

SAP

The World's Leading Provider of
Business Application Software



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THE BEST-RUN BUSINESSES RUN SAP™



Safe Harbor Statement

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 “believe,” “estimate,” “intend,” “may,” “will,” “expect,” and “project” and similar expressions as they relate to the Company are intended to identify such forward-looking statements. The Company 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 the Company’s future financial results are discussed more fully in the Company’s filings with the U.S. Securities and Exchange Commission (the “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.

The World's Leading Provider of Business Application Software



The world's leading provider of business application software

- ~89,000 customers in 120 countries
- Broad global reach provides regional balance and a greater addressable market
- Undisputed market leader
- Recognized global brand (31st most valuable brand on a global basis)
- Among top 100 most valuable companies in the world (Rank 99 by market capitalization)

Strongest product portfolio based on an open technology platform

- Leading product and technology innovation with ~15,000 developers
- First to market with next generation enterprise SOA architecture
- Deepest industry functionality with 25 industry solutions

SAP's Solutions Deliver Economic Impact on a Global Scale



SAP's purpose:

SAP helps the world run better in order to create enduring prosperity for people everywhere

SAP's solutions run ...

Production of **40 million**
barrels of oil per day

Retail outlets transactions totaling
\$330 million per day

Production of **32,000**
car engines per day

50 million
Bank accounts
with one bank

75% of worldwide
annual beer production
(1.5 billion hectoliter)

Defense forces across
107 countries

54 million
Annual health-care
patient visits (US Only)

Processing of
2.5 billion
utility bills per day

65% of worldwide annual chocolate
production (**2.2 million** tons)

Production of **4 million**
tons of chemicals per day

Complete Solutions Portfolio Covering Every Employee in Every Industry in Every Company



→ User Adaptation

Duet / Alloy / Portal / Mobile

→ Business Insights

BPM – Composite Applications

SAP Business Objects Portfolio
Business Intelligence – CPM – GRC

→ Core Processes

Industry Specific Extensions

Legacy

SAP Business Suite

OnDemand Extensions

SAP Business All-in-One

SAP Business ByDesign

SAP Business One

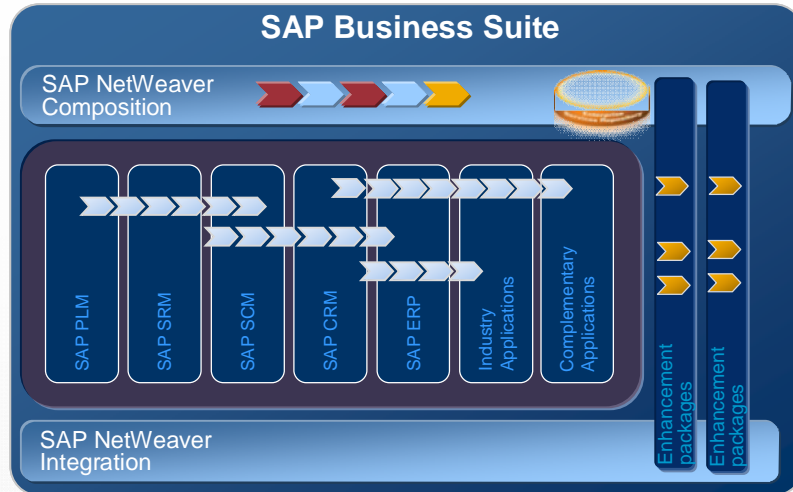
SAP NetWeaver – PI – MDM – LCM

Large Companies

Midsize Companies

Small Co.s

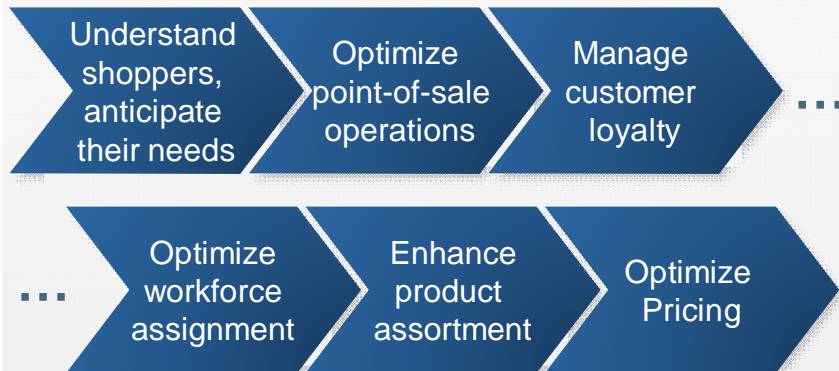
Product Innovation – Launching SAP Business Suite 7



