

Investor Presentation



SAP Senior Management
February 2009

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP’s future financial results are discussed more fully in SAP’s filings with the U.S. Securities and Exchange Commission (“SEC”), including SAP’s most recent Annual Report on Form 20-F filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

Agenda



SAP

1. **SAP's Leading Market Position**
2. Current Market Environment
3. Strategy Update
4. Q4 & FY 2008 Financials
 1. Full-Year 2008 Financial Highlights and Income Statement Analysis
 2. Balance Sheet, Cash Flow and Headcount Analysis
5. Summary

SAP – The World’s Leading Provider of Business Application Software



The world’s leading provider of business application software

- ~82,000 customers in 120 countries
- Broad global reach provides regional balance and a greater addressable market
- Undisputed market leader
- Recognized global brand

Strongest product portfolio based on an open technology platform

- Leading product and technology innovation with ~15,500 developers
- First to market with next generation enterprise SOA architecture
- Deepest industry functionality with 24 industry solutions

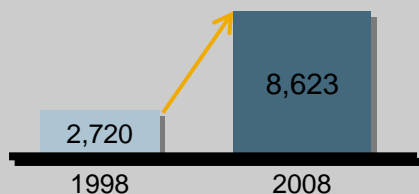
2008 - Key Metrics Demonstrate Long Term Success



1998-2008

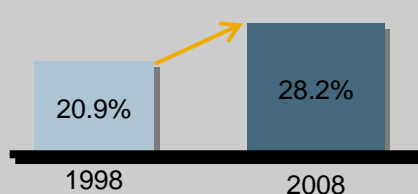
SSRS Revenue*

CAGR: +12.2%



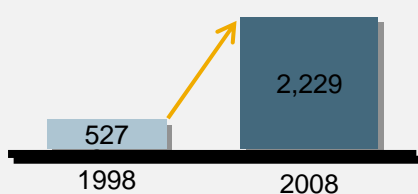
Operating Margin*

+7.3pp



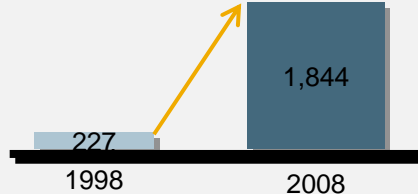
Net Income*

CAGR: +15.5%



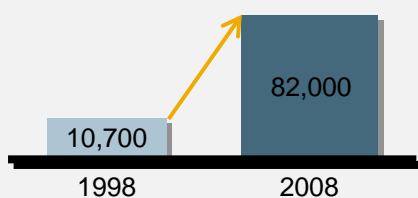
Free Cash Flow

CAGR: +23.3%



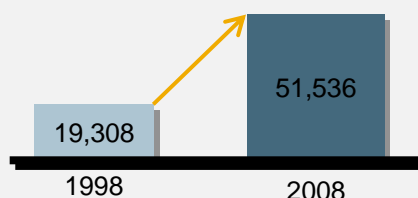
Customers

CAGR: +22.6%



Headcount

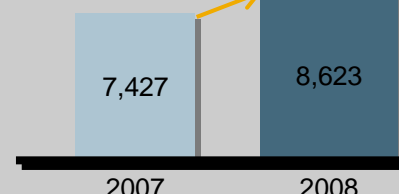
CAGR: +10.3%



2007-2008

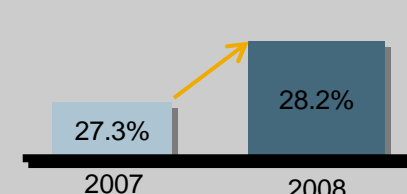
SSRS Revenue*

CAGR: +16.1%



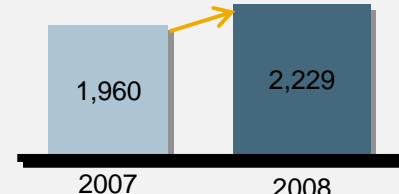
Operating Margin*

+0.9pp



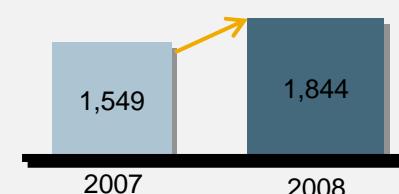
Net Income*

CAGR: +13.7%



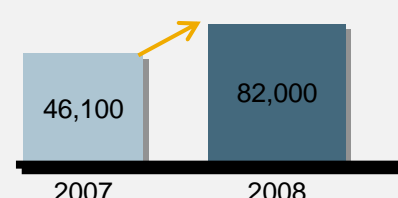
Free Cash Flow

CAGR: +19.0%



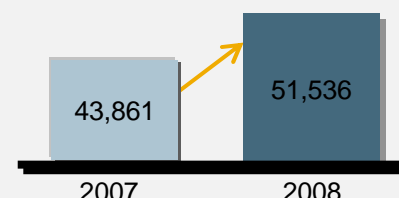
Customers

CAGR: +77.9%



Headcount

CAGR: +17.5%

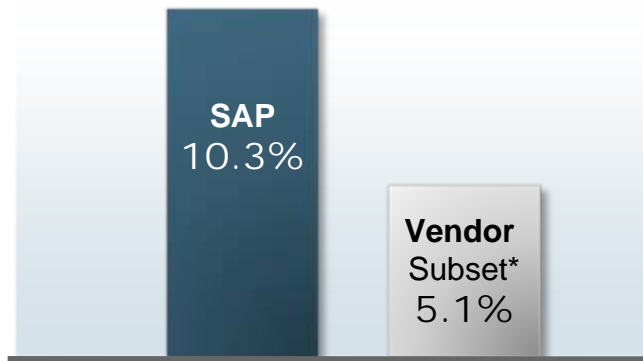


* Based on Non-GAAP; in EUR million, unless stated otherwise

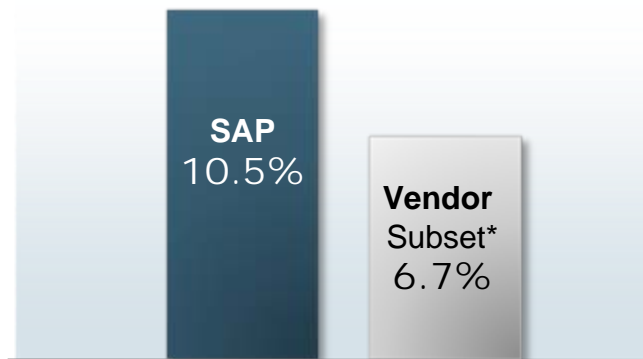
SAP Clearly Outperformed the Market Full Year 2008



Software and Software Related Services Revenue



Total Revenue



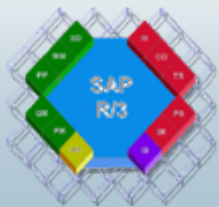
- Outperformed the market
- Gained share
 - 2008 share: 32.8%
 - 1-year gain: 4.4 pp (3.5 pp via acq.)
 - 3-year gain: 10.3 PP (3.5 pp via acq.)
- Improved ranking to 99th largest company in the world in terms of market capitalization (2007: 127th)

