SAP
The World's Leading Provider of Business Application Software

June 26, 2009

Dr. Peter Graf
Chief Sustainability Officer
EVP Sustainability Solutions

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.

Introducing the World Leader in Business Application Software

The Best-Run Businesses Run SAP
86,000 Customers in 120 Countries

The Best-Run Businesses Run SAP
25 Dedicated Industry Solutions Deliver Deep Industry Impact

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

Retail outlets transactions totaling **$330 million** per day

50 million Bank accounts

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

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

Innovator And Market Maker
Today, 15,500 Developers Ensure Technology Leadership

70s – Standard software

80s – Integrated processes

90s – ERP + 3-tier client/server

00s – First SOA-enabled suite; Large ecosystem
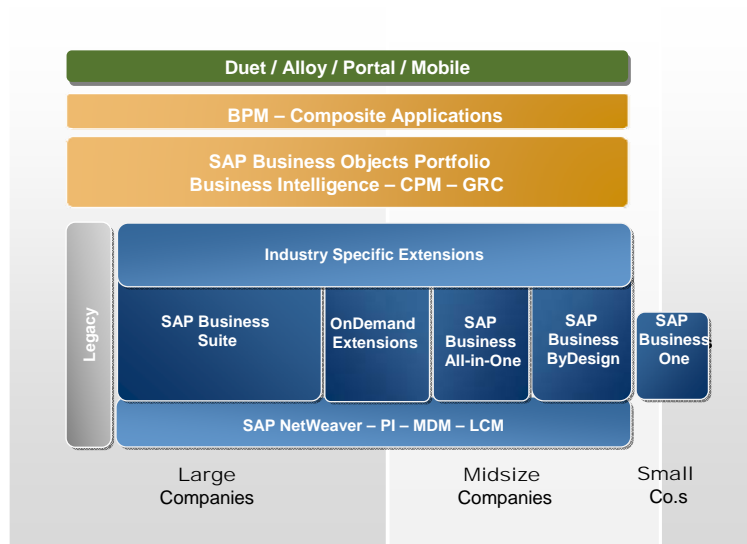
Now: On demand

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Innovator And Market Maker
Solutions for Every Employee in Every Industry in Every Company

SAP

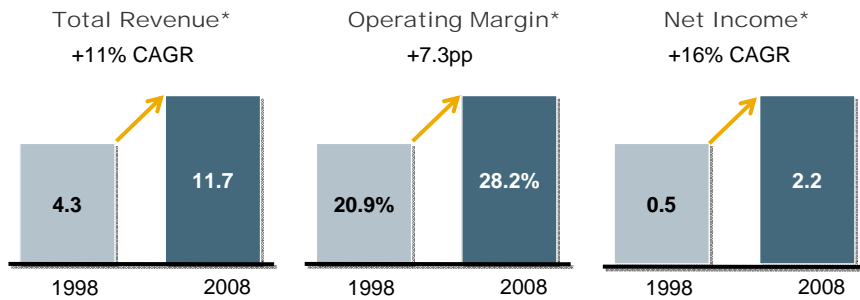**Partner to Reach Every User**

#1 in Superior Business Insights

#1 in Efficient Business Process Execution

Duet / Alloy / Portal / Mobile

BPM – Composite Applications

SAP Business Objects Portfolio
Business Intelligence – CPM – GRC

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

The Evolution of SAP's Business Model
Today, SAP is among the top 100 most valuable companies

SAP

Total Revenue*
+11% CAGR

1998	2008
4.3	11.7

Operating Margin*
+7.3pp

1998	2008
20.9%	28.2%

Net Income*
+16% CAGR

1998	2008
0.5	2.2

* Non-GAAP, in € billion, unless stated otherwise

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The Evolution of SAP's Business Model
Increasing Streams of Recurring, Stable and Profitable Revenues

SAP

Software and software-related service revenue (SSRS)

Profess. services and other revenue

Software

Support

Subscription

Consulting

Training

Other

Time

Total Revenue Breakdown (in%)

