platform, with deep integrations and partnerships across the entire digital publisher and adtech landscape.

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

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

#### Should Datalogix partners continue to contact Datalogix?

Yes. Datalogix partners should continue to use existing Datalogix 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 Oracle and Datalogix combination?

For more information, please visit [oracle.com/datalogix](http://oracle.com/datalogix).

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**Product Roadmap**

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