Oracle Buys Grapeshot
Expands Oracle Data Cloud's Ability to Improve Marketing Outcomes

Overview

On April 24, 2018, Oracle announced that it has signed an agreement to acquire Grapeshot, a provider of brand safety and pre-bid contextual solutions to over 5,000 of the world's leading marketers. Every month, over 38 billion programmatic ad impressions are enhanced using Grapeshot's Contextual Intelligence Platform in dozens of languages, and has grown well over 100% year over year. The transaction has closed.

Product Overview and Strategy

Q: What is the rationale for this acquisition?

A: The acquisition of Grapeshot will dramatically expand Oracle Data Cloud's ability to improve marketing outcomes for our partners worldwide by adding the important dimension of Context to Oracle Data Cloud's expertise in Audiences and Measurement.

Q: What products and services does Grapeshot offer?

A: Grapeshot's Contextual Intelligence Platform enables the rapid creation of highly-customized segments that will allow marketers and their agencies to confidently avoid unsafe content that will damage brand equity, as well as expand global audience reach by targeting the most relevant content, including late breaking news and trending themes.

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

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

Business Continuity

Q: Can I still purchase Grapeshot products and services?

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

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

A: Yes. Grapeshot customers should continue to use existing Grapeshot 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 Grapeshot partners continue to contact Grapeshot?

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

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

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

Product Roadmap

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

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