37%
1998
4.3*
44%
19%

26%
31%
2008
11.7*
2%
41%

- Software
- Support
- Services & other
- Subscription

* Non-GAAP, in € billion, unless stated otherwise
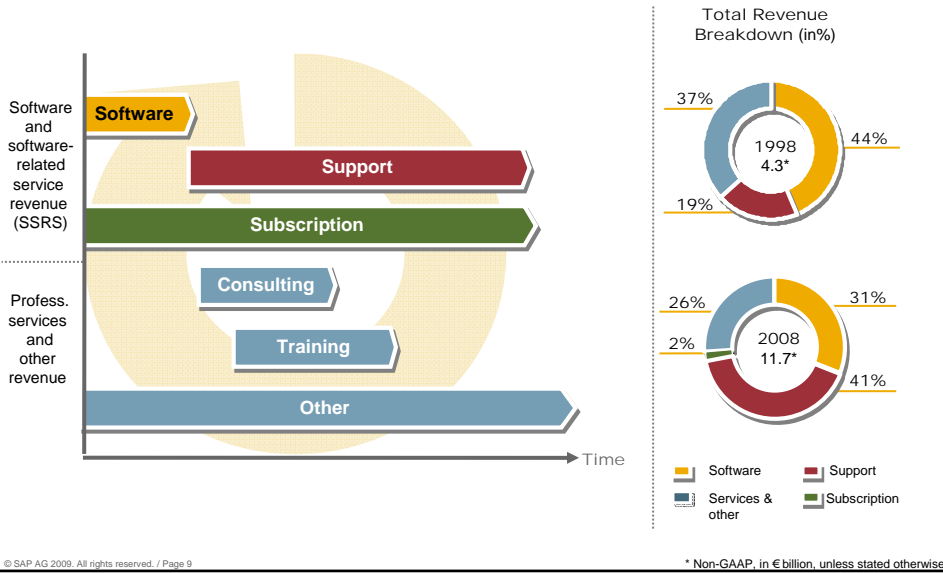
The Evolution of SAP's Business Model
New Products Drive the Expansion of SAP's Addressable Market

SAP

~$70bn

Business User Apps
$13b

Platform
$12b

Industry-Specific Apps
$10b

~$32bn

Industry-Specific Apps

CORE SME
Business All-in-One,
Business ByDesign,
Business One
$17b

CRM, SCM, ERP, …
(LE & SME)

CORE LE
Business Suite
$18b

2005*

2010*

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

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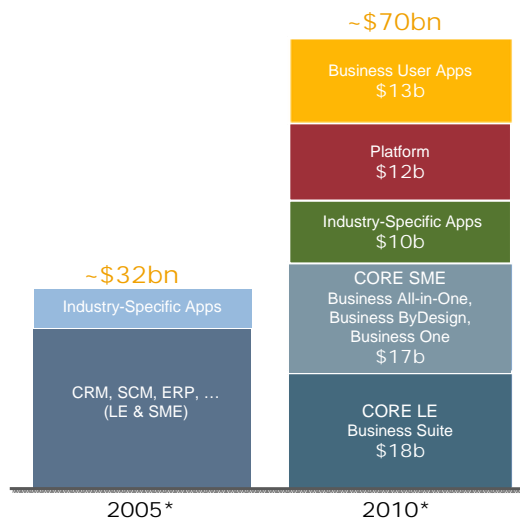
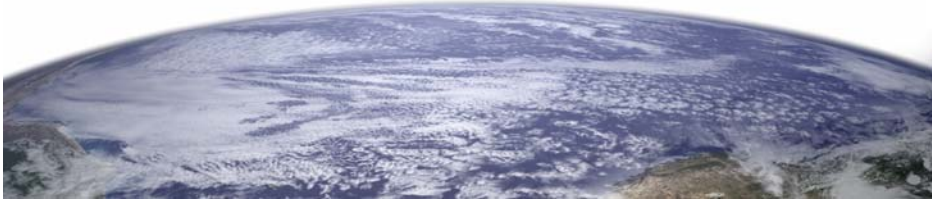**Our Unique, Dual Approach to Sustainability**

