

Investor & Financial Analyst Conference

SAPPHIRE**NOW** 2011

May 17, 2011 | Orlando, FL





SAPPHIRE**NOW** Investor & Analyst Conference

12:45 – 12:50 ET **Welcome & Introduction**
Stefan Gruber, Head of Investor Relations

12:50 – 1:20 ET **SAP's Product & Technology Strategy**
Peter Lorenz, EVP, On-Demand Solutions
Raj Nathan, EVP & CMO, Sybase

1:20 – 1:30 ET **Orchestrated Product Demo**
On-Premise, On-Demand, On-Device

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- 1:30 – 2:05 ET **Global Customer Operations Strategy**
Rob Enslin, President of Global Sales
Sanjay Poonen, President of Solutions Go-To-Market
Eric Duffaut, President of Ecosystem and Channels
- 2:05 – 2:15 ET **In-Memory Computing**
Vishal Sikka, CTO
- 2:15 – 2:45 ET **Executive Q&A Session**
Bill McDermott, Co-CEO
Jim Hagemann Snabe, Co-CEO
Werner Brandt, CFO
Vishal Sikka, CTO



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.

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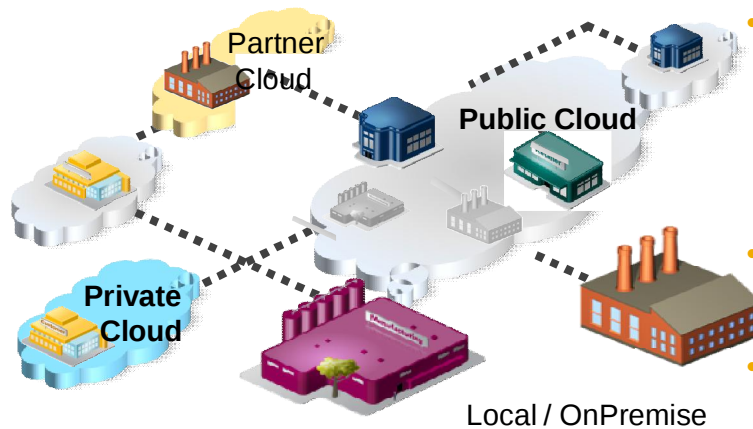


Introduction to SAP's Cloud Strategy

Peter Lorenz, EVP OnDemand Solutions
Corporate Officer, SAP AG

Customer Needs are Driving Market Trends

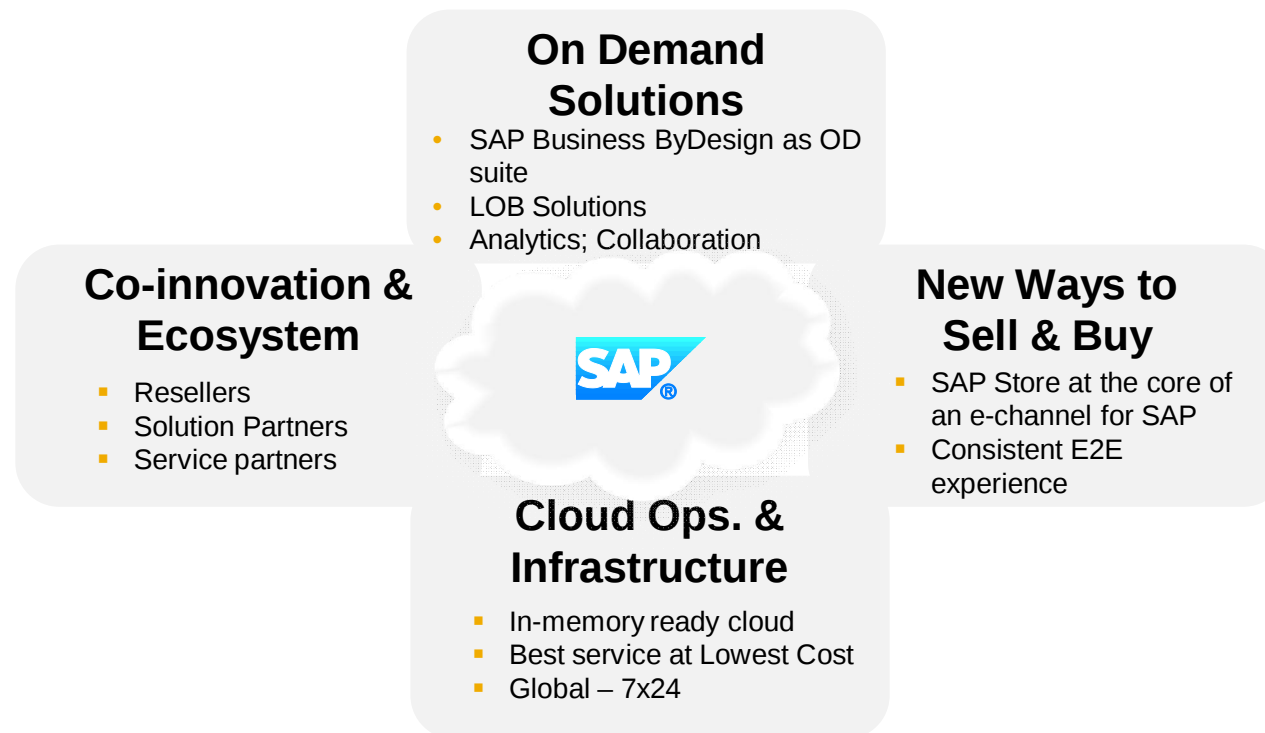
On Premise, On Demand and Cloud Co-Existence



