



Fact Sheet

SAP AT A GLANCE

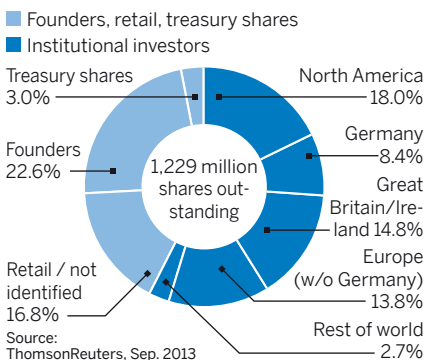
Capital Market Information

As the world's leading provider of enterprise application software, SAP (NYSE: SAP) delivers products and services that help accelerate business innovation for its more than 251,000 customers in more than 180 countries.

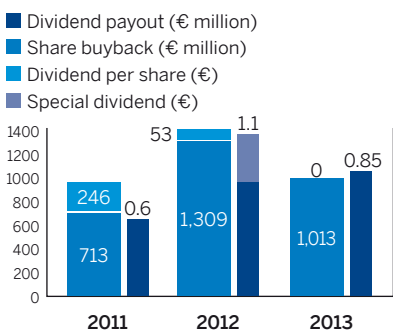
SAP share (as of 10/15/2013)

Ticker symbol	SAP
Home exchange	Frankfurt Stock Exchange, Germany
U.S. exchange	NYSE (ADR)
ADR : ordinary share ratio	1 : 1
Number of shares outstanding:	1,229 million
Free float	74.4%
52 week range (NYSE)	\$69.66 - \$84.58
Market cap:	\$88.86 bn

Well-balanced shareholder structure



Shareholders continuously participate in SAP's business success



Vision and Mission

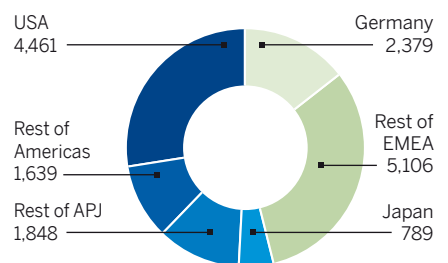
Our vision is to help the world run better and improve people's lives. Our mission is to help every customer become a best-run business. We do this by delivering new technology innovations without disruptions: enterprise mobility will transform consumption of IT; in-memory technology will simplify the IT stack and drive high value applications; and the cloud delivery of IT solutions will become mainstream. By leveraging our leadership in applications and analytics and combining them with new technology innovations, we can offer solutions that make our customers run better. To help our customers derive value from their SAP solutions in a fast, cost-effective and predictable way, we also provide professional services and support.

Financial Highlights FY 2012 (IFRS)

Total revenue	€16.22 bn
SSRS revenue ¹⁾	€13.17 bn
Operating profit	€4.06 bn
Profit after tax	€2.82 bn
Basic earnings per share	€2.37
Effective tax rate	26.2%
Free cash flow	€3.28 bn
Employees (FTEs)	64,422

Revenue by Region (IFRS)

in € millions, based on customer location



Operating profit, profit after tax (IFRS)

in € billions



1) SSRS = Software and software-related services

2) Results for FY 2010 and 2011 affected by TomorrowNow lawsuit



The Best-Run Businesses Run SAP™





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Strategy for Growth

Our strategy for growth seeks to increase SAP's market leadership in the existing market categories of applications, analytics, and mobile solutions, and to position SAP as a market leader in new categories such as cloud solutions as well as databases and technology.

SAP's Innovative Product Portfolio

SAP also seeks to secure the growth of the company in future primarily through the organic development of its product portfolio. Expanding our partner network not only offers additional opportunities to develop innovative products, but also significantly increases our potential sales channels. Our growth strategy is also supported by corporate takeovers, to supplement the broad palette of SAP solutions.

Robust business model

Our most important revenue driver is our software revenue because this often generates additional revenues such as support and consulting

services. We predominantly realize software revenues from sales of licenses to use our software products.

% Revenue categories	
28	Software
51	Support
2	Cloud subscriptions and support
81	SSRS revenue
15	Consulting
4	Other services
19	Professional serv. and other serv. rev.
100	Total revenue

■ one-time revenue ■ recurring revenue
All figures for fiscal year 2012

The price of the software license forms the basis for the software maintenance costs. Maintenance services are usually calculated monthly, and are included in support revenue. This revenue structure including one-time revenue and recurring revenue, supported predominantly by license revenues and follow-up business, forms the basis for strong growth while at the same time offsetting economic fluctuations thanks to the significant share of recurring revenues in total revenue.

Three reasons to invest in SAP

1. Global market leader in enterprise business applications. Over 40 years of experience as a software provider to over 251,000 customers worldwide
2. Strong track record of growth. The fourth quarter of 2012 represented the 12th consecutive quarter of double-digit growth in software and software related services revenue
3. Excellent profitability profile with strong track record of returning cash to shareholders through continuous dividends and periodic share repurchases.

Targets for 2015:

- Over €20 billion revenues
- 35% operating margin (non-IFRS)
- To reach 1 billion people
- Build a €2 billion cloud business
- Remain the fastest-growing database company

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SAP's Innovative Product Portfolio



Applications



Analytics



Cloud



Mobile



Database and
Technology

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Deliver the highest customer value through innovation without disruption



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