

Oracle Buys LogFire

Extends Oracle's Leading Supply Chain Management Cloud with SaaS-based Warehouse Management Capabilities

September 6, 2016

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Oracle is currently reviewing the existing LogFire 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 LogFire's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by LogFire 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.

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This document contains certain forward-looking statements about Oracle and LogFire, including statements that involve risks and uncertainties concerning Oracle's proposed acquisition of LogFire, 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 LogFire, 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 transaction will not close or that the closing may be delayed, 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 LogFire 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 LogFire. 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 LogFire is under any duty to update any of the information in this document.

The Announcement

Oracle buys LogFire

- Extends Oracle's leading Supply Chain Management (SCM) Cloud with SaaS-based warehouse management capabilities

About LogFire

- LogFire's built-for-the-cloud solution provides an integrated warehouse, inventory and workforce management platform that easily scales with increased volume and complexity
- More than 40 customers from the retail, consumer goods, third-party logistics and ecommerce sectors use LogFire's solutions to fulfill over 100 million global orders annually

The Oracle – LogFire Combination

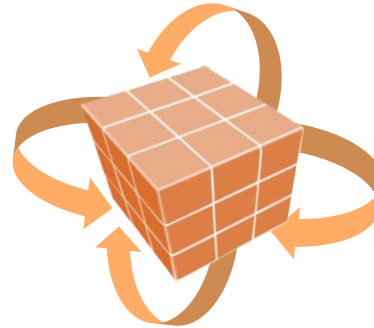
- Supply chain organizations are under pressure to exploit evolving business trends such as omni-channel fulfillment, integrated logistics and dynamic sourcing, while simultaneously increasing efficiency and reducing costs
- Oracle provides a comprehensive set of supply chain SaaS applications that enables organizations to modernize their supply chain processes, while leveraging the cloud to increase flexibility and reduce total cost of ownership
- The combination of Oracle and LogFire will complement the logistics functionality of the Oracle SCM Cloud by adding innovative warehouse management capabilities

Legacy Warehouse Management Solutions Are Not Meeting Customer Expectations for Flexibility



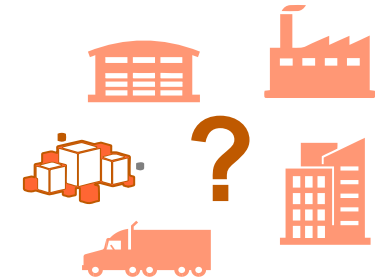
Expanding Demand and Fulfillment Channels

I want to buy anywhere, fulfill anywhere, return anywhere



Product Proliferation and Mass Customization

I want all my products, and I want them my way



Fragmented Inventory Visibility

I want to know exactly what you have, and when I will get it

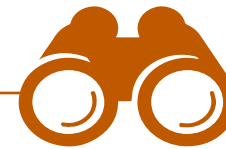
A Modern Warehouse Management System (WMS) Needs to Deliver a Range of Capabilities

