Oracle Buys Moat
Creates the World's Most Comprehensive Cloud Platform for Marketing Data and Analytics

Overview

On April 18, 2017, Oracle announced that it has signed an agreement to acquire Moat, the fastest-growing digital measurement cloud company. Moat will join Oracle Data Cloud, which uses data and analytics to enhance media for leading marketers and publishers. The combination of Oracle and Moat will connect data to consumer attention for better media experiences and business outcomes. The transaction has closed.

Moat will remain an independent platform within Oracle Data Cloud, providing trusted measurement, analytics, and intelligence to the world's largest brands and leading publishers. Moat's enterprise client base and industry-leading attention analytics and intelligence suite provide a strong complement to Oracle Data Cloud's audience targeting and measurement solutions.

With the Moat acquisition, Oracle Data Cloud now offers brands and publishers a full suite of targeting and measurement solutions to improve the outcome of virtually every type of digital advertising campaign.

The Moat team is expected to join Oracle, bringing significant knowledge and capabilities to Oracle.

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

Product Overview and Strategy

Q: What is the rationale for this acquisition?

A: The combination of Oracle and Moat will connect data to consumer attention for better media experiences and business outcomes. With the Moat acquisition, Oracle Data Cloud now offers brands and publishers a full suite of targeting and measurement solutions to improve the outcome of virtually every type of digital advertising campaign.

Q: What products and services does Moat offer?

A: Moat provides trusted measurement, analytics, and intelligence to the world's largest brands. Moat's industry-leading attention analytics and intelligence suite provide a strong complement to Oracle Data Cloud's audience targeting and measurement solutions.

Q: How will the proposed acquisition impact the Moat product roadmap?

A: Oracle is committed to protecting and enhancing customer investments in Moat solutions. Oracle plans to continue investing in Moat. We expect this will include more functionality and capabilities at a quicker pace. In addition, Moat customers will benefit from better integration and alignment with Oracle's other product offerings.

Business Continuity

Q: Can I still purchase Moat products and services?

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

Q: Should Moat customers continue to call Moat for account management and support?

A: Yes. Moat customers should continue to use existing Moat contacts for sales and support to address immediate and ongoing needs. We will communicate all changes and transitions well in advance through these familiar channels.

Q: Should Moat partners continue to contact Moat?

A: Yes. Moat partners should continue to use existing Moat 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.

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Q: Will Moat remain an open platform?

A: Oracle and Moat are committed to keeping Moat an open measurement and analytics platform, with deep integrations and partnerships across the entire digital publisher and adtech landscape.

Q: Where can I find out more information about the proposed Oracle and Moat combination?

A: For more information, please visit www.oracle.com/moat.

Product Roadmap

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

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