



Dr. Werner Brandt

CFO and Member of the Executive Board, SAP AG

Deutsche Bank European TMT Conference 2010
London, September 10, 2010

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 “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

- The Market Leader in Business Applications
- Expanding SAP's Addressable Market
- Summary

The World's Leading Provider of Business Application Software

Undisputed market leader with >102,500 customers in 120 countries
 – the largest customer base in enterprise applications

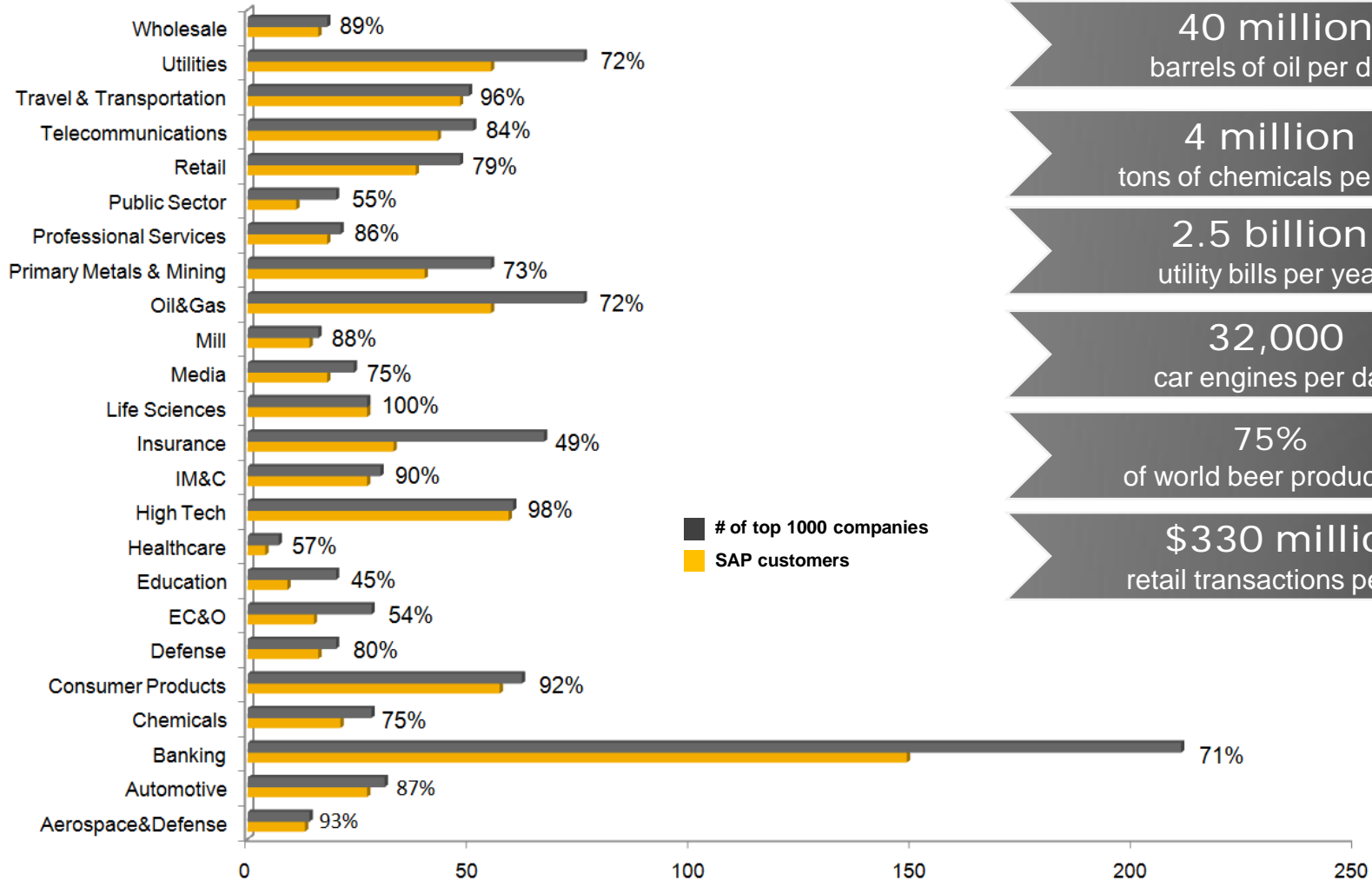
- A solid track record of growth and return to investors
- Strong sales opportunity into installed base – business with existing customers accounts for ~80% of order entry
- Steadily increasing share of recurring revenues – over 50%
- Recognized global brand (27th most valuable in the world according to BusinessWeek*)
- Deepest industry knowledge with 24 industry solutions available
- Strong focus on ecosystem to foster co-innovation
- Leading product and technology innovation with ~14,500 developers

