

Overview and Frequently Asked Questions

Overview

Oracle Buys Maxymiser

Extends Oracle Marketing Cloud's Leadership with the Industry's Most Powerful Solution for Optimizing Web and Mobile Customer Experiences

On August 20, 2015, Oracle announced that it signed an agreement to acquire Maxymiser, extending Oracle Marketing Cloud's leadership with the industry's most powerful solution for optimizing web and mobile customer experiences. The transaction has closed.

Maxymiser is a leading provider of cloud-based software that enables marketers to test, target and personalize what a customer sees on a Web page or app, substantially increasing engagement and revenue. Maxymiser optimizes over 20 billion customer experiences per month for brands such as HSBC, Lufthansa, Tommy Hilfiger, and Wyndham.

Oracle Marketing Cloud is already the fastest growing software platform for modern marketers in the world. Maxymiser enables the optimization of customer experiences with best-in-class data science technologies covering multivariate testing, audience-segment discovery, and predictive personalization. The addition of Maxymiser to Oracle Marketing Cloud will strengthen the most comprehensive solution to manage marketing programs across all digital channels and across the customer lifecycle.

The Maxymiser team brings significant knowledge and capabilities to Oracle and is expected to join Oracle and become part of Oracle Marketing Cloud.

Business Continuity

Can I still purchase Maxymiser products and services?

Yes. Maxymiser products and services continue to be available. Please contact your existing Maxymiser sales

representative to assist you, or visit www.maxymiser.com for contact information.

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

Yes. Maxymiser customers should continue to use existing Maxymiser 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 Maxymiser partners continue to contact Maxymiser?

Yes. Maxymiser partners should continue to use existing Maxymiser 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.

Will Oracle continue supporting integrations with Oracle Marketing AppCloud partners?

Yes. Oracle plans to continue supporting the integration with these partners to provide customers with choice.

Where can I find out more information about the proposed Oracle and Maxymiser combination?

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



Product Roadmap

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