- **Hybrid business solutions and networks** are becoming the norm
- Companies will choose services
 - for **different purposes**
 - from both **public and private clouds**
 - **integrated** with on-premise solutions
- **Openness and ecosystem strength** will be key success factors for providers
- **Orchestration** of hybrid solution landscapes will become key
- **Collaboration** is central aspect of cloud applications
- Significant **TCO reduction** through migration of existing ERP installations to the cloud

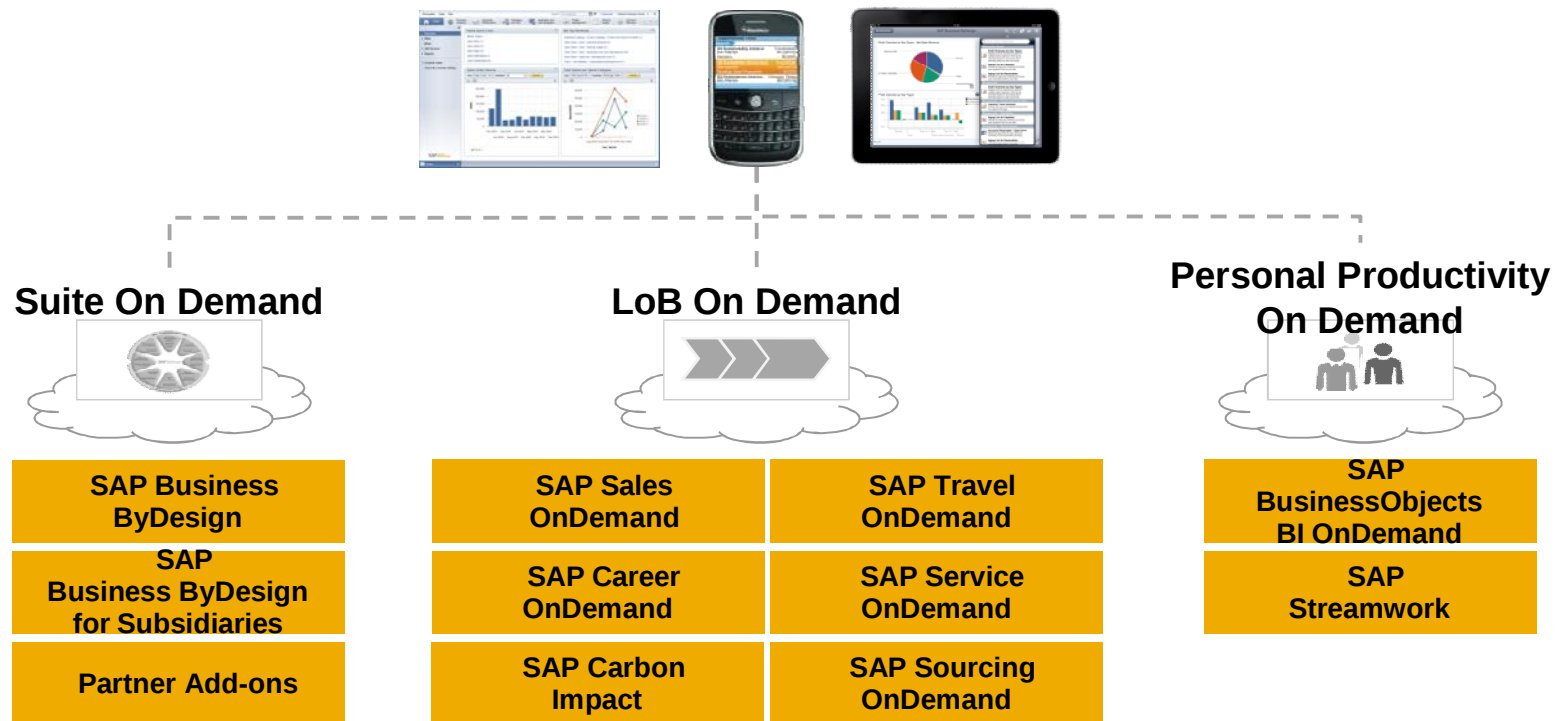
Our Strategy for Success

Four Key Areas of Innovation and Investment



Comprehensive Solution Portfolio

Seamlessly Integrated for a Hybrid World



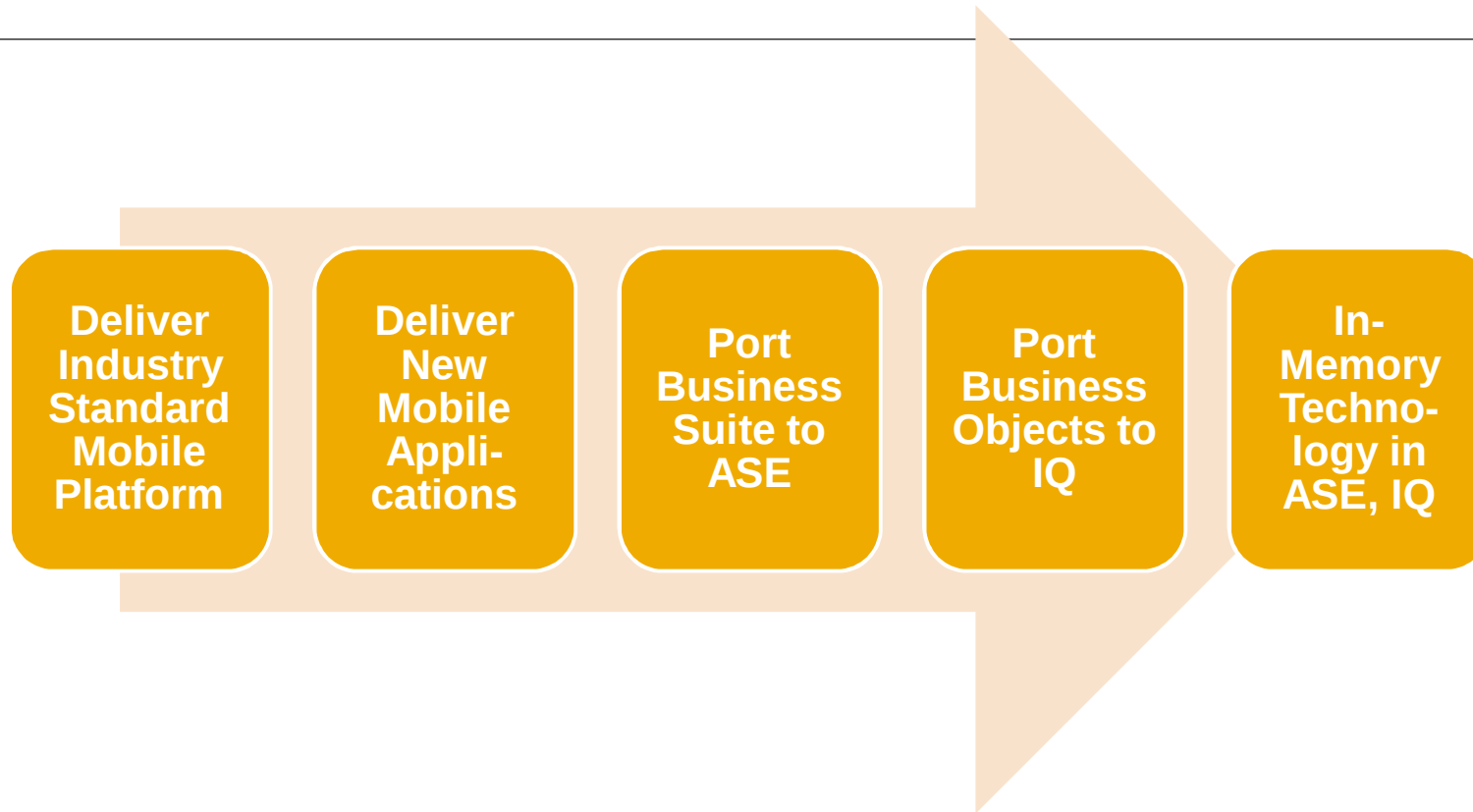
On Device Strategy

Raj Nathan

Executive Vice President and Chief Marketing Officer, Sybase, Inc.