The Business Approach to Sustainability

Increase short and long-term
PROFITABILITY

by holistically managing
economic, social and environmental
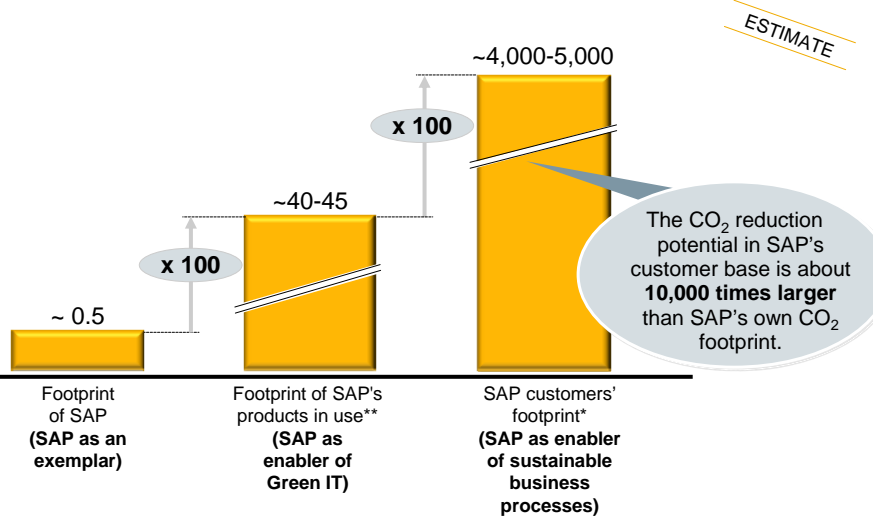risks and opportunities.

SAP As A Sustainability Exemplar and Enabler
Example: SAP and Carbon

[Carbon footprint SAP itself, SAP products, customers in Mio tons CO_2e]

ESTIMATE

~4,000-5,000

x 100

~40-45

x 100

~ 0.5

Footprint
of SAP
**(SAP as an
exemplar)**

Footprint of SAP's
products in use**
**(SAP as
enabler of
Green IT)**

SAP customers'
footprint*
**(SAP as enabler
of sustainable
business
processes)**

The CO_2 reduction
potential in SAP's
customer base is about
10,000 times larger
than SAP's own CO_2
footprint.

* 75% of Fortune 1000 companies;
** Assume avg 1000 users per SAP 50,000 customers;

Address http://www.sapsustainabilityreport.com/index.html   Go

HOME   OUR PRIORITIES   OUR SOLUTIONS   OUR PERFORMANCE   GRI INDEX   CEO LETTER   ASSURANCE   RECOGNITION

SAP 2008 SUSTAINABILITY REPORT

SAP is presenting our second sustainability report in an online medium to provide a greater interactive experience and provide a clear view to our stakeholders.

LETTER FROM CEO

"SAP has made sustainability
a long-term strategic goal."

– Léo Apotheker

SUSTAINABILITY AT SAP

SAP has a unique dual role
when it comes to
sustainability: our
responsibility for our own
operations - and our
responsibility as a software
provider helping our
customers improve their
sustainability performance.

SHAPE OUR FUTURE

Sustainability is an ongoing
journey and SAP is fostering
an exchange with
stakeholders to challenge
and guide our approach.

This page is within the scope

Internet

SAP Leads the Software Category of the DJSI
Recognition for SAP's Sustainability Performance

SAP has received the following awards for being a great place to work:

FTSE4Good

Dow Jones Sustainability Indexes
Member 2008/09

Global Challenges Index

MOST SUSTAINABLE CORPORATIONS
GLOBAL 100

Europe
- Germany's Best Employer
- Top 50 Great Places to Work in Denmark
- Top 50 Best Companies to Work For in Ireland (Business Objects Ireland)
- Global 100 (Corporate Knights Inc. and Innovest Strategic Value Advisors ranking)
- Best Companies to Work For in Spain
- Best Employer in Bulgaria (SAP Labs Bulgaria)
- Top 100 Best Workplaces in Europe
- Move Europe Award "Health" for workplace health promotion