- SAP's next-generation software suite
- Delivery of 30 industry-rich value scenarios spanning organizational boundaries and application silos
- Reduced total cost of ownership:
 - Enhancement Package technology eases upgrades (“pick and choose”)
 - Harmonized user interface increases productivity and reduces training efforts
 - SAP Enterprise Support and SAP Solution Manager reduce cost of operations
- Incorporated analytical capabilities from the SAP Business Objects portfolio support decision making
- Launch partners include IBM, Capgemini, Atos Origin and Wipro

Value Scenario

“Inspired Shopping Experience” (Retail)



SAP Business Objects Explorer – Revolutionizing Business Intelligence



Bring BI to All Business Users

- Simplicity and speed of search
- Intuitive data exploration and visualization
- Fast response across mountains of data

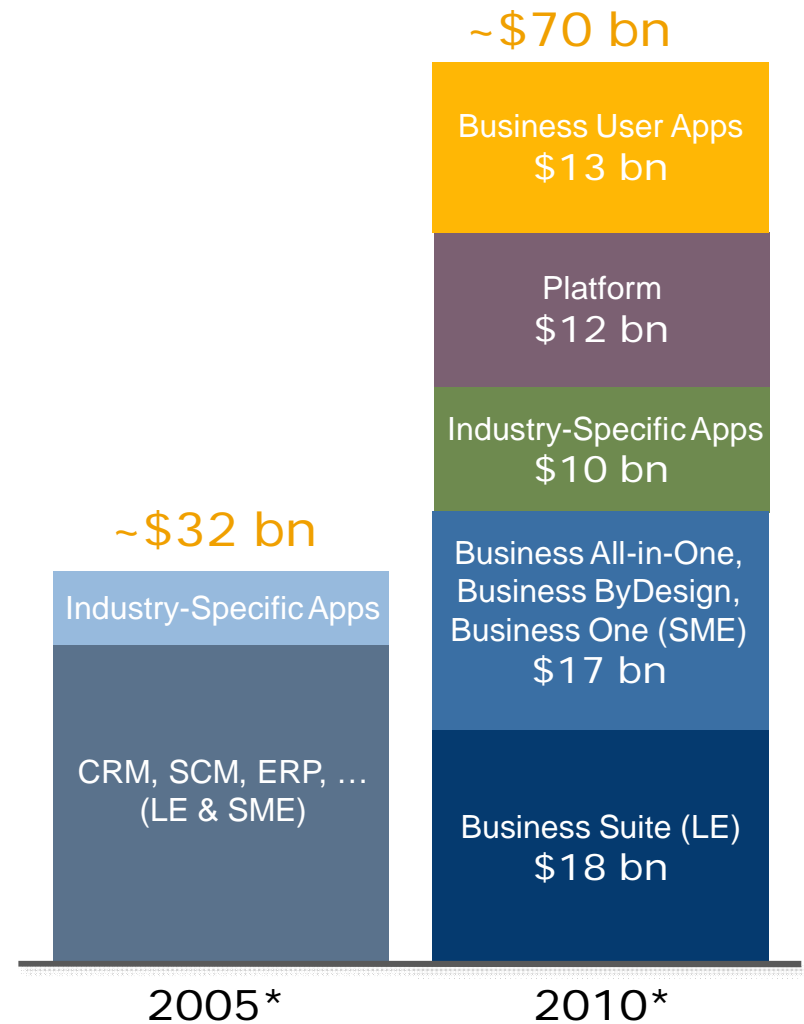
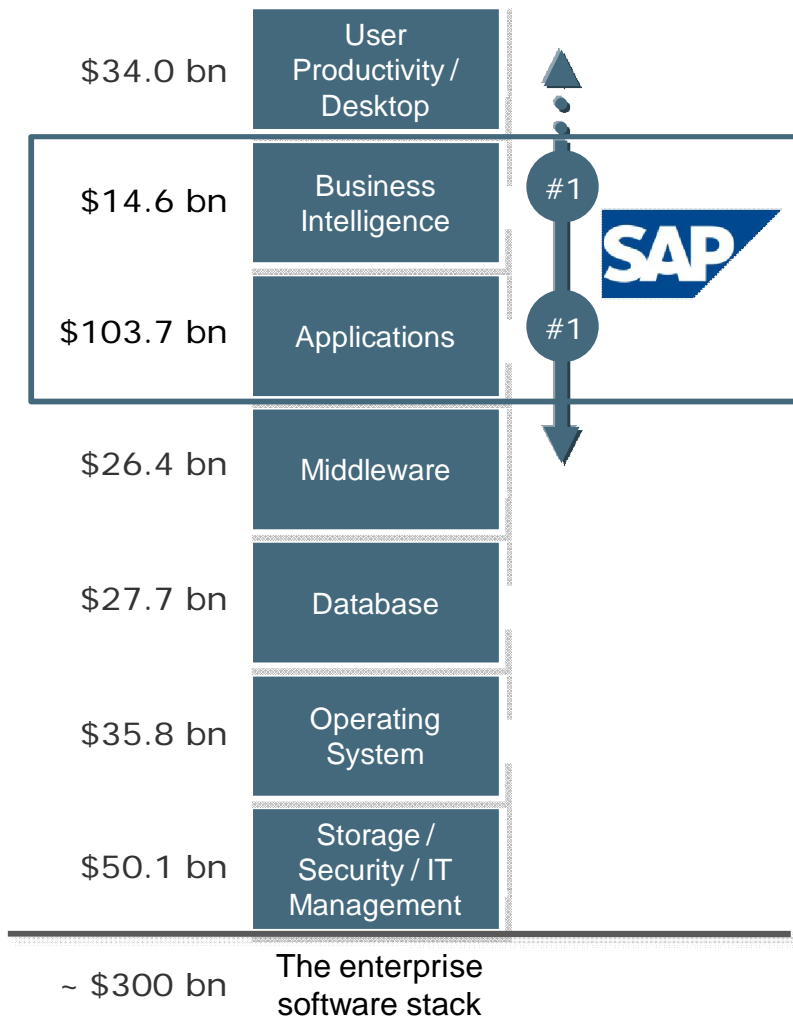