* Vendor Subset is defined as a subset of approximately 50 vendors

Transformation from a One-Product Company to a Multi-Product Company

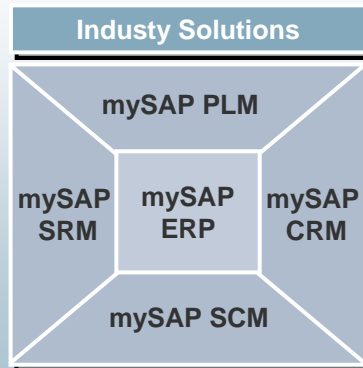


Client Server/
SAP R/3



1998

Client Server/
mySAP

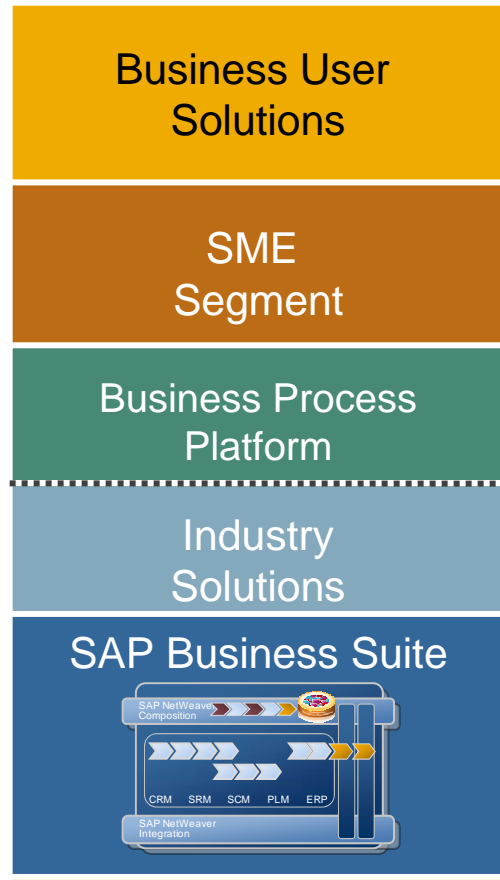


2003

SOA



SOA

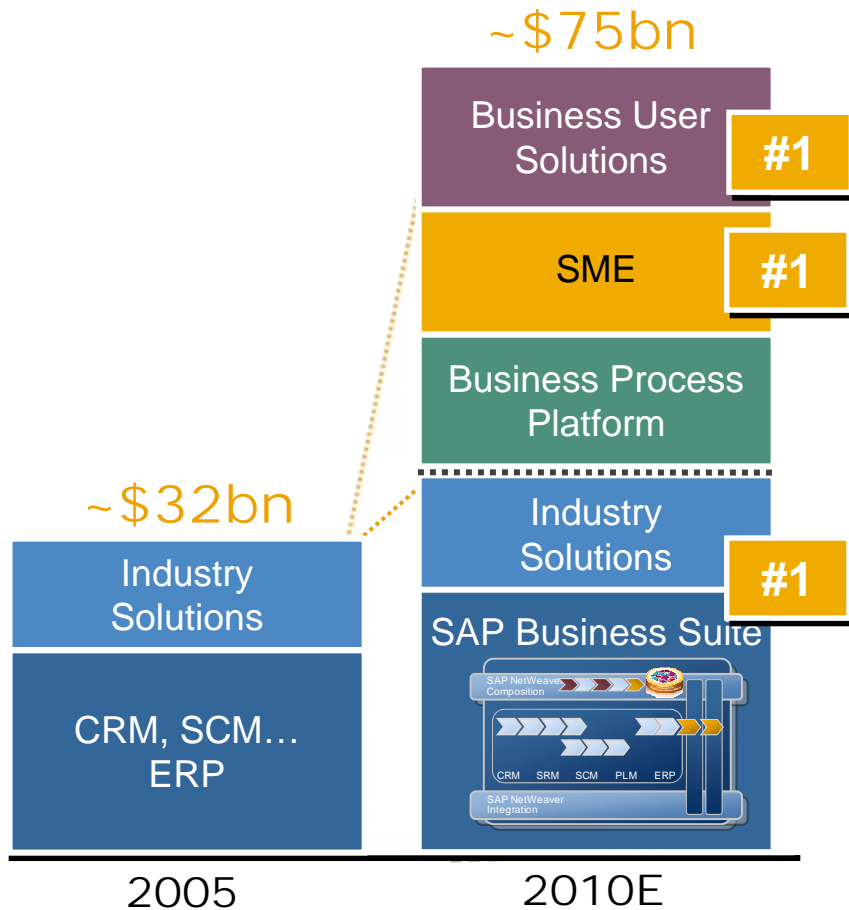


2008

SAP Doubled its Addressable Market



~50% of SAP's Order Entry from New Products in 2010



- Doubled addressable market to ~\$70b
- 40% of revenues from new products in 2008
- 51,300 productive SAP NetWeaver systems (+47% yoy)
- 13,600 SAP ERP 6.0 customers, thereof 9,400 productive (+84% yoy)
- 13,450 SAP Business All-in-One Customers (+2,100 new customers yoy)
- 22,600 SAP Business One Customers (+5,000 new customers yoy)
- SAP Business ByDesign productive and on-demand

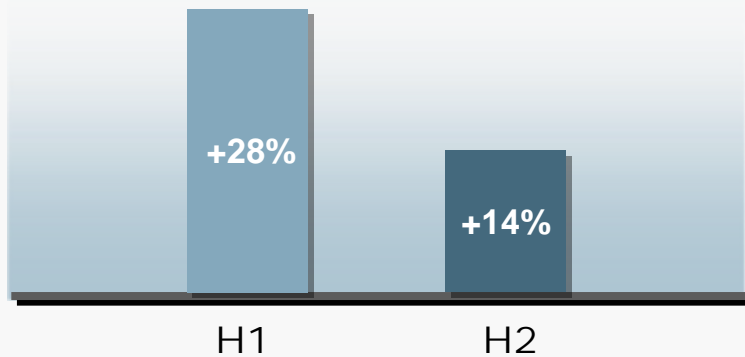
Agenda



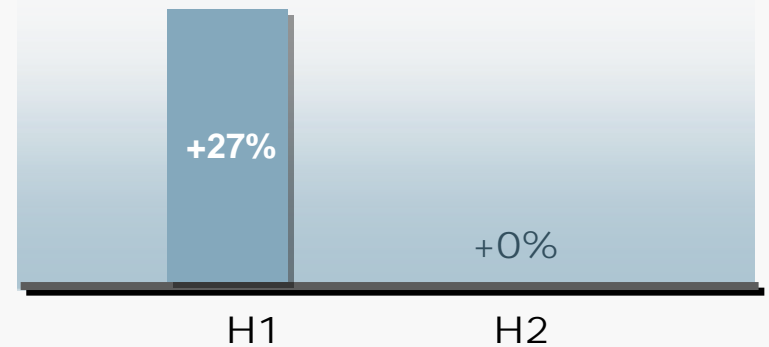
SAP

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Software and Software-related Service Revenue*



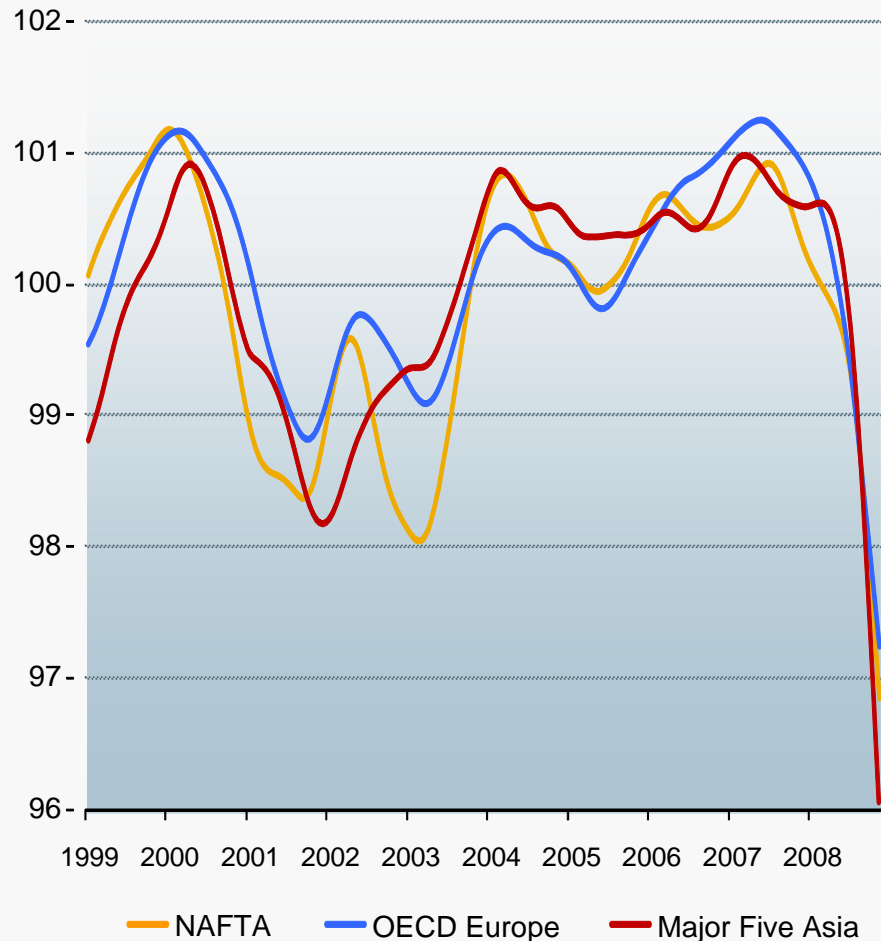
Software Revenue*



2008: A Year of Two Tales

- SAP started with a very strong H1 2008, with strong organic growth and excellent contribution from SAP Business Objects
- Following the acceleration of the financial crisis in mid-September the economic environment deteriorated significantly
- SAP's H2 2008 was severely impacted with an H2 SSRS growth rate 50% below the H1 level
- Customer buying patterns changed
 - High share of order entry from existing customers in H2
 - Reduced average transaction volumes

The Toughest Macroeconomic Environment SAP Has Ever Experienced



Source: OECD Composite Leading Indicators as published on January 12, 2009

- Dramatic, simultaneous deterioration of economic climate across all regions
- Economists have significantly lowered their GDP forecasts for 2009
- 2009 real GDP forecasts
 - OECD Area -0.4% (OECD Economic Outlook)*
 - US -0.7%, Japan -0.2%, UK -1.3%, Germany -0.8% (IMF World Economic Outlook)**
- IT spending is expected to be severely affected
 - Latest industry analyst research and CIO surveys indicate decline in global IT spending
- Visibility into 2009 and beyond remains very limited

Business Environment and Cost Containment Measures for 2009

The Company expects the 2009 operating environment to remain challenging. In addition, 2009 will no longer include the positive effects from the acquisition of Business Objects, and the 2009 first-half results will be a difficult comparison to the strong results reported in the first half of 2008, which was prior to the economic crisis that disrupted the global markets in the third quarter of 2008.

