



SAP Global Corporate Affairs
January 25, 2016

SAP: Run Simple - The World's Largest Provider of Enterprise Application Software

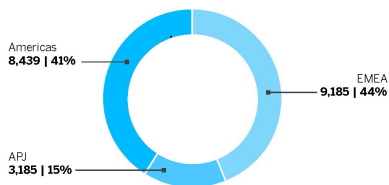
As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable customers to operate profitably, adapt continuously, and grow sustainably.

CUSTOMERS

- SAP serves ~300,000 customers in 190 countries
- > 80% of SAP customers are SMEs
- SAP customers include:
 - 87% of the Forbes Global 2000 companies
 - 98% of the 100 most valued brands
 - 100% of the Dow Jones top scoring sustainability companies
- Our customers produce
 - 78% of the world's food
 - 82% of the world's medical devices
- 74% of the world's transaction revenue touches an SAP system¹

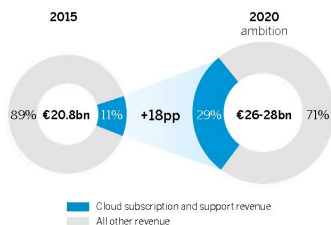
FINANCIALS

Revenue by region
Non-IFRS@cc, mn €



- Revenue – FY 2015 (non-IFRS@const. curr.)
 - Cloud subs. & support €2.3 bn (+82%)
 - SW & Support² €14.9 bn (+6%)
 - Total €20.8 bn (+10%)
- Outlook 2016 (non-IFRS @ const. curr.)
 - Cloud subs. & support rev.: €2.95 - €3.05 bn
 - Cloud & SW³ rev. up 6% - 8% (2015: €17.2 bn)
 - Operating profit in a range of €6.4 - €6.7 bn
- Midterm outlook 2017 (non-IFRS@cc)
 - Cloud subs. & support rev.: €3.8 - €4.0 bn
 - Total revenue: €23 - €23.5 bn
 - Operating profit in a range of €6.7 - €7.0 bn
- Ambition 2020 (non-IFRS@cc)
 - Cloud subs. & support rev.: €7.5 - €8.0 bn
 - Total revenue: €26 - €28 bn
 - Operating profit in a range of €8 - €9 bn
- Cloud subscription and support revenue expected to surpass license revenue by 2018

Total revenue mix



¹ Source: McKinsey/SAP analysis update 4/2013
² SW & Support: Software and Support
³ Cloud & SW: Cloud Subscriptions and Software

HOW WE RUN SIMPLE

- Our vision is to help the world run better and improve people's lives
- Our mission is to help customers run at their best
- To fulfill our mission, we help our customers master complexity with simple and easy to use solutions focused on innovation in the cloud and on SAP HANA, e.g. SAP S/4 HANA, SAP Simple Finance
- Our strategy is to become THE cloud company powered by SAP HANA with focus on
 - Public cloud: Standard and suite solutions
 - Business network: Ariba, Concur, Fieldglass
 - Private cloud on SAP HANA Enterprise Cloud

MARKET POSITION

ENTERPRISE APPLICATION SOFTWARE

- SAP is market leader in
 - applications
 - analytics
 - mobility solutions
- Fastest growing database vendor
- Broadest portfolio of modular and suite solutions available on premise, in the cloud and hybrid: customers have full choice of consumption model

TOP CLOUD VENDOR

- Fastest growing company at scale in the cloud
- Cloud user base: 95 mn subscribers
- Largest cloud portfolio: >30 solutions for all lines-of-business (LoB) as well as business suites
- Market leader in Human Capital Mgmt. solutions
- 41 datacenters in 21 locations in 11 countries

INNOVATION

- 14 Development centers (SAP Labs) worldwide
- 100 Development locations worldwide
- 13 Co-Innovation and Living Labs worldwide
- 21 Research locations worldwide
- Innovation Center in Potsdam, Germany
- Partner network with >13,300 SAP partner companies around the world
- Sapphire Ventures: Invested in >130 IT startups and >30 venture capital funds globally since 1996
 - US\$ 1.4 bn capital under management
 - Operates independently from SAP
 - Provides SAP early visibility and access to markets, trends & innovation
- SAP Digital allows anyone to buy and use offerings from SAP and third-party suppliers with minimal human interaction

EMPLOYEES AND BASIC FACTS

- Headquarters: Walldorf, Germany
- Founded: April 1, 1972
- Listing: Frankfurt, New York
- 76,986 employees worldwide (12/31/2015)
 - EMEA: 33,906
 - Americas: 22,166
 - APJ: 20,914
- >120 nationalities worldwide
- nearly 80 nationalities at headquarters

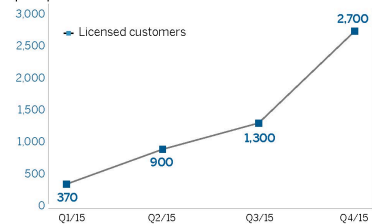
SAP'S END-TO-END SOLUTIONS

Simple user experience designed with a mobile first mindset

1 – APPLICATIONS

- Packaged solutions for 25 industries and 11 lines-of-business: On premise, cloud, hybrid
- SAP Business Suite optimizes all business-critical processes
- Market leader in products for business analysis and a technology leader for real-time analysis: Business intelligence, Predictive Analytics etc.
- S/4HANA: the next generation business suite
 - 2,700 customers in 11 months
 - On premise, cloud and hybrid
 - The digital core that drives digital transformation for reimagined business models, processes and decisions: internet of things and big data become accessible to any business
 - New user experience with SAP Fiori

SAP S/4HANA performance in the market per quarter



2 – SAP HANA PLATFORM

- Market-leading platform for real-time computing:
 - Open platform
 - Basis for major SAP applications, will become underlying technology for all SAP applications
 - SAP HANA Cloud Platform enables customers to extend existing cloud applications or quickly develop entirely new ones
 - SAP HANA Enterprise Cloud: access to the full potential of SAP HANA via managed cloud
- Customers and Partners:
 - >2,700 startups developing on HANA platform
 - 1,310 SAP HANA One customers
 - 6,700 SAP S/4HANA trained partners persons
 - 1,100 SAP S/4HANA resellers

3 – BUSINESS NETWORK

- SAP's Business Network companies provide the leading solutions in the areas of
 - Goods and services: Ariba has a trade volume of more than US\$ 740 billion p.a., connecting 2 million businesses
 - Travel and expense: Concur is being used by 30 million travelers
 - Contingent labor: Fieldglass manages 1.9 million temporary workers p.a.

USEFUL LINKS

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