Key Technology Integration Initiatives On Track



On Device Product Strategy

Mobile services

Mobile applications

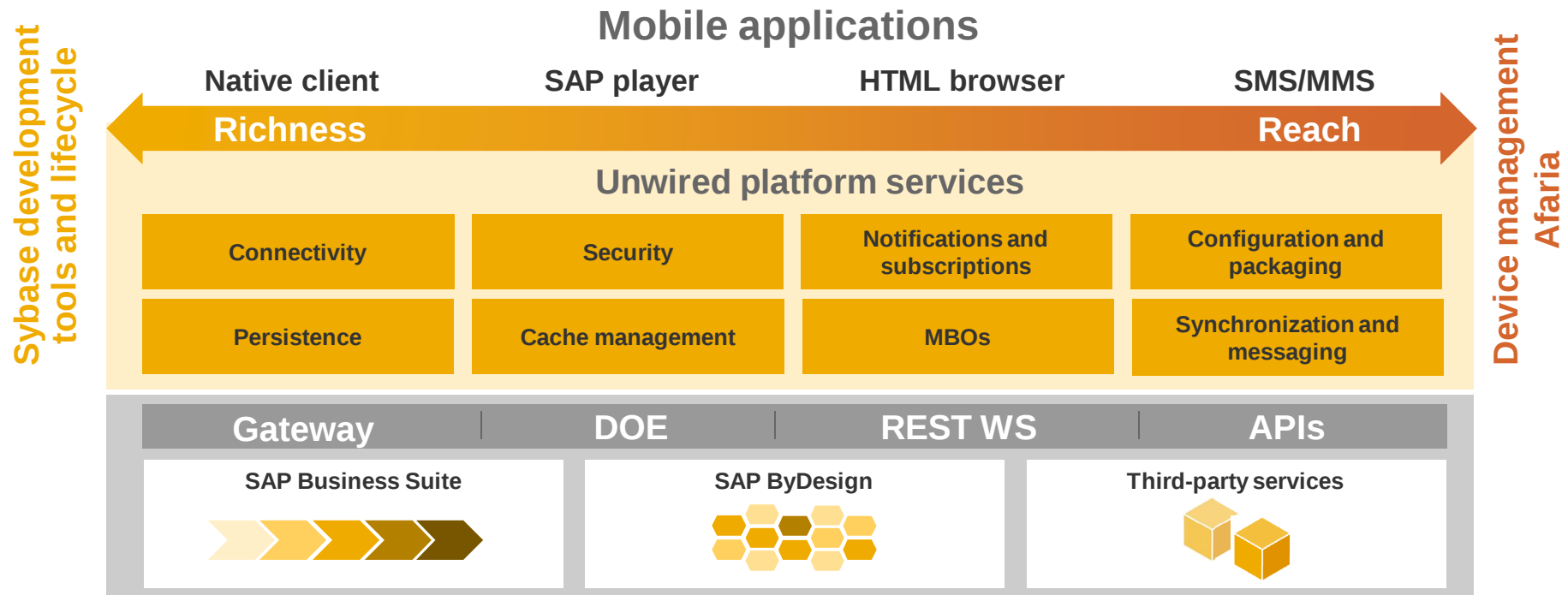
Mobility platform

One Platform to Reduce Complexity

Mobile services

Mobile applications

Mobility platform

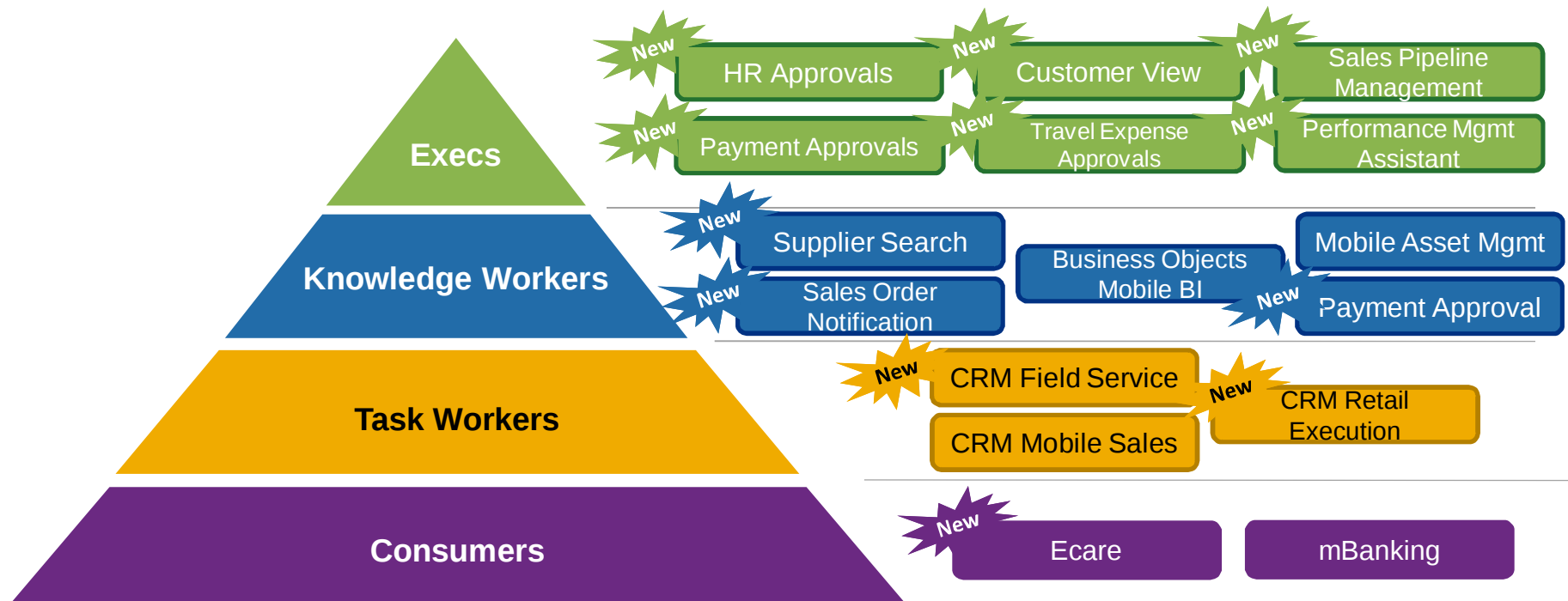


Mobile Applications to Reduce Complexity

Mobile Services