Help IT to be Successful

- Easy and efficient to manage and scale
- More reactive to business with faster delivery
- Based on proven reliable infrastructure



New Products Drive the Expansion of SAP's Addressable Market



* Addressable market, based on software and software-related service revenue. Source: SAP, IDC

SAP Has Compelling Advantages Versus Every Category of Competitors



Other 'suite' vendors

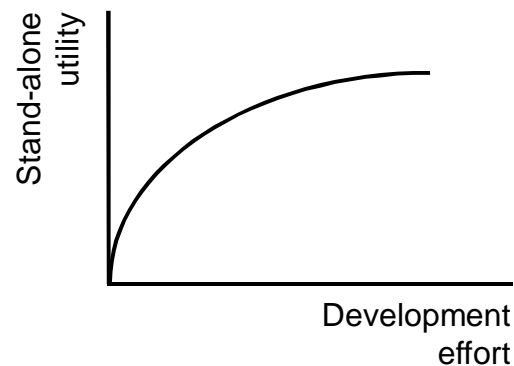
- Consistent technology and semantics
- Non-overlapping solution portfolio
- Investment protection
- Reputation
- Largest customer base
- Unmatched industry expertise
- Strongest 'ecosystem' of partners

'Best of breed' vendors

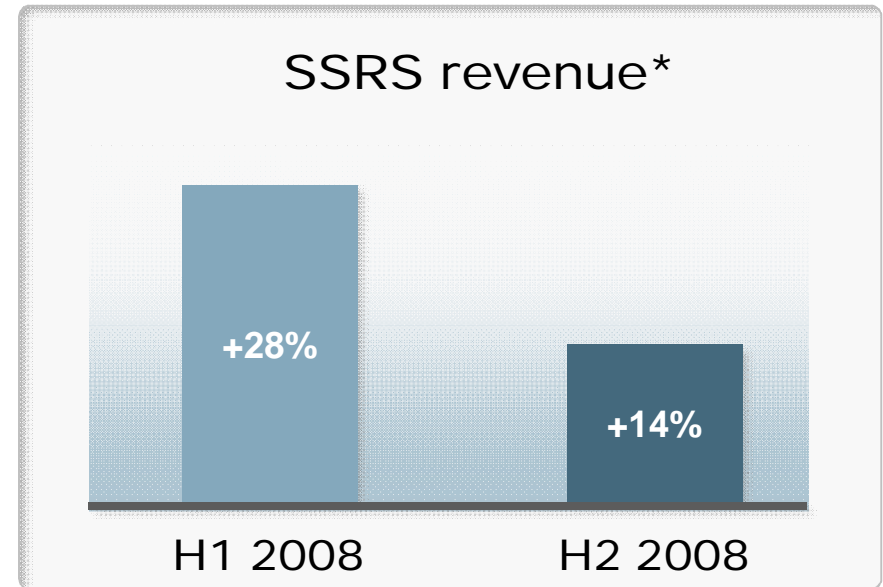
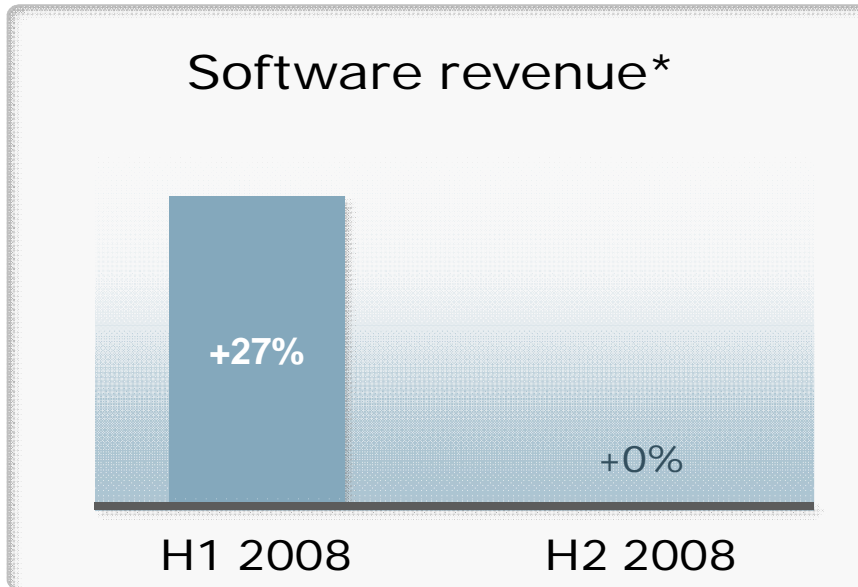
- Integration
- 'One throat to choke'
- Stability and reliability of vendor
- Customer access
- Global standards

Inhouse development and custom development

- Cost
- Long-term support and continuous improvement
- Best practices