Americas
- Fortune magazine's America's Most Admired Companies in the Computer Software Industry
- The Companies Everybody Wants to Work For (SAP Mexico)
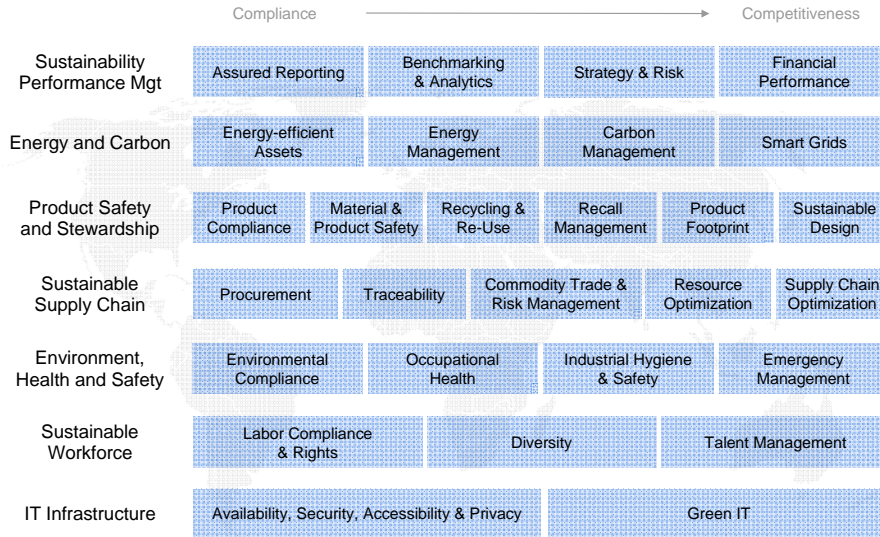- Top 30 Best Companies to Work For in Peru

Asia Pacific Japan
- IT Industry Employer of Choice in China
- Top Ten List of the Most Popular Employers among Chinese University Students
- Top 20 Great Places to Work in Japan (SAP Japan)
- Top 50 Best Workplaces in India (SAP Labs India)
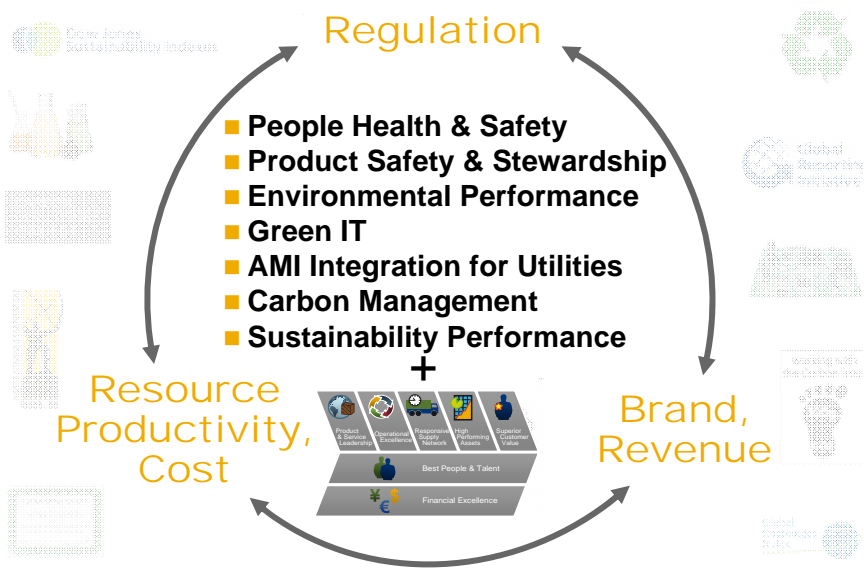- Best New Shared Services Organization in Asia (SAP HR Operations APJ)

SAP Sustainability Solutions

The Sustainability Map
Structuring the Sustainability Challenge

Compliance ————————————→ Competitiveness

Sustainability Performance Mgt	Assured Reporting	Benchmarking & Analytics	Strategy & Risk	Financial Performance	
Energy and Carbon	Energy-efficient Assets	Energy Management	Carbon Management	Smart Grids	
Product Safety and Stewardship	Product Compliance / Material & Product Safety	Recycling & Re-Use	Recall Management	Product Footprint	Sustainable Design
Sustainable Supply Chain	Procurement	Traceability	Commodity Trade & Risk Management	Resource Optimization	Supply Chain Optimization
Environment, Health and Safety	Environmental Compliance	Occupational Health	Industrial Hygiene & Safety	Emergency Management	
Sustainable Workforce	Labor Compliance & Rights	Diversity	Talent Management		
IT Infrastructure	Availability, Security, Accessibility & Privacy	Green IT			