The 2009 Outlook includes the financial impact of the following measures:

- 1) Continued tight cost control on all variable expenses (especially related to 3rd party spending) and capital expenditure**

- 2) Salary freeze for 2009**

- 3) Reduction of workforce globally to 48,500 positions by year-end 2009, taking full advantage of attrition as a factor in reaching this goal**

* The outlook was provided on January 28, 09 at the time of SAP's fourth quarter 2008 results announcement. The outlook is repeated here for informational purposes only and is in no way an update to or reiteration of the outlook provided on January 28, 09.

- **Due to the continued uncertainty surrounding the economic and business environment, the Company will not provide a specific outlook for software and software-related service revenues for the full-year 2009. The Company expects its full-year 2009 Non-GAAP operating margin, which excludes a non-recurring deferred support revenue write-down from the acquisition of Business Objects of approximately €9 million and acquisition-related charges, to be in the range of 24.5% – 25.5% at constant currencies. This includes one-time restructuring charges between €200 million to €300 million expected to result from the reduction of the workforce, which negatively impacts the Non-GAAP operating margin outlook by approximately 2 - 3 percentage points. The 2009 Non-GAAP operating margin outlook is based on the assumption that 2009 Non-GAAP software and software-related service revenues, which exclude a non-recurring deferred support revenue write-down from the acquisition of Business Objects, will be flat to a decline of 1% at constant currencies (2008: €8.623 billion)**
- **The Company projects an effective tax rate of 29.5% - 30.5% (based on U.S. GAAP income from continuing operations) for 2009 (2008: 30.1%)**

* The outlook was provided on January 28, 09 at the time of SAP's fourth quarter 2008 results announcement. The outlook is repeated here for informational purposes only and is in no way an update to or reiteration of the outlook provided on January 28, 09.

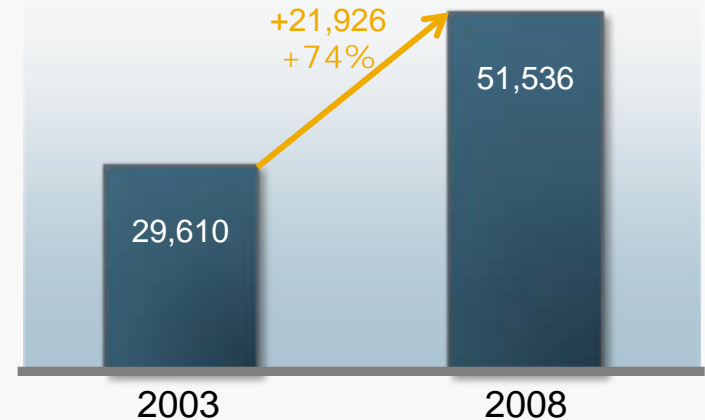
SAP Responds to the Environment

Efficiency is Key

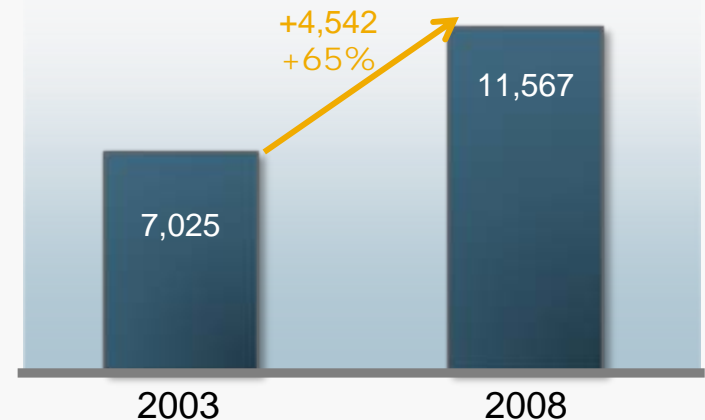


- SAP takes measures to adapt to the economic environment and ensure its long-term competitiveness
- SAP continues to maintain tight cost control on variable expenses and capital expenditure
- SAP intends to reduce its workforce globally to 48,500 positions by year-end 2009
- SAP expects the reduction to provide €300-350 million in annual cost savings beginning in 2010

SAP Headcount (in FTE*)



SAP Total Revenue (in million EUR**)



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Complete Portfolio Covering Every Employee in Every Industry in Every Company



→ User Adaptation

Duet / Alloy / Portal / Mobile

→ Flexibility
Extensibility

BPM – Composite Applications

→ Business
Insights

SAP Business Objects Portfolio
Business Intelligence – CPM – GRC

→ Industry Core
Processes

Industry Specific Extensions

→ Horizontal Core
Processes

Legacy

SAP Business Suite

OnDemand Extensions

SAP Business All-in-One

SAP Business ByDesign

SAP Business One

→ Integration

SAP NetWeaver – PI – MDM – LCM

Large
Companies

Midsize
Companies

Small
Co.s

The Success of the Business Objects Acquisition



- Clear market leadership and significant share gains in an approx. \$20b market
- Outstanding contribution to 2008 earnings growth
 - Contribution of 14PP to SAP's overall 20%* revenue growth
 - SAP Business Objects profitability quickly approached group level
- Major innovations in 2008
 - Two important platform launches – SAP Business Objects XI3.0 and XI3.1
 - Tight integration with the SAP solution portfolio based on the converged roadmap
 - Continued focus on information management and datasource-agnostic character
- Significant number of competitive replacements in 2008

Governance,
Risk, and
Compliance

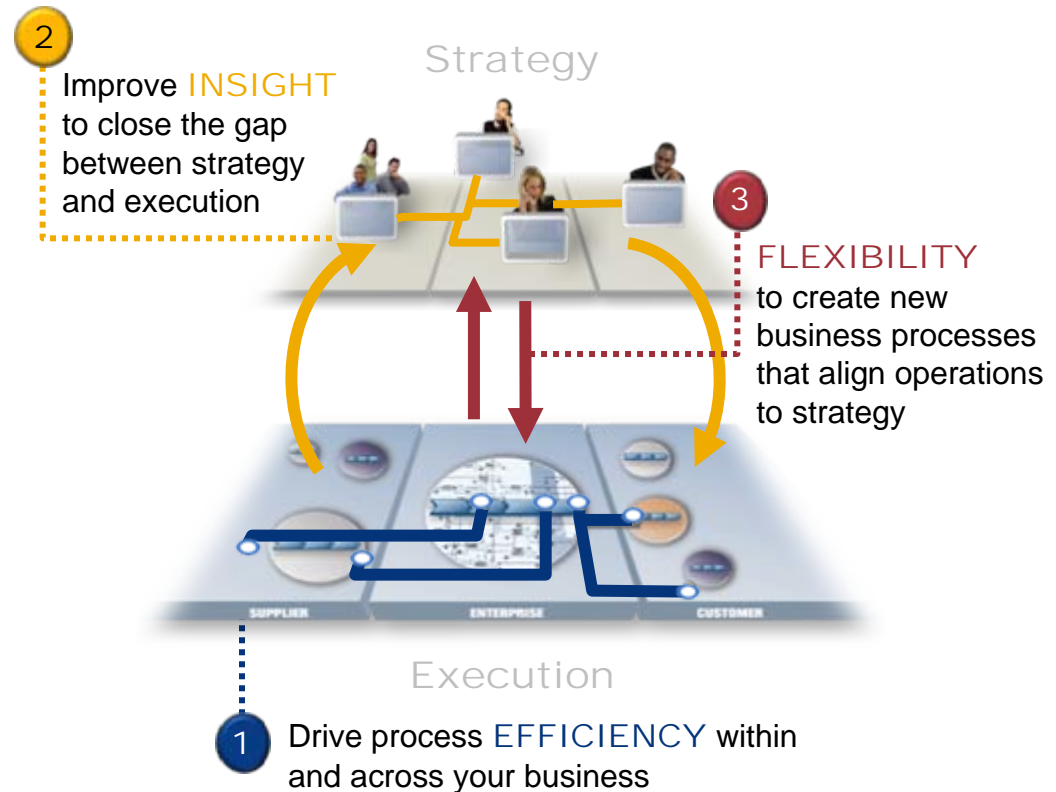
Enterprise
Performance
Management

Business Intelligence

Information Management

Areas in Focus

- Next-level SAP Business Suite
- Service-oriented Architecture
 - Expansion of Enterprise Services
 - Composition Environment and Business Process Management
- Business User Solutions
 - Enterprise Performance Management
 - Governance, Risk and Compliance
 - Polestar and Business Intelligence Accelerator
- SAP Best-run Now Packages
- Midmarket Solutions
 - Co-innovation with Partners for SAP All-in-One and SAP Business One
 - Feature Pack 2.0 for SAP Business ByDesign
- Enterprise Support



