

Oracle Buys Opower

Together, Oracle and Opower will Become the Largest Provider of Mission-Critical Cloud Services to the \$2.3 Trillion Utilities Industry

June 14, 2016

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Cautionary Statement Regarding Forward-Looking Statements

This document contains certain forward-looking statements about Oracle and Opower, including statements that involve risks and uncertainties concerning Oracle's proposed acquisition of Opower, 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 Opower, 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, and the possibility that Oracle or Opower 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 Opower.

In addition, please refer to the documents that Oracle and Opower, respectively, file with the U.S. Securities and Exchange Commission (the "SEC") on Forms 10-K, 10-Q and 8-K. These filings identify and address other important factors that could cause Oracle's and Opower's respective operational and other results to differ materially from those contained in the forward-looking statements set forth in this document. 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 Opower is under any duty to update any of the information in this document.

Oracle is currently reviewing the existing Opower 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 Opower's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Opower or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. It is intended for information purposes only, and may not be incorporated into any contract.

The Announcement

Oracle buys Opower

- Together, Oracle and Opower will become the largest provider of mission-critical cloud services to the \$2.3 trillion utilities industry

About Opower

- Opower is the leading provider of customer engagement and energy efficiency cloud services to utilities
- Their cloud-based solutions enable over 100 global utilities, such as PG&E, Exelon and National Grid, to create a modern digital customer experience
- Opower's big data platform stores and analyzes over 600 billion meter reads from 60 million utility end-customers

Together, Oracle Utilities and Opower will provide the industry with the most complete cloud platform for the entire utility value chain, from meter to grid to end-customers

- Oracle Utilities offers a complete suite of operational applications and cloud services for global electric, gas and water utilities that automate core operational processes and enable compliance
- Opower offers customer engagement solutions that improve customer satisfaction, meet energy efficiency goals, and lower operational costs

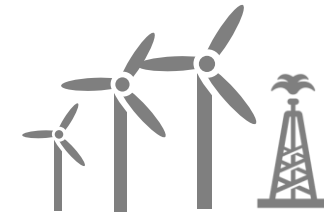
The \$2.3 Trillion* Utility Industry is in Transition



Utility Customers are Demanding a Modern Digital Experience



Utilities Need to Leverage Smart Grid Data to Improve Operations



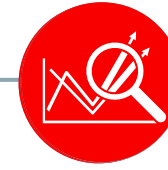
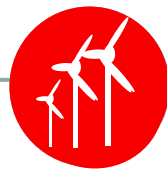
Regulators are Enforcing and Rewarding Energy Efficiency by Utilities

Integrated cloud-based technologies are critical to addressing these challenges

Utilities Need Modern Cloud-Based Solutions to Engage Customers and Optimize Energy Saving Programs