Mobile Applications

SAP Mobility Platform



Mobile Services to Reduce Complexity

Mobile services

Mobile applications

Mobility platform

Provide customer intelligence

- Loyalty program reporting
- Analytics on SMS delivery

Strengthen customer relationships

- Mobile loyalty
- Mobile coupons



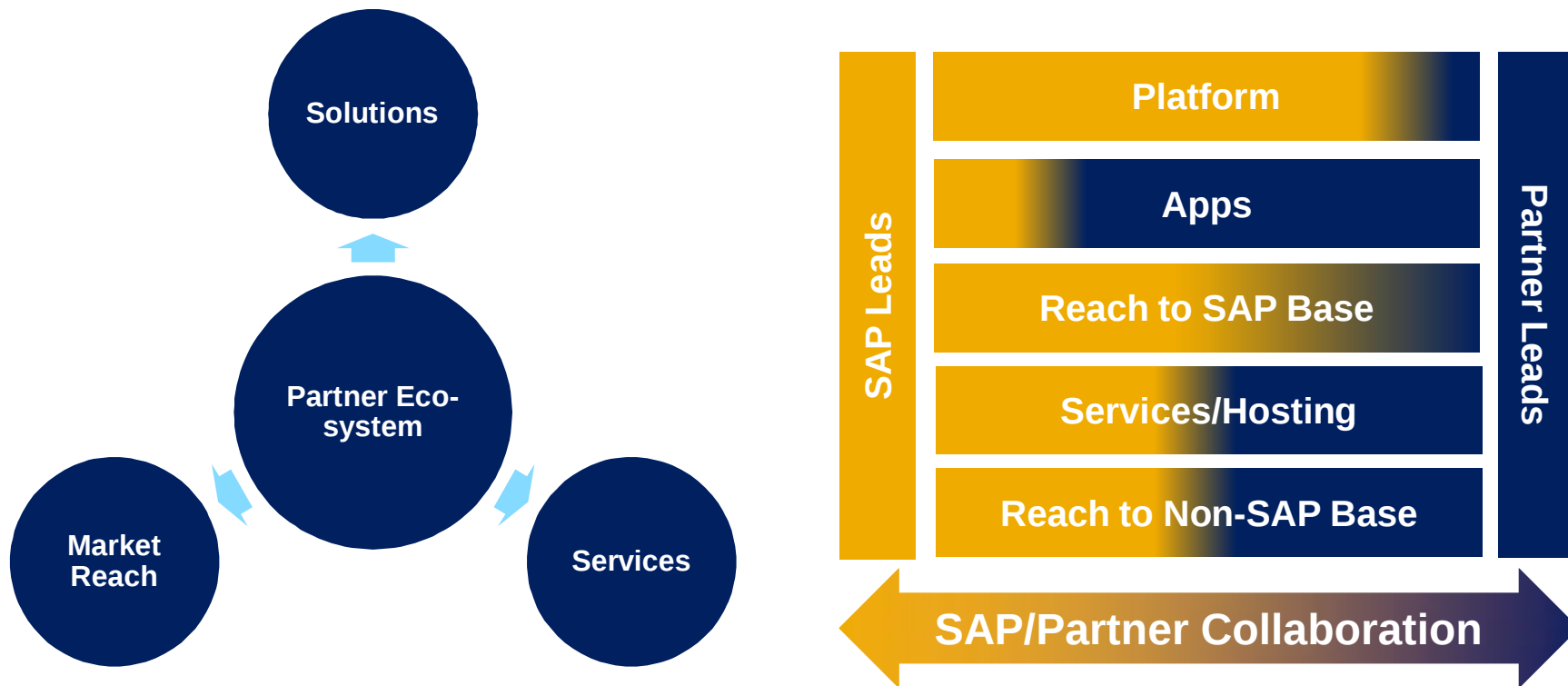
Build customer awareness