Agenda



SAP

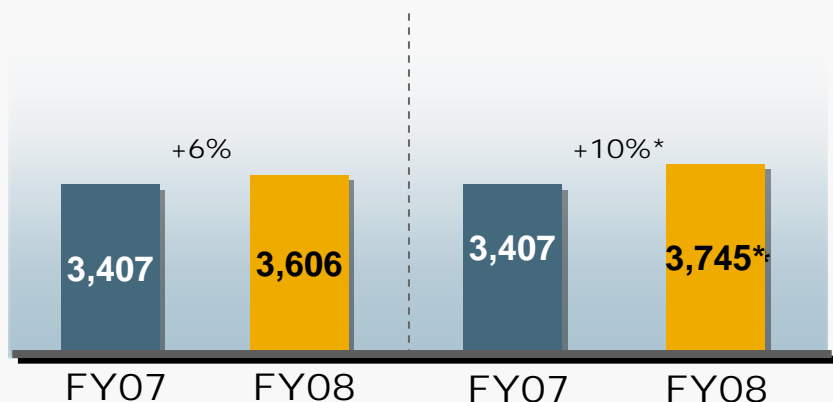
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Full-Year 2008 Financial Highlights

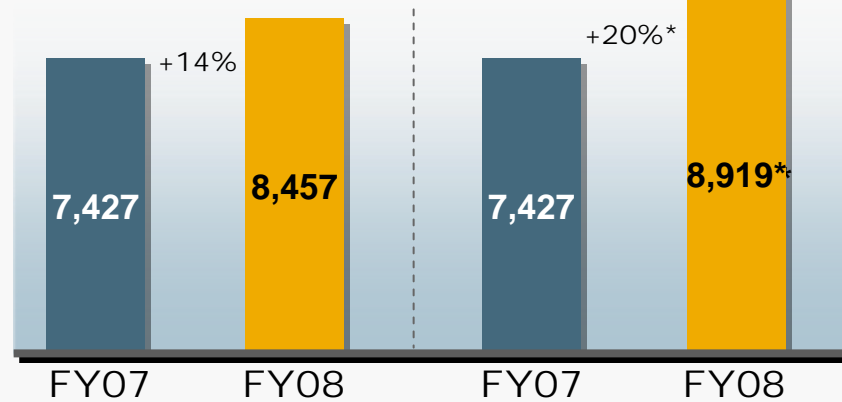
U.S. GAAP and Non-GAAP



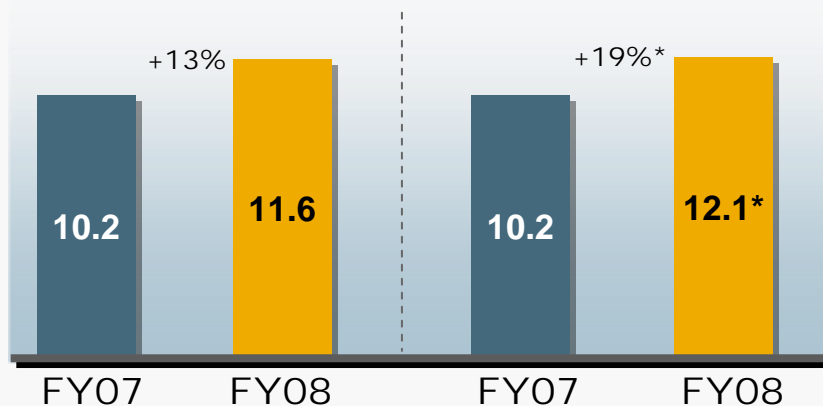
Software Revenue (€mill.)
U.S. GAAP Non-GAAP



SW & SW-Related Serv. Revenue (€mill.)
U.S. GAAP Non-GAAP



Total Revenue (€bn)
U.S. GAAP Non-GAAP



*at constant currencies (according to guidance format)

Full-Year 2008 Financial Highlights

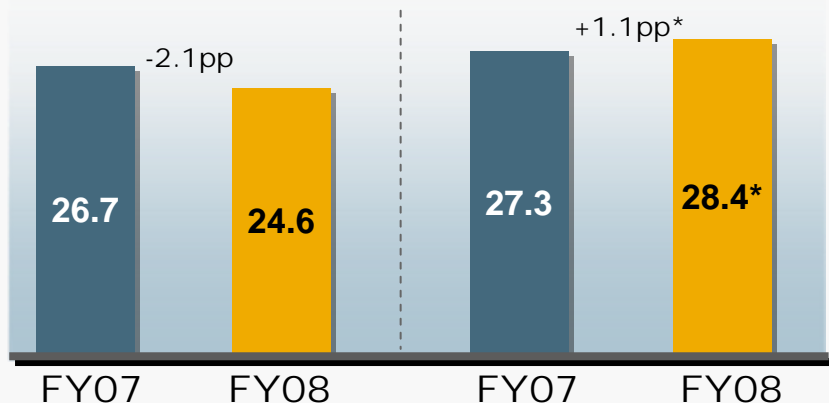
U.S. GAAP and Non-GAAP



Operating Margin (%)

U.S. GAAP

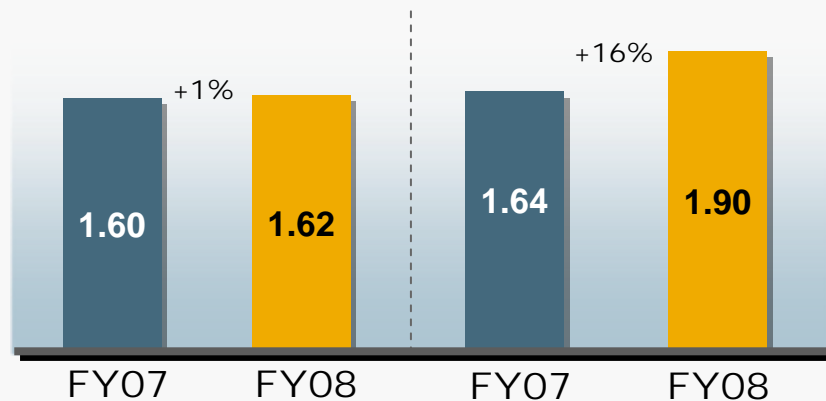
Non-GAAP



EPS** (€)

U.S. GAAP

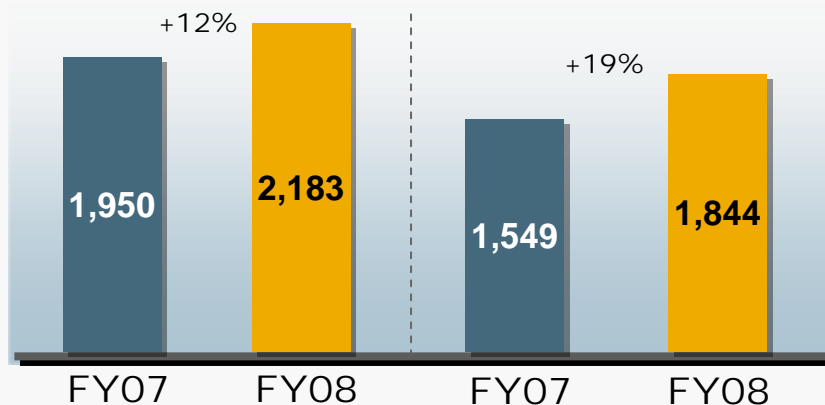
Non-GAAP



Cash Flow (€mill.)