Support multi-channel commerce



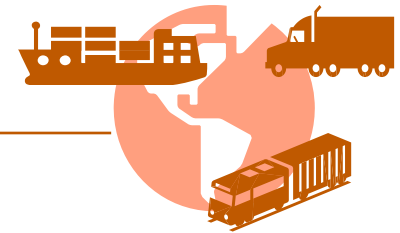
Adapt to customers' changing demands

Enable shared service warehousing

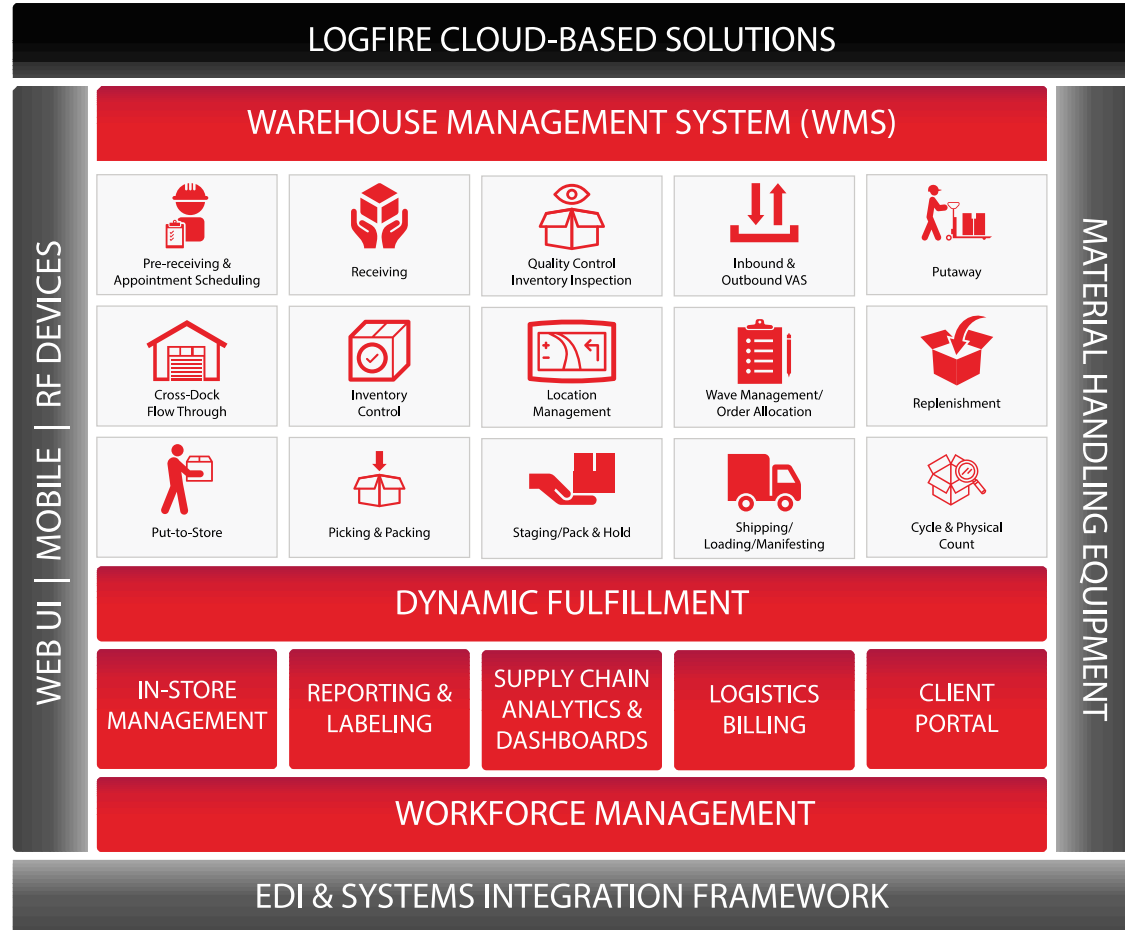


Provide global inventory visibility

Leverage global logistics networks



LogFire's Warehouse Management Cloud Delivers the Flexible Capabilities Customers are Demanding



- A **leading** warehouse management solution
- The predominant **built-for-cloud** solution in the marketplace
- Over **8,700 active WMS users**
- More than **100 million** transactions processed in **2015**
- Over **54 million** transactions YTD
- More than **250 stores live**
- Over **40 customers**

Global Retail, Consumer Goods, Logistics and eCommerce Customers Use LogFire to Modernize Their Supply Chains



Over 100 million orders processed annually

LogFire Helps Ryder Win New Business with Rapid Customer On-boarding and Lower Up Front Costs



COMPANY OVERVIEW

- Ryder is a leading provider of commercial transportation, logistics and SCM solutions, serving customers throughout North America, Europe and Asia, with an annual revenue of approximately \$6 billion
- Ryder operates over 216,000 vehicles worldwide

CHALLENGES

- Offer price competitive warehousing services in order to win new client business
- Integrate easily with both Ryder and clients' systems to reduce time and cost to onboard new clients
- Have access to the latest WMS functionality with minimal upgrade cycles and associated downtime

SOLUTION

- LogFire Warehouse Management Cloud

BENEFITS

- Quicker time to market
- Rapid customer on boarding
- Lower upfront costs

* Customer information and logos provided by LogFire

LogFire Warehouse Management Cloud Helps InkaFarma Take Automation to a New Level



COMPANY OVERVIEW

- InkaFarma (Eckerd Peru) is the largest pharmaceutical retail company in Peru with +50% market share and more than 1,000 stores
- One of Peru's most admired and recognized brands