*Source: Interbrand / BusinessWeek 2009



SAP Delivers Significant Value. . .

...by supporting **mission critical processes** in more than 24 industries globally



40 million
barrels of oil per day

4 million
tons of chemicals per day

2.5 billion
utility bills per year

32,000
car engines per day

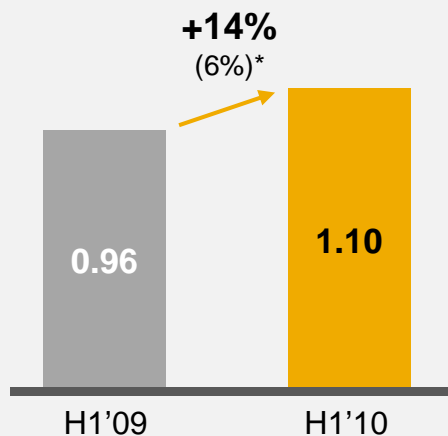
75%
of world beer production

\$330 million
retail transactions per day

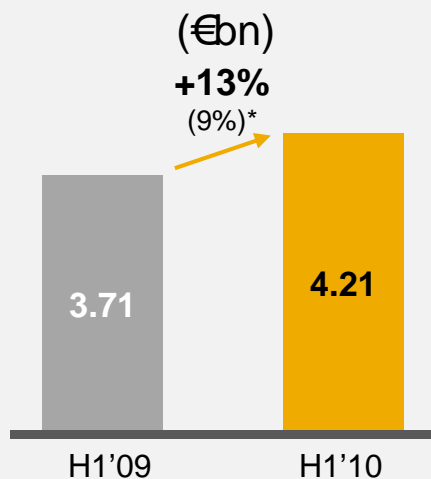


In H1 2010, SAP Returned To Double-Digit SSRS Revenue Growth

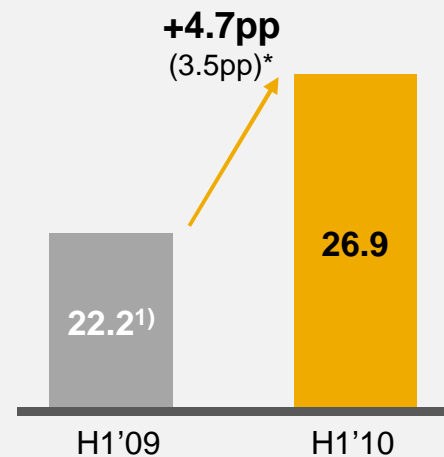
Software Revenue (€bn)



Software and Software-related Service Revenue (€bn)



Operating Margin (%)



Note: based on Non-IFRS

* at constant currencies

1) includes negative effect of 3.7pp (IFRS) and 3.6pp (Non-IFRS) from H1 2009 restructuring charges