Operating Cash Flow

Free Cash Flow



*at constant currencies (according to guidance format)

** EPS from continuing operations; basic

Income Statement Overview

Full-Year 2008 (U.S. GAAP and Non-GAAP)



€ millions	U.S. GAAP			Non-GAAP			% change constant currency*
	FY 2008	FY 2007	% change	FY 2008	FY 2007	% change	
Software revenues	3,606	3,407	6	3,606	3,407	6	10
Software and software-related service revenues	8,457	7,427	14	8,623	7,427	16	20
Total revenues	11,567	10,242	13	11,733	10,242	15	19
Operating income	2,842	2,732	4	3,305	2,793	18	24
Operating margin (%)	24.6	26.7	-2.1pp	28.2	27.3	0.9pp	1.1pp
Income from continuing operations	1,925	1,934	0	2,266	1,975	15	—
Net income	1,888	1,919	-2	2,229	1,960	14	—
Basic EPS from cont. operations (€)	1.62	1.60	1	1.90	1.64	16	—

* % currency adjusted – actuals 2008 converted with the exchange rates of 2007

Non-GAAP Revenue Numbers

Full-Year 2008



	FY 2008 € millions	FY 2008* € millions	FY 2007 € millions	Δ%	Δ% constant currency*
Software revenue	3,606	3,745	3,407	6	10
Support revenue	4,759	4,914	3,838	24	28
Subscriptions & other software-rel. serv. revenue	258	260	182	42	43
SW & SW-related service revenue	8,623	8,919	7,427	16	20
Consulting revenue	2,500	2,592	2,221	13	17
Training revenue	434	452	410	6	10
Other services revenue	106	111	113	-6	-2
Professional services revenue	3,040	3,155	2,744	11	15
Other revenue	70	72	71	-1	1
Total revenue	11,733	12,146	10,242	15	19

* % currency adjusted – actuals 2008 converted with the exchange rates of 2007

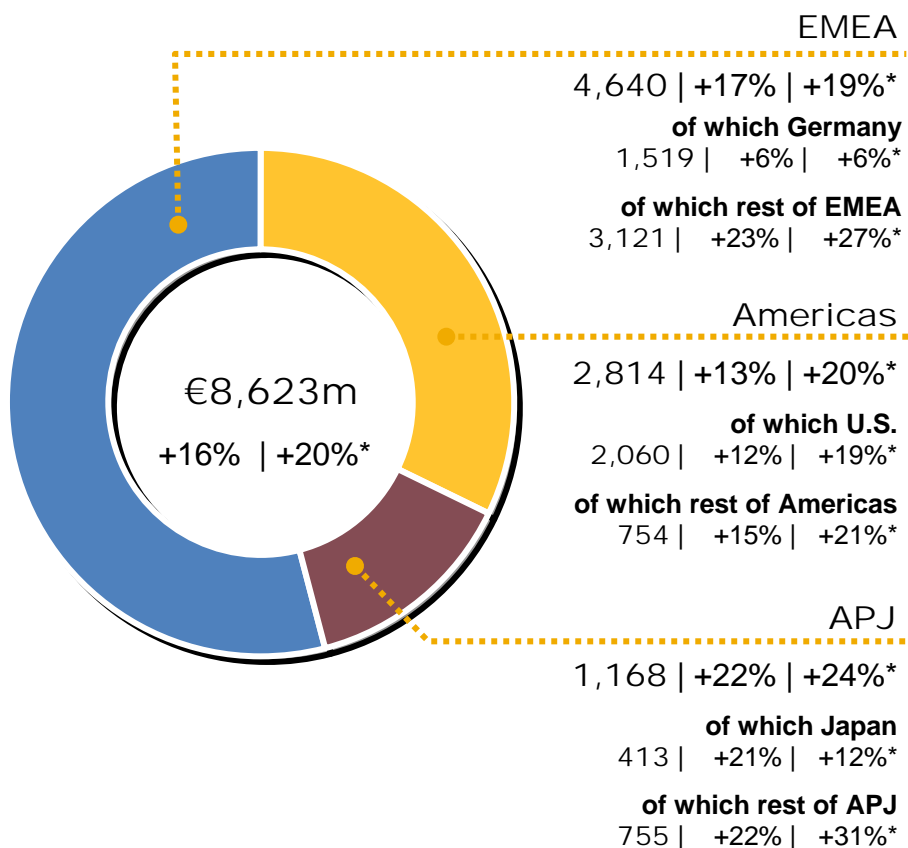
Non-GAAP Revenue Breakdown by Region**

Full-Year 2008

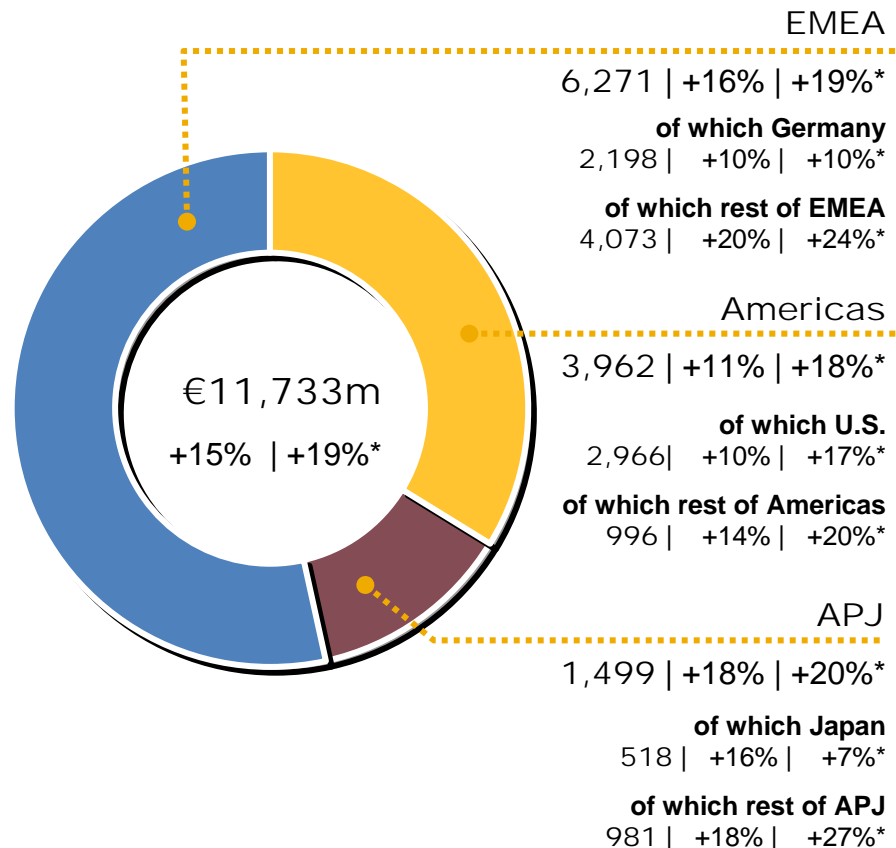


€ millions | yoy percent change | yoy percent constant currency change

Software and software-related service revenue by region**



Total revenue by region**



* % currency adjusted – actuals 2008 converted with the exchange rates of 2007 / ** by location of customers

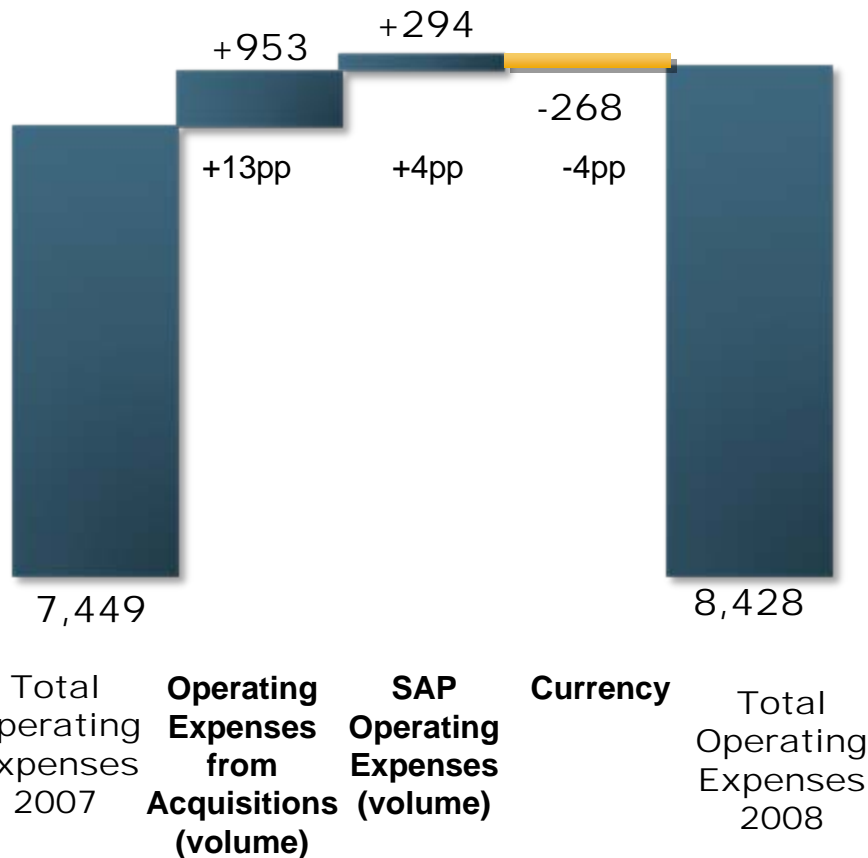
Non-GAAP Operating Expenses Full-Year & Fourth Quarter 2008