CHALLENGES

- Support a large scale and dynamic distribution network
- Provide scalability to support planned growth in shipment volumes to additional store locations
- Deliver reliable and rapid response times in order to manage a highly automated warehouse facility

SOLUTION

- LogFire Warehouse Management Cloud

BENEFITS

- Supported 40% growth in shipment volume
- 100% system uptime
- Increased warehouse operations productivity by 40%
- Improved on-time shipment rate to 98%

* Customer information and logos provided by LogFire

LogFire Cloud Fulfillment Helps Craftsy Fuel Hyper Growth



COMPANY OVERVIEW

- Craftsy is the preeminent online destination for passionate makers to learn, create and share
- Currently offering categories ranging from quilting, sewing and knitting to cake decorating, photography and cooking, Craftsy has more than 10 million registered members from over 180 countries

CHALLENGES

- Streamline the company's fulfillment operations while in hyper growth mode
- Optimize Craftsy's 300,000 square foot distribution center and manage over 20,000 stock keeping units (SKUs)
- Fulfill 100% of Craftsy's ecommerce orders
- Integrate with NetSuite ERP system

SOLUTION

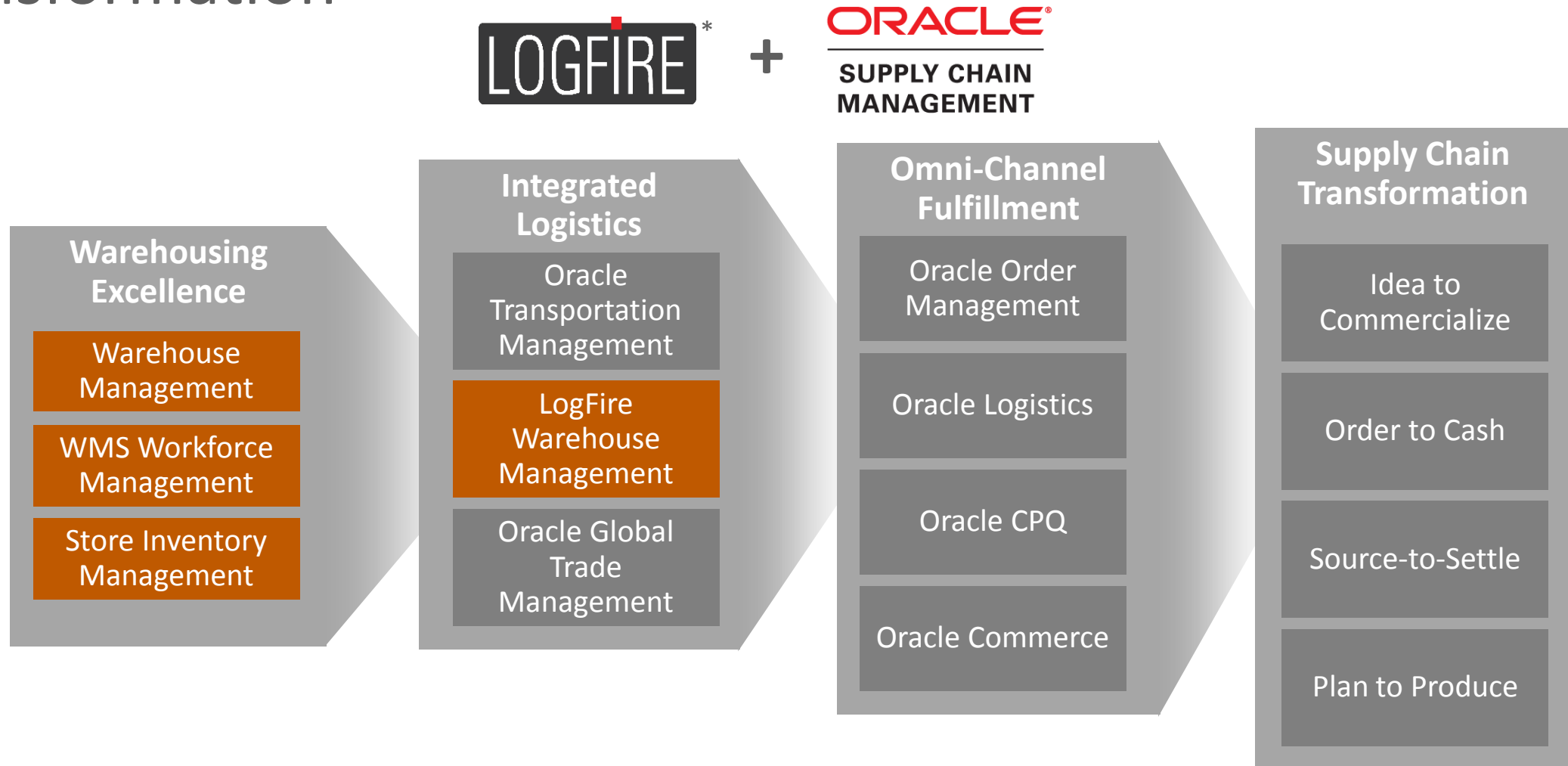
- LogFire Warehouse Management Cloud

BENEFITS

- Quicker time to market through rapid implementation of 20 weeks
- Improved order accuracy
- Increased order fulfillment velocity

* Customer information and logos provided by LogFire

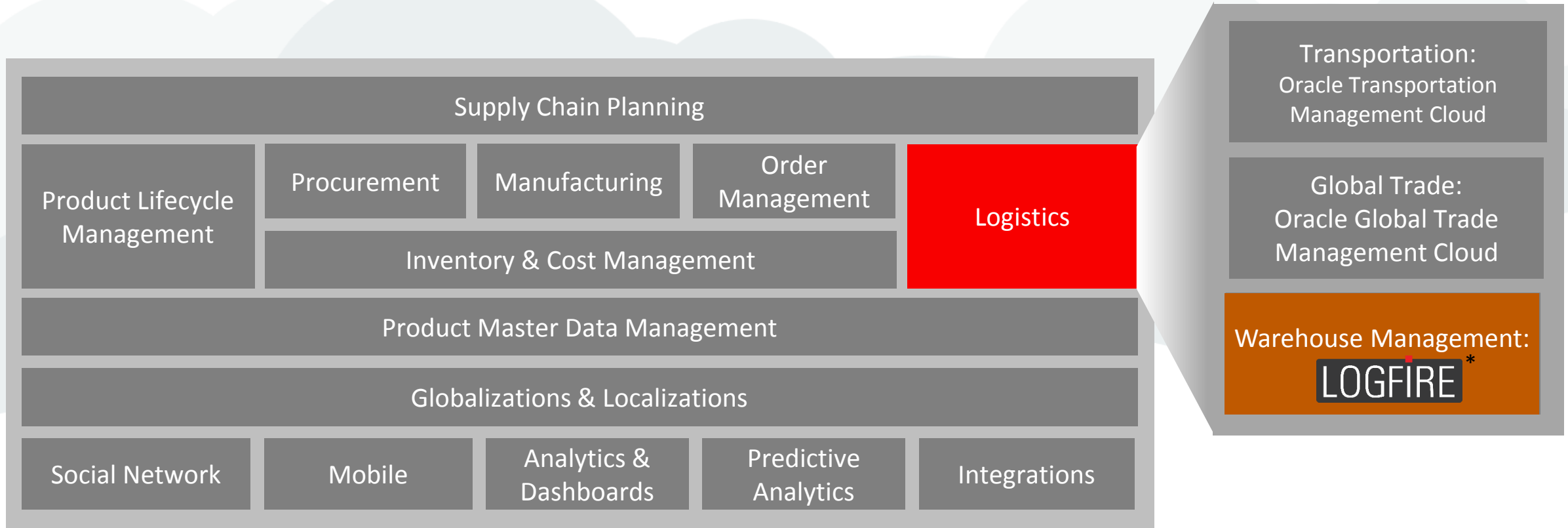
Together, Oracle and LogFire Provide Customers the Ability to Grow from Point WMS Solution to Full SCM Transformation



*Pending

LogFire Extends Oracle SCM Cloud with WMS

Offering a Modern, Built-for-the-Cloud SCM Suite



LogFire complements the logistics functionality of the Oracle SCM Cloud by adding innovative warehouse management capabilities

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