The Economic Downturn Had a Significant Impact on SAP's Software Revenue



- Following the acceleration of the financial crisis in mid-September the economic environment deteriorated significantly
- Customer buying patterns changed
 - High share of order entry from existing customers
 - Reduced average contract sizes
- H1 2009: Software revenue down 38%*; SSRS down 7%*; Support revenue up 13%*

H1 2009 is Testimony to the Strength of SAP's Business Model



Growing stream of stable, recurring revenues

- Support revenue increased 15% yoy*
- Subscription revenue increased 20% yoy*

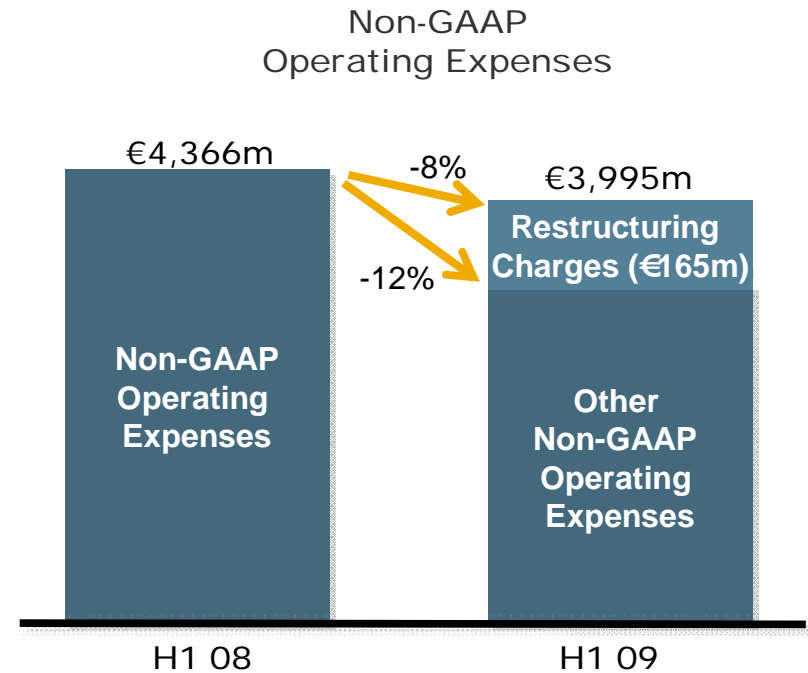
+ Flexible cost base

- Cost containment measures in place
- Reductions of positions on track
- Cost base** reduced by ~-8% yoy (or -12% less restructuring charges)

= High Level of Earnings protection

But:

- Visibility remains very limited for 2009 and beyond – closure rates are hard to predict
- SAP will continue to very carefully manage its cost base



* year-on-year, Non-GAAP

** Non-GAAP Operating expenses