€ millions

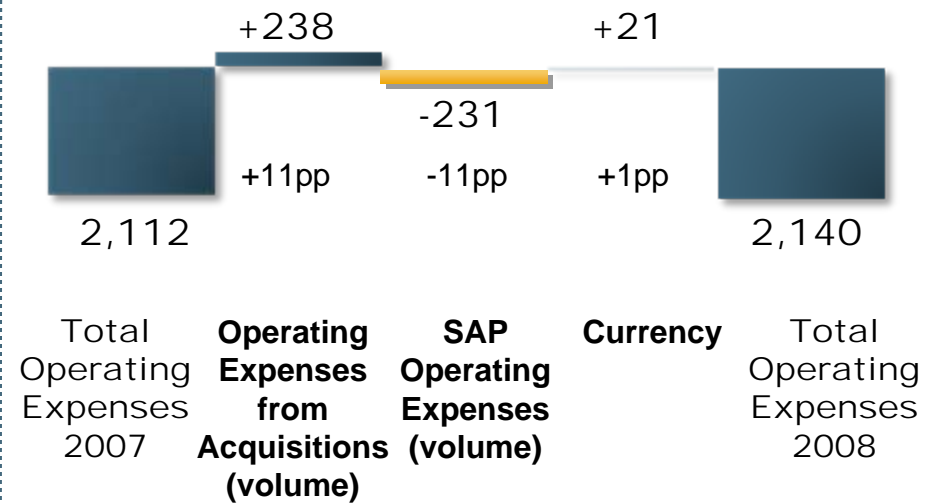
Full-Year

Total Operating Expenses: +13%



Fourth Quarter

Total Operating Expenses: +1%



Fourth quarter was positively impacted by:

- Expense saving measures
- Impact of equity program
- Variable compensation

→ **Not all effects are sustainable throughout 2009**

Non-GAAP Net Income, EPS and Key Ratios

Full-Year 2008



	FY 2008 € millions	FY 2007 € millions	Δ%	Δ% constant currency*
Operating income	3,305	2,793	18	24
Other non-operating income/expense, net	-25	1	N/A	
Financial income/expense, net	-63	124	N/A	
Income from continuing operations before income taxes	3,217	2,918	10	
Income taxes	-950	-941	1	
Income from continuing operations	2,266	1,975	15	
Net income	2,229	1,960	14	
	FY 2008	FY 2007	Δ%	Δ% constant currency*
EPS from continuing operations – basic in €	1.90	1.64	16	
EPS from net income – basic in €	1.87	1.62	15	
Operating margin	28.2%	27.3%	0.9pp	1.1pp
Effective tax rate from continuing operations	29.5%	32.2%	-2.7pp	

* % currency adjusted – actuals 2008 converted with the exchange rates of 2007

Gross Margin Analysis

Full-Year 2008 (U.S. GAAP and Non-GAAP)



	U.S. GAAP			Non-GAAP		
	FY 2008 € millions	FY 2007 € millions	Δ %	FY 2008 € millions	FY 2007 € millions	Δ %
SW & SW-related service revenue	8,457	7,427	14	8,623	7,427	16
SW & SW-related service cost	-1,646	-1,310	26	-1,453	-1,257	16
- SW & SW-related serv. margin in %	80.5	82.4	-1.9pp	83.2	83.1	0.1pp
Professional service and other service revenue	3,040	2,744	11	3,040	2,744	11
Professional serv. and other serv. cost	-2,297	-2,091	10	-2,297	-2,089	10
- Professional serv. gross margin in %	24.4	23.8	0.6pp	24.4	23.9	0.5pp
SW & SW-related service, professional serv. and other serv. revenue	11,497	10,171	13	11,663	10,171	15
SW & SW-related service, professional serv. and other serv. costs	-3,943	-3,401	16	-3,750	-3,346	12
- Gross margin in %	65.7	66.6	-0.9pp	67.9	67.1	0.8pp

Cost Analysis

Full-Year 2008 (U.S. GAAP and Non-GAAP)



	U.S. GAAP			Non-GAAP		
	FY 2008 € millions	FY 2007 € millions	Δ %	FY 2008 € millions	FY 2007 € millions	Δ %
Research and development - as % of total revenue	-1,631 14.1	-1,458 14.2	12 -0.1pp	-1,614 13.8	-1,458 14.2	11 -0.4pp
Sales and marketing - as % of total revenue	-2,541 22.0	-2,162 21.1	18 0.9pp	-2,455 20.9	-2,156 21.1	14 -0.2pp
General and administration - as % of total revenue	-622 5.4	-506 4.9	23 0.5pp	-621 5.3	-506 4.9	23 0.4pp
Other operating income/expenses	12	17	-29	12	17	-29
Total operating expenses	-8,725	-7,510	16	-8,428	-7,449	13

Non-GAAP Gross Margin and Cost Ratios

Fourth Quarter & Full-Year 2008



	FY 2008	H1 2008	H2 2008	Q4 2008
Non-GAAP Gross Margin				
SW & SW-related service margin	83.2%	82.2%	83.9%	84.1%
Professional serv. gross margin	24.4%	22.6%	26.2%	30.0%
Gross margin	67.9%	65.8%	69.6%	71.6%

	FY 2008	H1 2008	H2 2008	Q4 2008
Non-GAAP Cost Ratios				
R&D as % of total revenue	13.8%	15.2%	12.5%	11.3%
S&M as % of total revenue	20.9%	22.8%	19.3%	17.3%
G&A as % of total revenue	5.3%	5.9%	4.7%	4.1%

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Balance Sheet Details

Full-Year 2008 (U.S. GAAP)



Assets

€ millions	12/31/08	12/31/07
Cash and cash equivalents, short-term investments*	1,662	2,756
Accounts receivables, net	3,141	2,895
Other current assets	863	757
Current assets	5,666	6,408
Goodwill	5,007	1,423
Intangible assets, net	1,127	403
Property, plant and equipment, net	1,405	1,316
Other noncurrent assets	878	816
Noncurrent assets	8,417	3,958
Total assets	14,083	10,366

Shareholders' Equity & Liabilities

€ millions	12/31/08	12/31/07
Debt	2,321	27
Other liabilities	2,759	2,695
Deferred income	624	477
Current liabilities	5,704	3,199
Income tax obligations	283	90
Provisions	518	369
Other noncurr. liabilities	322	204
Noncurrent liabilities	1,123	663
Total liabilities	6,827	3,862
Minority interests	2	1
Shareholders' equity	7,254	6,503
Total shareholders' equity & liability	14,083	10,366

* incl. restricted cash

Balance Sheet & Cash Flow Analysis

Full-Year 2008 (U.S. GAAP)



	12/31/08	12/31/07	Δ
Net liquidity (€ millions)	-659	2,729	-3,388
Days sales outstanding (DSO)	71 days	66 days	+5 days
Equity ratio	52%	63%	-11pp

	FY 2008 € millions	FY 2007 € millions	Δ %
Operating cash flow	2,183	1,950	+12
– Cash conversion rate	116%	102%	+14pp

	FY 2008 € millions	FY 2007 € millions	Δ %
Operating cash flow	2,183	1,950	+12
– Capital expenditure	-339	-401	-15
Free cash flow	1,844	1,549	+19
Free cash flow as a % of total revenue	16	15	+1pp