Agenda

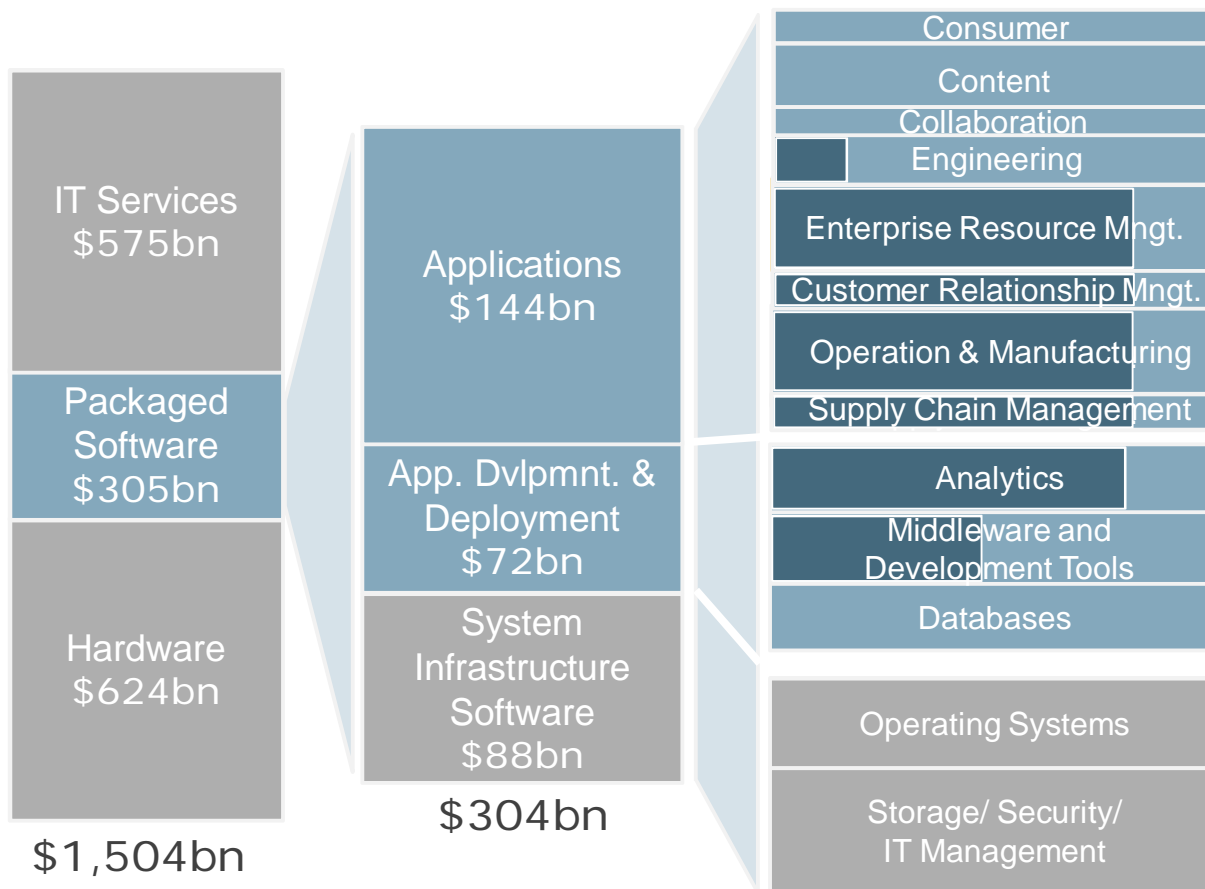
The Market Leader in Business Applications

➔ Expanding SAP's Addressable Market

Summary

SAP's Addressable Market in 2010

IDC Taxonomy

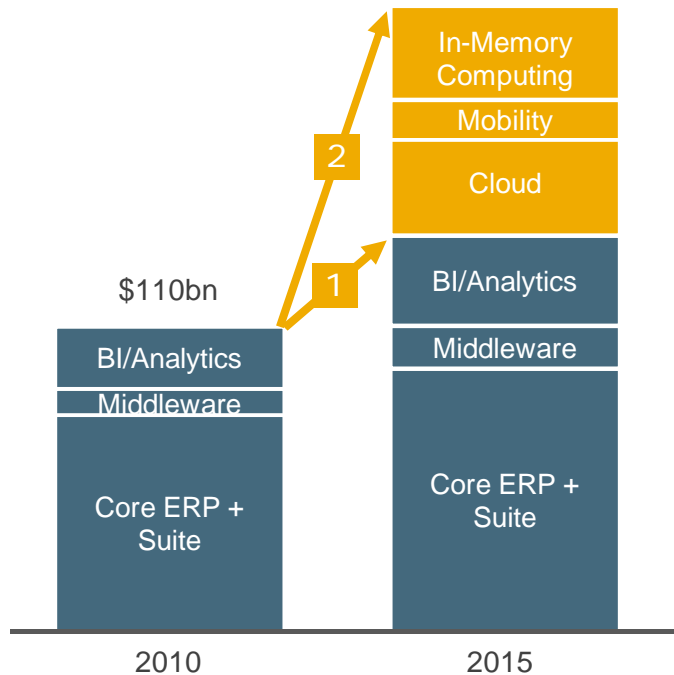


- SAP is the undisputed market leader in applications
- With the acquisition of Business Objects in 2007, SAP became the market leader in analytics
- SAP's addressable market in 2010 amounted to roughly \$110bn