Inform and Empower
Customers to Save Energy

Improve Call Center
Performance

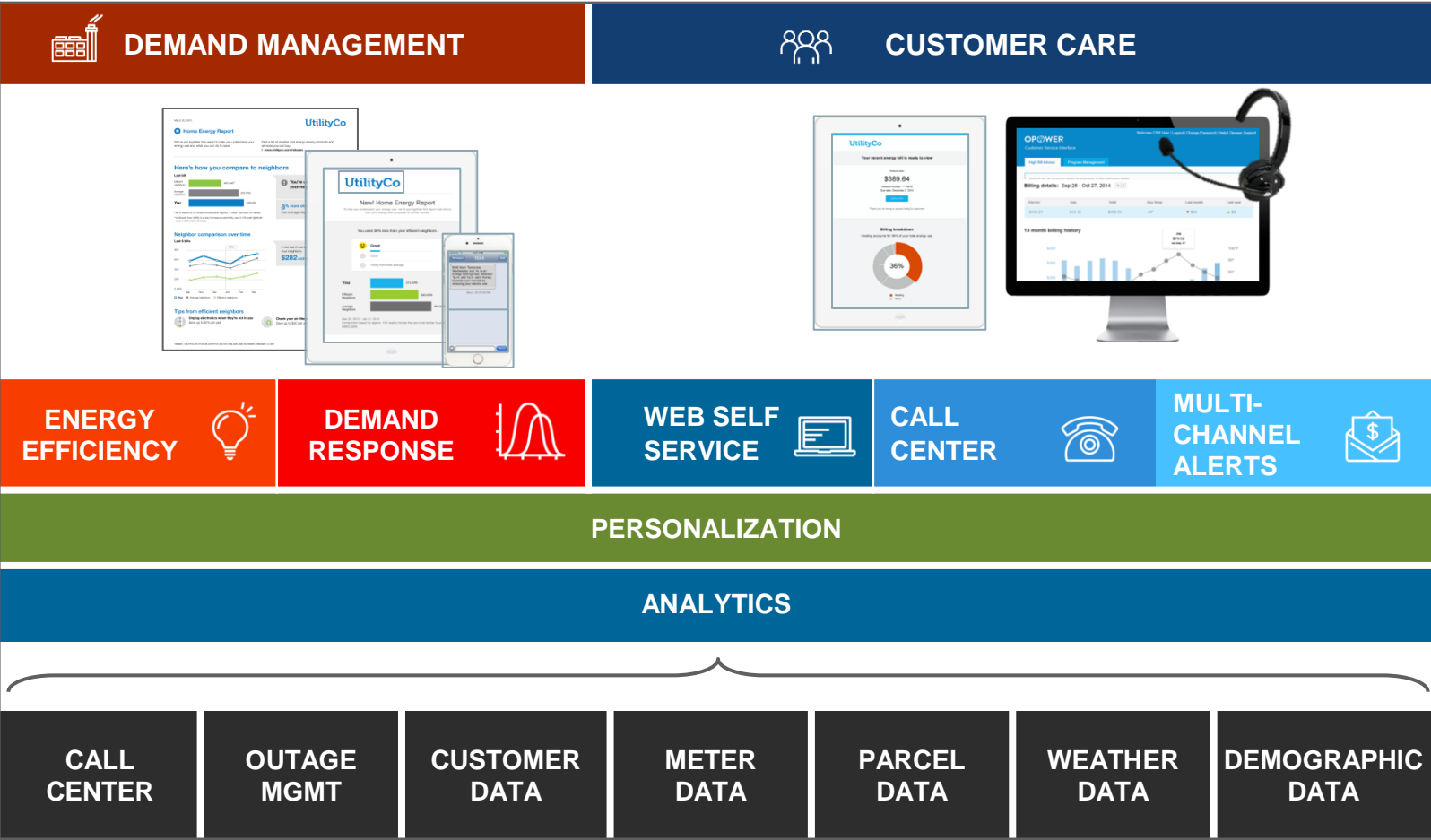


Provide Insightful Energy
Data Analytics

Digitalize the Customer
Experience

Enable Cost Effective
Peak Energy Savings

Opower Provides the World's Leading Cloud-Based Energy Efficiency and Customer Engagement Platform



- Integrated web, mobile, and call center tools
- Multi-tenant, modern cloud architecture
- Configurable and powerful energy efficiency platform
- Real-time demand response engine
- Multi-channel, digital customer engagement solutions
- Stores and analyzes 2/3rds of US smart meter data



The Most Important Utilities in the World Run Opower

Over 50% of Opower's Customers also Run Oracle Utilities Solutions



60 million
utility customers engaged

600 billion
meter reads mined for insights

10 terawatt hours
of energy saved

* Customer information and logos provided by Opower

Opower Cloud Delivers Big Data Value for PG&E

Empowers End-Customers with Smart Meter Data Insights Available from Any Channel



COMPANY OVERVIEW

- Pacific Gas and Electric Company is one of the largest combination natural gas and electric utilities in the United States
- The company provides natural gas and electric service to approximately 16 million people throughout northern and central California

CHALLENGES

- Increase customer adoption of web services
- Improve customer perception of smart meters
- Achieve energy efficiency goals

SOLUTIONS

- Ingest, store, and analyze smart meter data for 5.6m customers
- Define, run, and report on energy efficiency across 1.8m homes
- Provide energy data services for 215,000 solar customers, which represent the majority of all US solar customers
- Multi-channel, 24x7 interactive web tools

BENEFITS

- Helped PG&E customers realize energy bill savings of \$51.4m
- Enabled PG&E to reduce energy demands by 543 gigawatts
- Significant increase in web traffic reduced call center volume
- Improved customer perception of smart meter investments

* Customer information and logos provided by Opower

Opower Provides Consistent Customer Experience for Exelon

Reduced Peak Energy Use by 18% and Increased Customer Satisfaction



COMPANY OVERVIEW

- Exelon is a Fortune 150 company that works in every stage of the energy business: power generation, competitive energy sales, transmission and delivery
- Exelon's six utilities deliver electricity and natural gas to approximately 10 million customers through its Atlantic City Electric, BGE, ComEd, Delmarva Power, PECO and Pepco subsidiaries

CHALLENGES

- Unify analytics across all six operating companies
- Achieve mandated efficiency and peak reduction goals
- Accelerate adoption of consumer web and mobile engagement

SOLUTIONS

- Consistent smart meter analytics across all operating companies
- Territory-wide behavioral demand response for BGE
- Energy efficiency platform for millions of homes across three states
- Enterprise-wide platform for customer web engagement

BENEFITS

- Achieved 18% peak energy use reduction with demand response
- 19% reduction in high-bill call center call volume
- Cost-effectively met regulatory goals for energy efficiency
- Improved customer satisfaction with multi-channel, 24x7 customer engagement

* Customer information and logos provided by Opower

Together, Oracle and Opower Will Become the Largest Provider of Mission-Critical Cloud Services for Utilities



UTILITIES



Web



Social



Mobile



Email



Call Center

Multi-Channel Customer Engagement Cloud Services

Energy Efficiency

Enterprise Web

Call Center Tools

Demand Response

Digital Outbound

Points and Rewards

Energy Analytics

Rating and Billing

Work and Asset Management

Mobile Workforce Management

Meter Data Management

Financials

Network Management

Mission Critical Operational Cloud Services

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