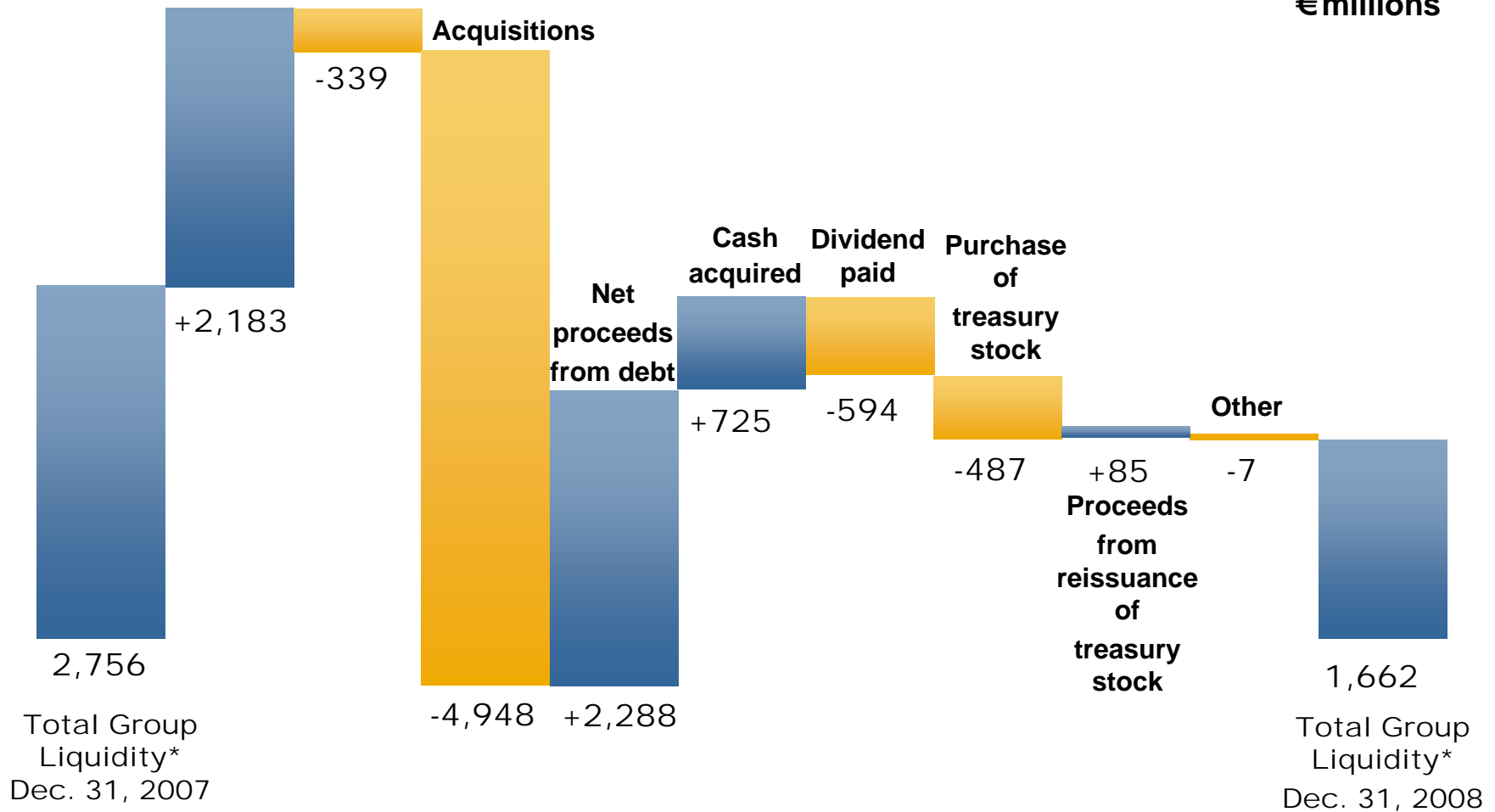
Development of Total Group Liquidity* Full-Year 2008 (Gross Liquidity)



Operating
Cash Flow Cap. Ex.

Acquisitions

€millions

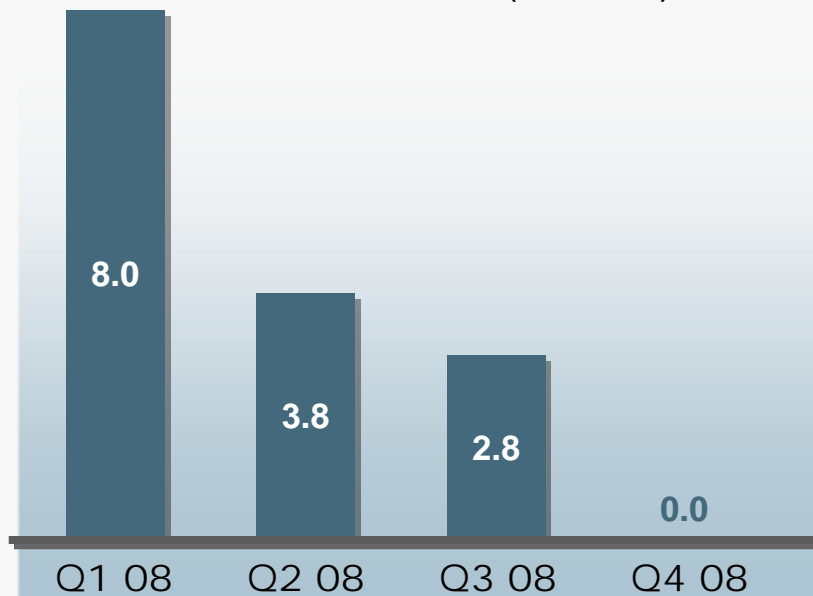


* Total Group Liquidity = Cash and Cash Equivalents + Restricted Cash + Short-term investments



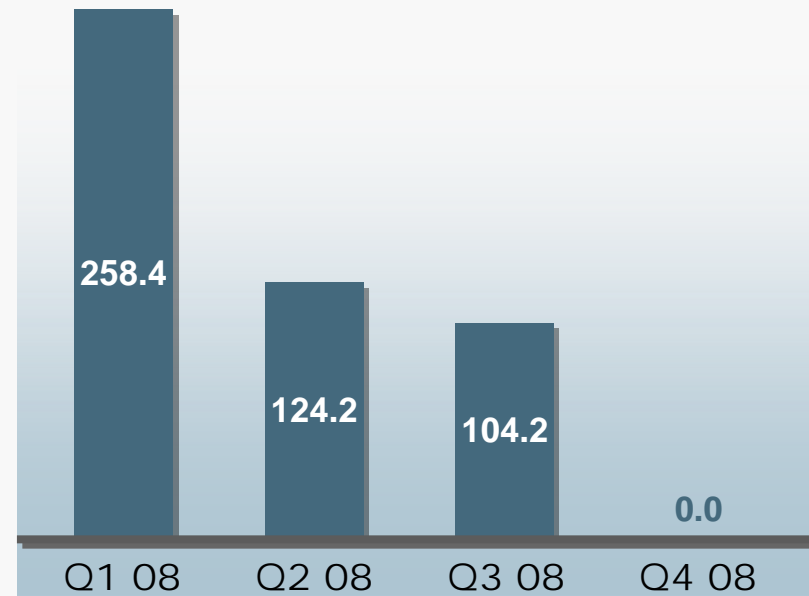
Share Buyback

Number of shares (millions)



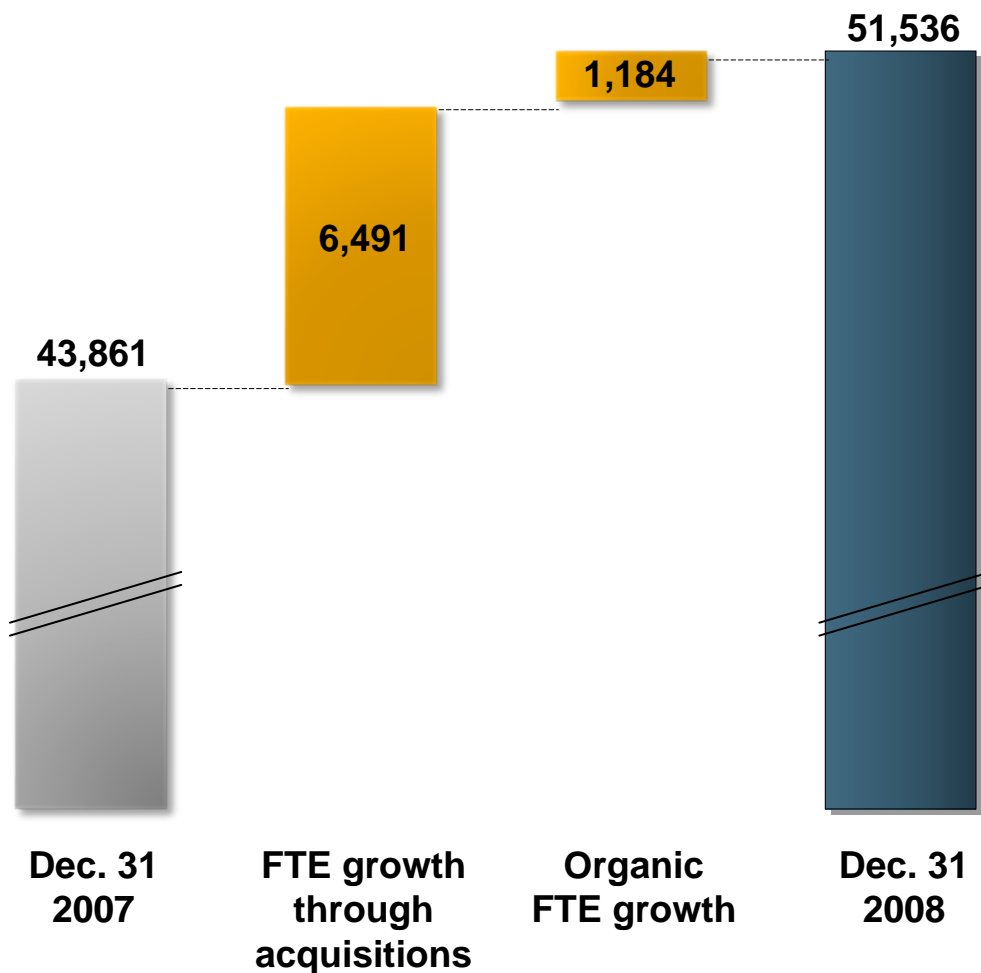
Share Buyback

€ millions



- In 2008, SAP bought back 14.6 million shares for a total amount of €486.8m
- At December 31, 2008, the Company held treasury stock in the amount of ~38.5 million shares at an average price of €35.43
- The weighted average number of shares outstanding compared to 2007 came down by 16.8m to 1,191m shares

