



SAP Global Corporate Affairs
July 22, 2015

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 innovate through simplification. From back office to boardroom, warehouse to storefront, on premise to cloud, 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.

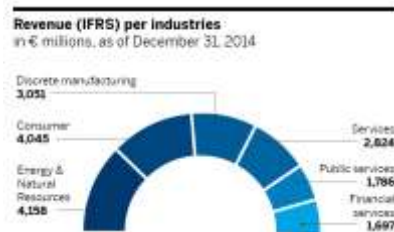
CUSTOMERS

- SAP serves > 293,000 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

HOW WE RUN SIMPLE

- Our vision is to help the world run better and improve people's lives
- Our mission is to help our 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. S/4 HANA, 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 HANA Enterprise Cloud

FINANCIALS



- Revenue – FY 2014 (non-IFRS @ const. curr.)
 - Cloud subscr. & support € 1.1 bn (+45%)
 - SW&Support² € 13.8 bn (+5%)
 - Total € 17.6 bn (+5%)
- Revenue – Q2 2015 (non-IFRS @ const. curr.)
 - Cloud subscr. & support € 555 mn (+92%)
 - SW&Support² € 3.51 bn (+3%)
 - Business Network € 333 mn (+145%)
 - Total € 4.5 bn (+8%)
- Outlook 2015 (non-IFRS @ const. curr.)
 - Cloud subscr. & support rev.: €1.95 - €2.05 bn
 - Cloud & SW³ rev up 8%-10% (2014: €14.33 bn)
 - Operating profit in a range of €5.6 - €5.9 bn
- Ambition 2017 (non-IFRS @ cc)
 - Cloud subscr. & support rev.: €3.5 - €3.6 bn
 - Total revenue: €21 - €22 bn
 - Operating profit in a range of €6.3 - €7.0 bn
- Ambition 2020 (non-IFRS @ cc)
 - Cloud subscr. & support rev.: €7.5 - €8.0 bn
 - Total revenue: €26 - €28 bn
 - Operating profit in a range of €8 - €9 bn

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

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: ~82 mn subscribers
- Largest cloud portfolio: >30 solutions for all lines-of-business (LoB) as well as Business Suite
- Market leader in Human Capital Mgmt. solutions

LEADING MOBILITY VENDOR

- Market leader for mobile business applications: >130 mn mobile users, >500 mobile apps
- SAP mobile solutions reach 99.9% of mobile subscribers via text messaging
- 1.8 bn text messages per day processed and delivered by SAP Mobile Platform

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 >13,000 SAP partner companies around the world
- Sapphire Ventures: Invested in >150 IT startups globally since 1996
 - US\$1.4 bn capital under management
 - Operates independently from SAP
 - Gives SAP early visibility and access to markets, trends & innovation

EMPLOYEES AND BASIC FACTS

Employees per functional area as of December 31, 2014



- Headquarters: Walldorf, Germany
- Founded: April 1, 1972
- Listing: Frankfurt, New York
- 74,497 employees worldwide (06/30/2015)
 - EMEA: 33,467
 - Americas: 21,574
 - APJ: 19,456
- >120 nationalities worldwide
- nearly 80 nationalities at headquarters

USEFUL LINKS

[Executives](#) – [Supervisory Board](#) – [Products](#) – [Industries and Solutions](#) – [Events](#) – [Financials](#) – [Photos and Films](#) – [SAP Profile](#)

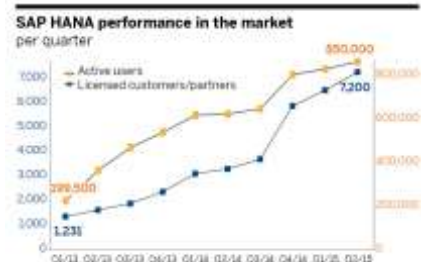
SAP'S END-TO-END SOLUTIONS

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 most significant business software innovation since SAP R/3
 - 10x smaller data footprint than conv. systems
 - 7x higher throughput
 - 1800x faster analytics and reporting
 - All data: text, social data, geo data, graph processing
 - Instantaneous simulations, predictions, recommendations
 - Delivery on premise, cloud and hybrid
 - Connected to Internet of Things

2 – SAP HANA PLATFORM



- SAP HANA is the market-leading platform for real-time computing:
 - Open platform
 - Basis for all major SAP solutions, 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
 - HANA Enterprise Cloud: access to the full potential of HANA via managed Cloud
- Customers:
 - >7,200 HANA customers
 - >850,000 active users
 - Suite on HANA: 1,850 customers
 - S/4HANA (launch Feb. 2015): 900 customers
 - >2,100 startups developing on HANA platform

3 – BUSINESS NETWORK

- SAP's Business Network companies provide the leading solutions in the areas of
 - goods and services (Ariba)
 - travel and expense (Concur) and
 - contingent labor (Fieldglass)
- > 35 million users in the Networks worldwide
- The SAP Business Networks connect industry ecosystems of more than 1.9 million businesses, their partners, 3rd party developers and system integrators
- Trade volume > US\$0.8 trillion p.a.