- Global SMS delivery

Enable customer transactions

- Mobile payments and banking
- Mobile money transfer

Partner Ecosystem Central to Mobility Strategy





Discussion Panel

SAP's Product & Technology Strategy

Peter Lorenz, EVP, On-Demand Solutions

Raj Nathan, EVP & CMO, Sybase

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Product Demo

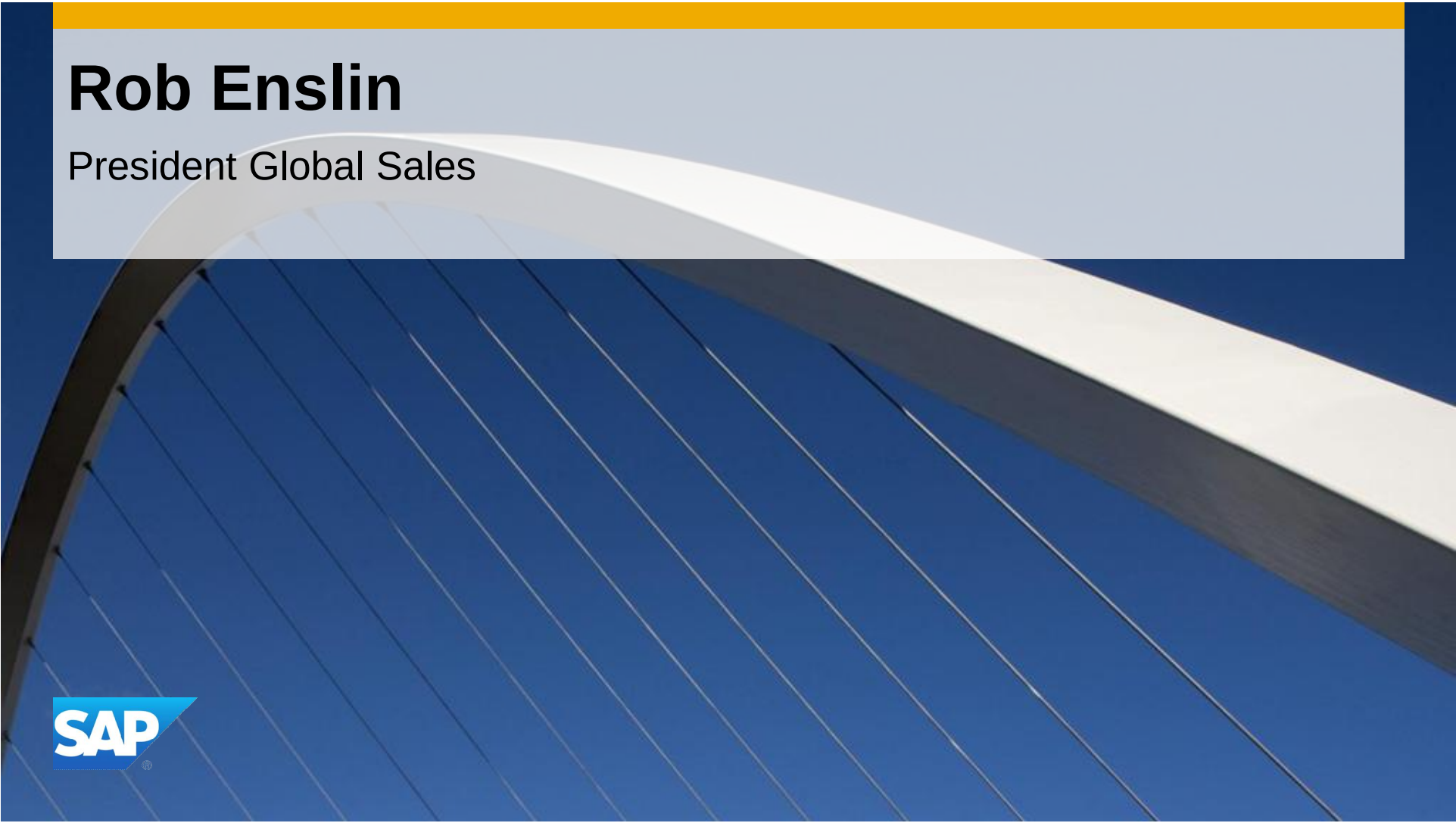


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Rob Enslin

President Global Sales



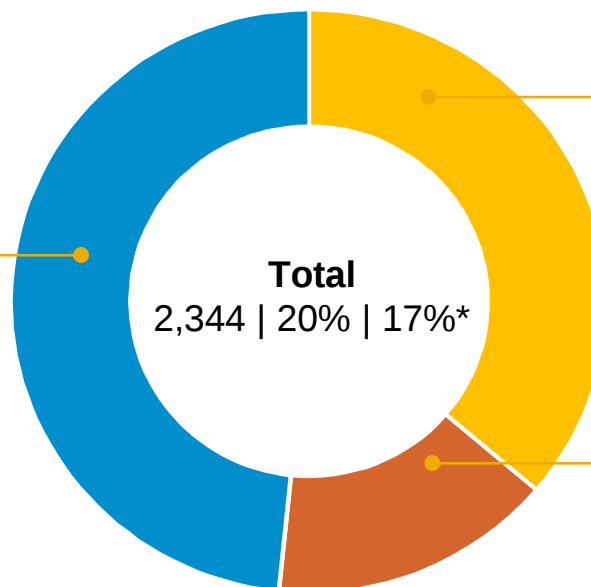
SSRS Revenue Breakdown by Region

First Quarter 2011, Non-IFRS

€ millions | yoy percent change

EMEA

1,131 | 13% | 11%*
thereof Germany
331 | 7% | 7%*
thereof rest of EMEA
800 | 16% | 13%*