■ SAP's Addressable Market in 2010 (~\$110bn)

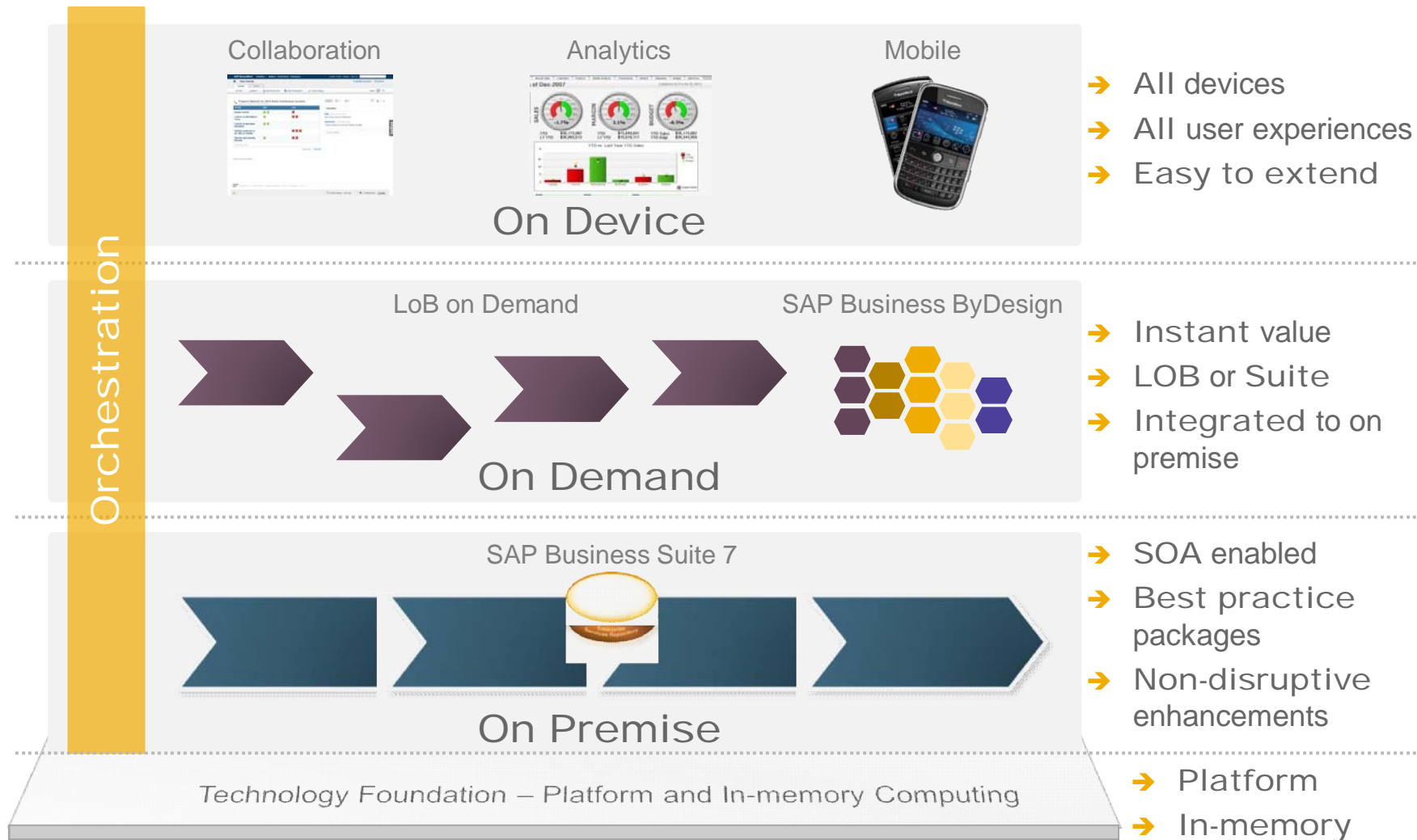
SAP Accelerates the Expansion of its Addressable Market

