



Fact Sheet
April 2011

SAP AG

The World's Largest Enterprise Application Software Company

As the world's leading provider of enterprise application software, SAP delivers products and services that help accelerate business innovation for its more than 109,000 customers in more than 120 countries. SAP currently has sales and development locations in more than 75 countries worldwide and is listed on several exchanges, including the Frankfurt Stock Exchange and NYSE under the symbol "SAP".

QUICK FACTS

Financial Highlights FY 2010 (IFRS)

Total revenue	€12.46 bn
SSRS revenue	€9.79 bn
Operating profit	€2.59 bn
Operating margin	20.8%
Operating margin (Non-IFRS)	32.0%
Free cash flow	€2.62 bn
Employees (FTEs)	53,513

Investment Profile (as of 3/10/2011)

Ticker symbol	SAP
Home exchange	Frankfurt Stock Exchange, Germany
U.S. exchange	NYSE (ADR)
ADR : ordinary share ratio	1 : 1
52 week range	\$40.95 - \$62.23
Market cap:	\$62 bn

Services for Investors

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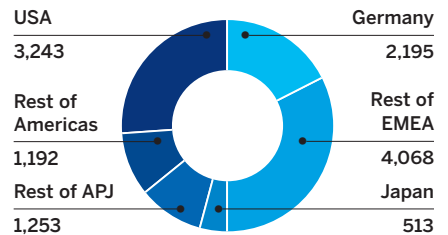
Helping Companies Become Best-Run Businesses

SAP's vision is for companies of all sizes – including small business and midsize companies – to become best-run businesses. In today's challenging business environment, companies need clarity across all aspects of their business in order to act quickly with increased insight, efficiency, and flexibility.

By using SAP solutions companies can reduce costs, and optimize performance. To help its customers get the most out of their IT investments so that they can maximize their business performance, SAP professionals deliver the highest level of service and support.

Revenue by Region Based on Customer Location

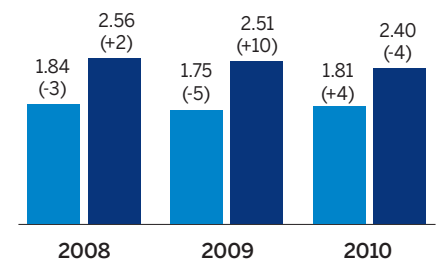
€ millions



Profit After Tax (IFRS)

■ EUR
■ USD¹⁾

in billions (change in %)



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 Future Growth

SAP's strategy is to continue to increase profitability as well as revenues in software and software-related services – which encompasses software, support and subscription and other software related service revenues. With more than 109,000 customers, SAP recognizes great opportunities to sell additional user licenses as well as new products and applications that address the market trends of analytics, mobile, and real-time business. SAP plans to realize its potential through:

1. Organic Growth

SAP remains dedicated to driving growth through organic development of its product and services portfolio, spending €1.7 billion on research and development in 2010.

2. Co-Innovation

SAP is expanding 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 strategic acquisitions that add to its broad solution offerings within and across industries by gaining specific technologies and capabilities that meet the needs of its customers.

Reasons to Invest in SAP

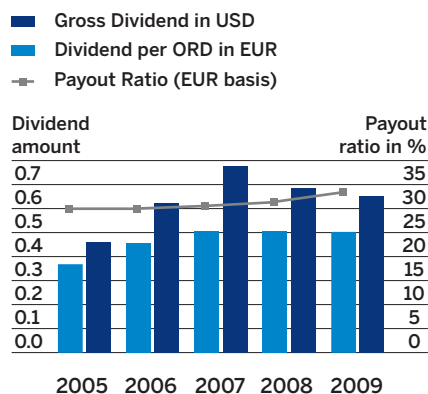
When you invest in SAP, you become part of a leading business software company with:

- More than 35 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

Sampling of SAP's 109,000 Customers

Adobe Systems	Kellogg's
American Express	McDonald's
Apple	Nestle
BMW	Nike
BP	Nokia
Canon	PepsiCo.
Chevron	Procter & Gamble
Chrysler	Samsung
Coca-Cola	Siemens
Colgate-Palmolive	Sony
Dept of Defense	Starbucks Coffee
Disney	Target
Ford	The Body Shop
GE	Unilever
General Motors	U.S. Postal Service
Hershey Foods	Verizon
Home Depot	Wal-Mart

Dividends



Financial Calendar 2011

April 28	Q1 preliminary results release
May 13-15	Investor Education Fair Invest Ed, San Diego, CA
May 25	Annual General Meeting of Shareholders, Mannheim, Germany

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