



Fact Sheet
March 2012

SAP AG

The World's Largest Enterprise Application Software Company

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 183,000 customers in more than 130 countries.

QUICK FACTS

Financial Highlights FY 2011 (IFRS)

Total revenue	€14.23 bn
SSRS revenue	€11.32 bn
Operating profit	€4.88 bn
Operating margin	34.3%
Basic earnings per share	€2.89
Free cash flow	€3.33 bn
Employees (FTEs)	55,765

Investment Profile (as of 3/16/2012)

Ticker symbol	SAP
Home exchange	Frankfurt Stock Exchange, Germany
U.S. exchange	NYSE (ADR)
ADR : ordinary share ratio	1 : 1
Number of shares outstanding:	1,228 million
52 week range	\$47.39 - \$71.55
Market cap:	\$85.51 bn

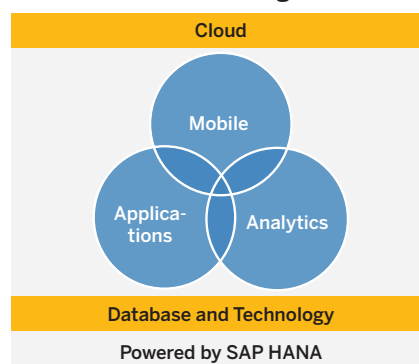
Financial Calendar 2011/2012

May 3-4	Value Investor Conference, Omaha, NE
May 23	Annual General Meeting of Shareholders
Jun 7-10	InvestEd in Charlotte, NC
Jul 24	Q2 results release
Sep 13-16	BetterInvesting in Houston, TX
Oct 24	Q3 results release

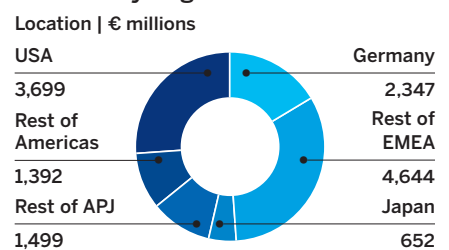
Vision and Mission

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 strong base in applications and analytics as well as 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 service and support.

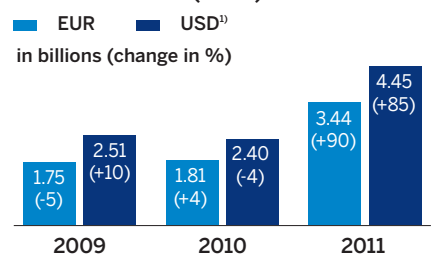
SAP's Five Market Categories



Revenue by Region Based on Customer



Profit After Tax (IFRS)



¹⁾ The figures have been translated solely for the convenience of the reader at the USD/EUR exchange rate based on the noon buying rate certified by the Federal Reserve Bank of New York on December 31st for the years 2008 and 2009, and on December 30th for the year 2010.

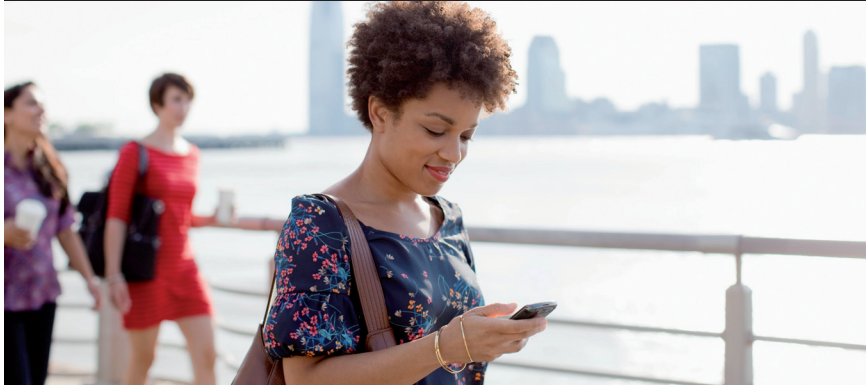
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Strategy for Profitable Growth

SAP's seeks profitable growth across its portfolio of products and services. To achieve these goals, we want to further strengthen our position in our five market categories applications, analytics, mobile computing, cloud computing as well as database and technology. SAP plans to realize its potential through:

1. Organic Growth

Organic growth remains the primary driver of SAP's strategy. We continue to invest in our own product development and technology innovation, spending €1.9 billion on research and development in 2011.

2. Co-Innovation

SAP continues to expand its partner ecosystem to support solutions development and to leverage sales forces to accelerate innovation and to address different market and customer segments.

3. Strategic Acquisitions

SAP's growth strategy also involves targeted, strategic, and "fill-in" acquisitions to add to its broad solution offerings within and across industries by gaining specific technologies and capabilities that meet the needs of its customers.

Ambition

By 2015 we want to

- Double our addressable market to US\$230 billion
- Generate €20 billion in annual revenue
- Achieve a 35% non-IFRS operating margin
- Reach 1 billion users
- Generate €2 bn in the cloud business
- Become the fastest growing database company

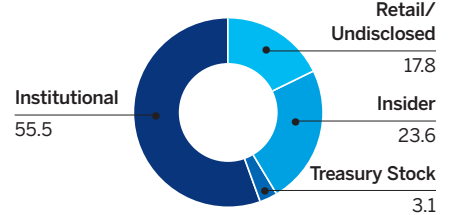
Reasons to Invest in SAP

When you invest in SAP, you become part of a leading business software company with

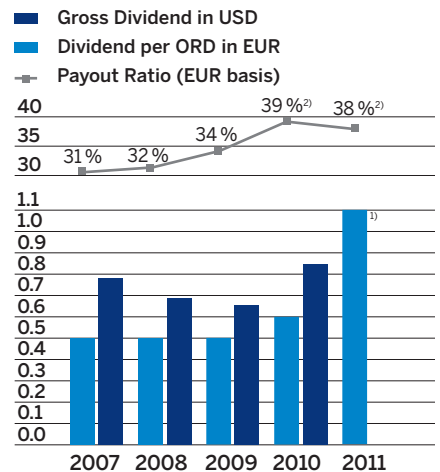
- 40 years of experience in providing solutions to the world's best-run businesses
- Thousands of customers worldwide that rely on SAP software every day – including many of the companies you invest in
- A solid track record of growth and return to investors
- Strong growth opportunities supported by a sustainable, robust, long term business model
- One of the most actively traded German stocks on the NYSE, and one of the most active ADRs overall

Shareholder Structure

in % of outstanding shares



Dividends



¹⁾ proposed dividend

²⁾ adjusted for TomorrowNow provision

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