Expansion of SAP's Addressable Market



- Expansion of addressable market due to:
 - 1 market growth within SAP's established solution categories
 - 2 addition of new solution categories
- With the acquisition of Sybase and the launch of OnDemand solutions and InMemory Computing, SAP accelerates the expansion of its addressable market

SAP's Product Strategy is a Reflection of its Market Expansion Strategy



Expanding SAP's Addressable Market

Cloud Computing / On Demand

Integrated On-demand Suite for Small and Midsized Enterprises

- SAP Business ByDesign is a complete on-demand suite based on industry-leading architecture
- Available in six major countries since beginning of August (Feature Pack 2.5)
- Core to SAP's on-demand strategy

Line of Business Solutions for Large Enterprises

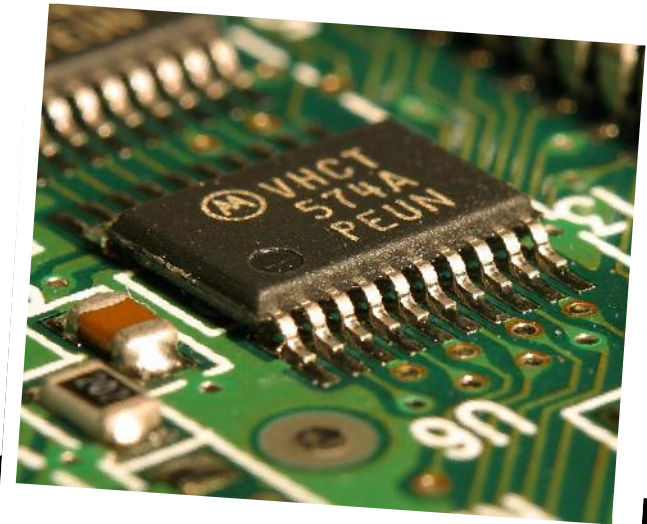
- Aimed at areas most suitable for on-demand extensions to an on-premise core, e.g.:
 - ➔ Customer Relationship Management
 - ➔ Expense Management
 - ➔ Talent Management
 - ➔ Carbon Management
- Seamless integration with on-premise SAP Business Suite



Expanding SAP's Addressable Market In-Memory Computing / Technology Foundation

Potential to revolutionize data storage and access

- Ground-breaking innovation – next generation data storage
- Triggered by hardware innovation
 - ➔ 64 bit technology / growth of on-board memory
 - ➔ Declining RAM prices
 - ➔ Parallel computing
- Data is stored in memory rather than on hard-disk and organized to optimize compression and usage of parallel processing power
- 100x-1,000x faster than traditional data processing
- Paves the way for a new breed of applications
- Sybase's expertise in databases will significantly shorten time to market