Headcount* Growth – Organic and via Acquisitions Continuing Operations Only – Full-Year 2008



Acquisitions

Business Objects	6,224
Other acquisitions	267
Total	6,491

Organic Headcount Growth by Quarter

Q1	1,194
Q2	173
Q3	144
Q4	-327
Total	1,184

* full-time equivalents

Agenda



SAP

1. SAP's Leading Market Position
2. Current Market Environment
3. Strategy Update
4. Q4 & FY 2008 Financials
 1. Full-Year 2008 Financial Highlights and Income Statement Analysis
 2. Balance Sheet, Cash Flow and Headcount Analysis
- 5. Summary**

SAP Provides What Companies Are Looking For in 2009...



Entire spectrum of customers' investment sizes and motivations

- From strategic Global Enterprise Agreements to quick-win SAP Business Objects Edge deployments
- Strongest and broadest solution portfolio in SAP's history

Value-based sales and delivery approach

- SAP's value engineering methodology supports customers in identifying projects with strong business cases

Financing

- SAP arranges third party software project financing to help customers protect their liquidity

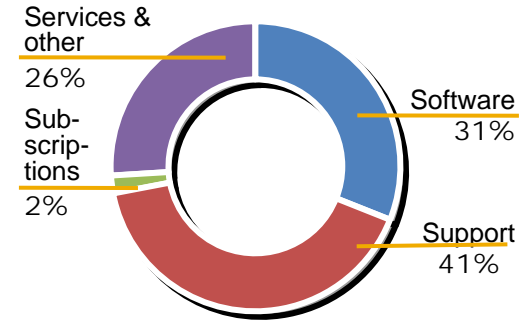


...And is Well Prepared to Emerge From the Downturn in an Even Stronger Competitive Position

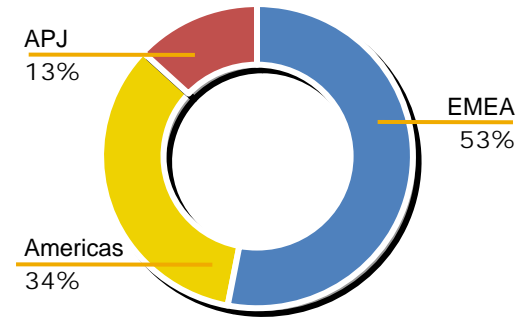


- High level of protected, recurring revenue
- Diversified revenue stream across
 - Geographies
 - Industries
 - Customer Segments
- Strongest and broadest solution portfolio in the industry
- Unmatched domain expertise as the dominating vendor in 20 out of 25 industries
- Highly skilled workforce
- Excellent reputation and brand
- Unique ecosystem of partners
- Competitive win rate at top levels
- Customer satisfaction at an all-time high
- Cost awareness and spending discipline
- Very healthy cash generation and solid financial posture

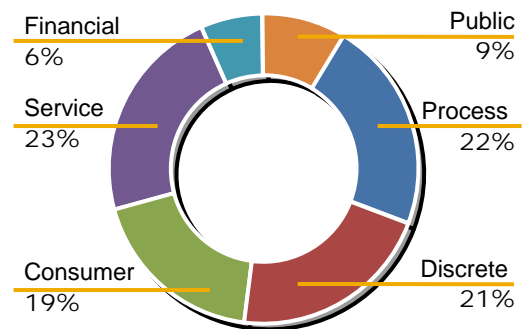
Total Revenue* by Revenue Type



Total Revenue* by Region



SSRS Revenue* by Industry



APPENDIX

Since 2007, SAP prepared consolidated financial statements under both U.S. GAAP and IFRS

- IFRS has been mandatory for SAP since 2007 but focus of communication has continued to be based on US GAAP and non-GAAP numbers
- The U.S. has allowed foreign filers to file IFRS since 2007 and has proposed a roadmap to help migrate U.S. filers to IFRS by 2014. However, SAP has voluntarily also provided U.S. GAAP
- At SAP, differences between U.S. GAAP and IFRS have not been significant (e.g. no differences in revenue recognition)

During 2009, SAP will continue to report its financials according to both IFRS and U.S. GAAP

- All quarterly earnings press releases and quarterly reports (Q1-Q4 2009) will provide both U.S. GAAP and IFRS financial information
- Communication (e.g. business outlook) will be based on Non-GAAP numbers derived from U.S. GAAP numbers
- Press release for Q4 2009 will be the last document providing U.S. GAAP financials
=> SAP annual report as well as the SAP annual report on Form 20-F for fiscal year 2009 will only provide IFRS financials

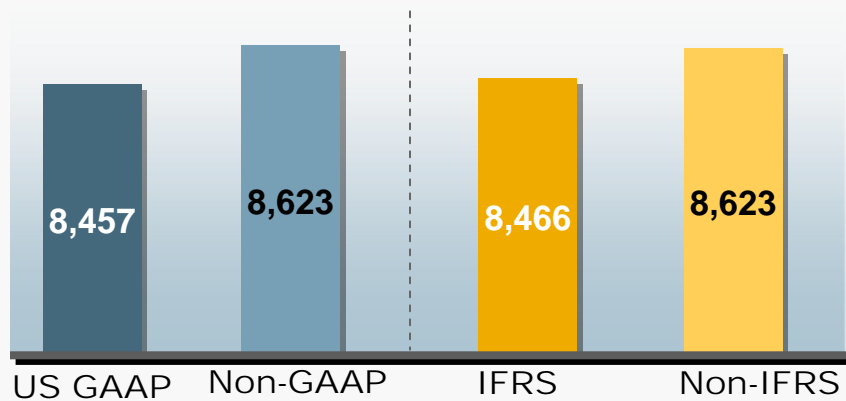
Beginning of 2010, SAP will change its reporting standards to IFRS only

- All financial information and communication (e.g. business outlook) will be based on IFRS numbers and Non-IFRS numbers



2008

SW & SW-Related Serv. Revenue (€mill.)



Revenues

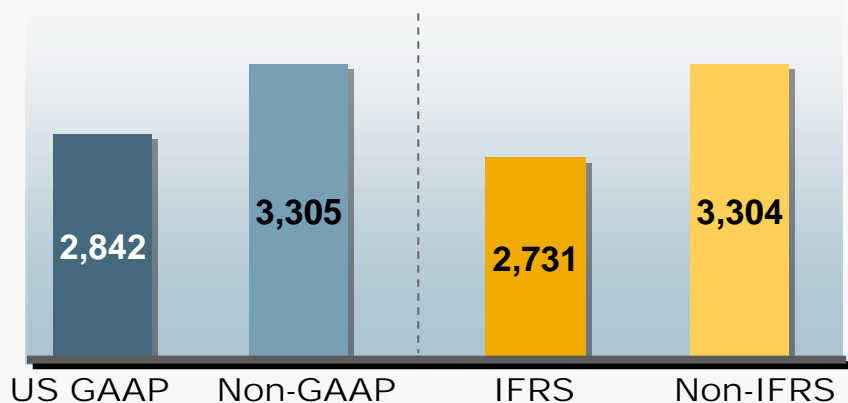
- Small differences between US GAAP and IFRS
 - Presentation of Tomorrow Now as discontinued operations only under US GAAP
- Non-IFRS revenue is adjusted for these discontinued operations
 - => No difference between Non-GAAP and Non-IFRS revenue

Operating Income

- Small differences between US GAAP and IFRS, including
 - Discontinued Operations (see above)
 - Differences in accounting for certain acquisition related charges
- Non-IFRS operating income is adjusted for these discontinued operations and (like Non-GAAP) for acquisition related charges
 - => Non-GAAP and Non-IFRS operating income are nearly identical.

2008

Operating Income (€mill.)



Note:

There may be more significant US GAAP / IFRS resp. Non-GAAP / Non-IFRS differences in future periods but such differences are not expected to be material