SAP Solutions for Sustainability
A New Level of Business Process Excellence

Regulation

- **People Health & Safety**
- **Product Safety & Stewardship**
- **Environmental Performance**
- **Green IT**
- **AMI Integration for Utilities**
- **Carbon Management**
- **Sustainability Performance**

+

Resource Productivity, Cost

Brand, Revenue

Summary

Market leadership
- Leader in business application software (LE and SME)
- Strongest product portfolio, deep industry specific functionality

Innovation
- Leading product and technology innovation with ~15,500 developers
- New products expand our market opportunity

Sustainability
- SAP "walks the talk"
- Sustainability solutions for customers

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Business Application Software

June 26, 2009

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THE BEST-RUN BUSINESSES RUN SAP

Appendix

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

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Non-GAAP Revenue Numbers
Full-Year 2008

	FY 2008 €millions	FY 2008* €millions	FY 2007 €millions	△%	△% 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
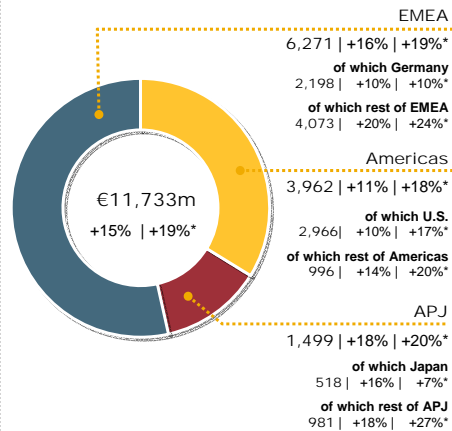

Non-GAAP Revenue Breakdown by Region**
Full-Year 2008

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

Software and software-related service revenue by region**
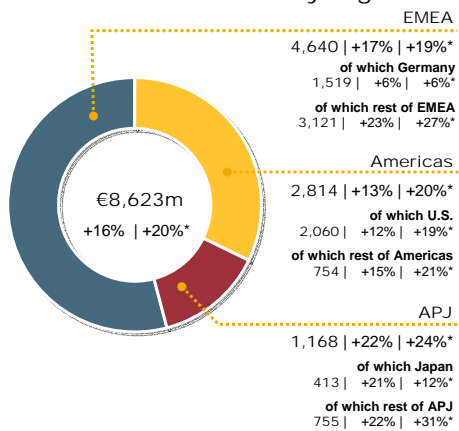
EMEA
4,640 | +17% | +19%*
of which Germany
1,519 | +6% | +6%*
of which rest of EMEA
3,121 | +23% | +27%*

€8,623m
+16% | +20%*

Americas
2,814 | +13% | +20%*
of which U.S.
2,060 | +12% | +19%*
of which rest of Americas
754 | +15% | +21%*

APJ
1,168 | +22% | +24%*
of which Japan
413 | +21% | +12%*
of which rest of APJ
755 | +22% | +31%*

Total revenue by region**

EMEA
6,271 | +16% | +19%*
of which Germany
2,198 | +10% | +10%*
of which rest of EMEA
4,073 | +20% | +24%*

€11,733m
+15% | +19%*

Americas
3,962 | +11% | +18%*
of which U.S.
2,966 | +10% | +17%*
of which rest of Americas
996 | +14% | +20%*

APJ
1,499 | +18% | +20%*
of which Japan
518 | +16% | +7%*
of which rest of APJ
981 | +18% | +27%*

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

Non-GAAP Net Income, EPS and Key Ratios
Full-Year 2008

	FY 2008 € millions	FY 2007 € millions	△ %	△ % 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	△%	△ % 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

Balance Sheet & Cash Flow Analysis
Full-Year 2008 (U.S. GAAP)

	12/31/08	12/31/07	△
Net liquidity (€ millions)	-659	2,729	-3,388
Gross liquidity (€ millions)	1,662	2,756	-1,094
Days sales outstanding (DSO)	71 days	66 days	+5 days
Equity ratio	52%	63%	-11pp

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

	FY 2008 € millions	FY 2007 € millions	△ %
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

* Cash Conversion Rate = Operating Cash Flow / Net Income