In-Memory

Expanding SAP's Addressable Market

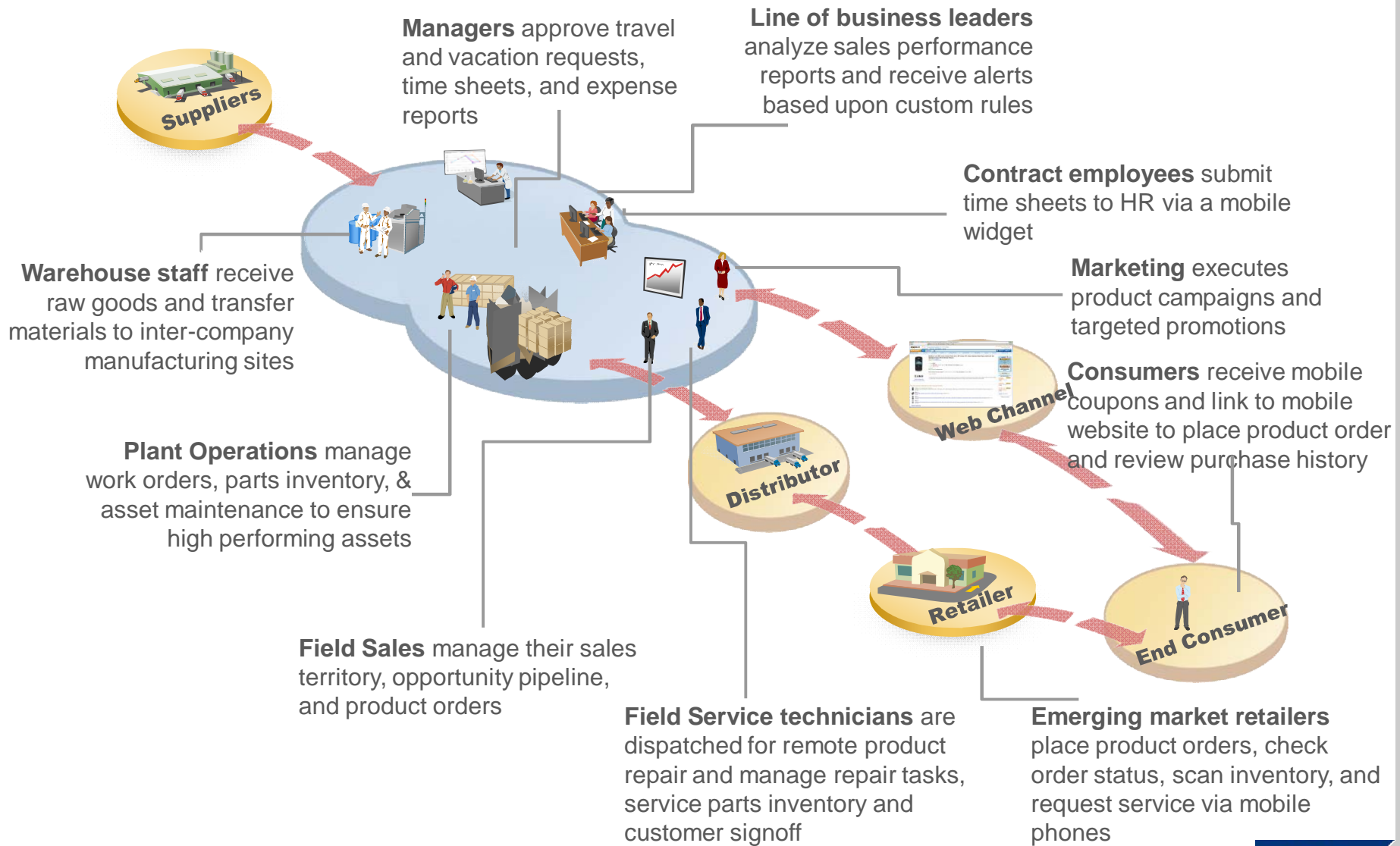
Mobile Solutions / On Device

- Make SAP solutions available on a broad number of devices
- Access SAP anytime and anywhere
- Based on Sybase's leading mobile solutions portfolio
- ~60% of world's population on Mobile already, more than 1 billion mobile workers globally as of today
- Corporate applications accessed from mobile devices growing at >40% p.a.



Mobile

Typical Customer Mobile Requirements



Taking the Number of SAP Users to 1,000,000,000 by 2015

Task Workers

- Most 'traditional' category of SAP users
- Use mobile devices as part of operational processes
- E.g. sales force, field service, plant operations, warehouse staff, contractors

Business Users / Information Workers

- Category of users targeted by SAP primarily via analytics and analytical applications
- Typically white-collar executives, highly mobile users
- Early adopters of mobile communication-, analytics- and collaboration solutions

Customers / End consumers

- Generally new category of users for SAP
- Firms have started to deploy customer-focused mobile applications for communication, product and service orders as well as promotions
- E.g. mobile banking, order status checks, service requests, online orders, mobile coupons





Agenda

The Market Leader in Business Applications

Expanding SAP's Addressable Market

➔ Summary

Summary

- SAP is committed to profitable growth
- SAP strives to significantly expand its addressable market by the year 2015
- SAP expects the key drivers of growth to be:
 - On-device solutions
 - On-demand solutions
 - In-memory technology