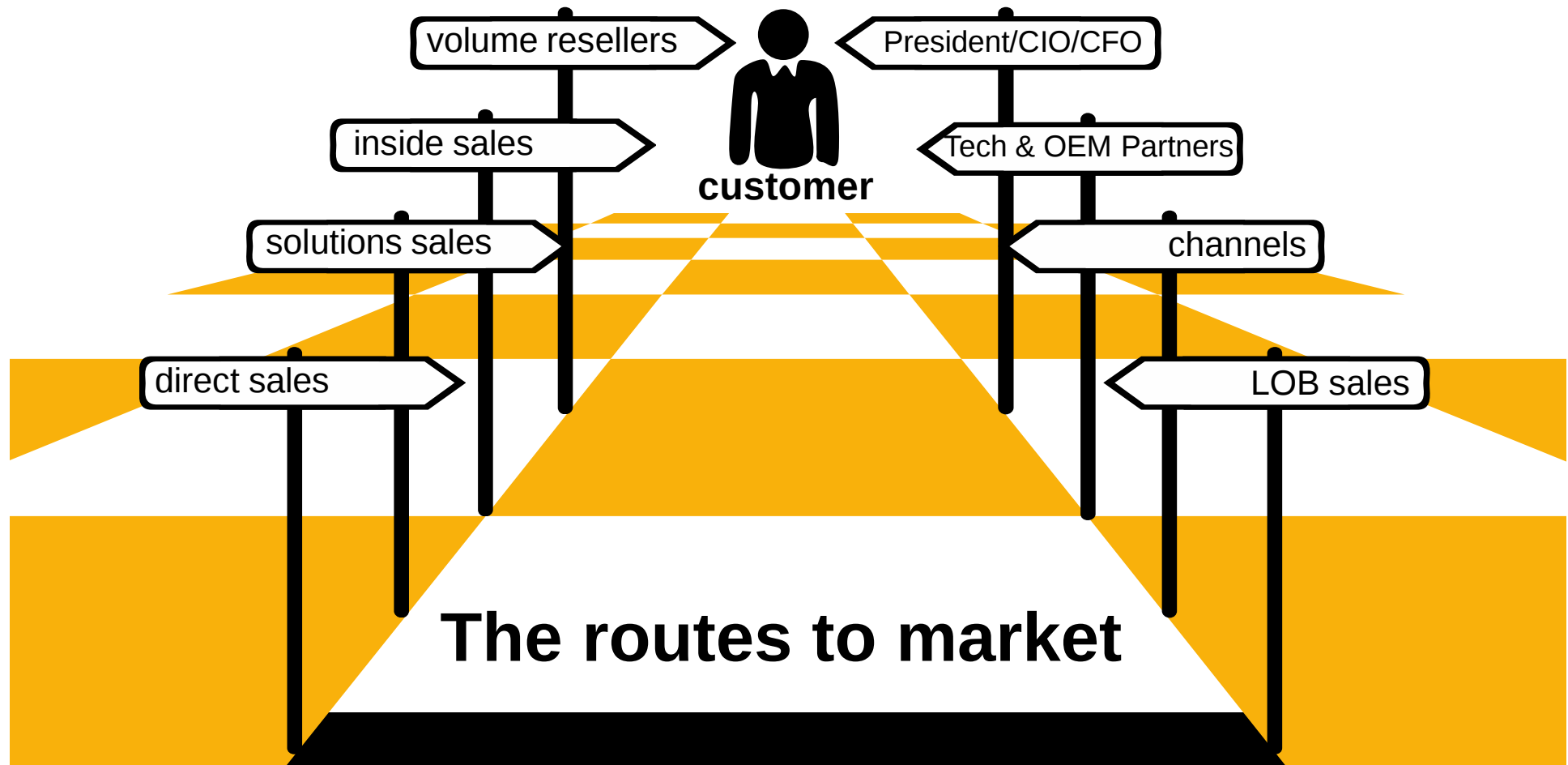
Americas

853 | 29% | 27%*
thereof United States:
629 | 34% | 33%*
thereof rest of
Americas
223 | 16% | 10%*

Asia Pacific Japan

361 | 28% | 18%*
thereof Japan
125 | 28% | 15%*
thereof rest of APJ
237 | 28% | 20%*

* at constant currencies



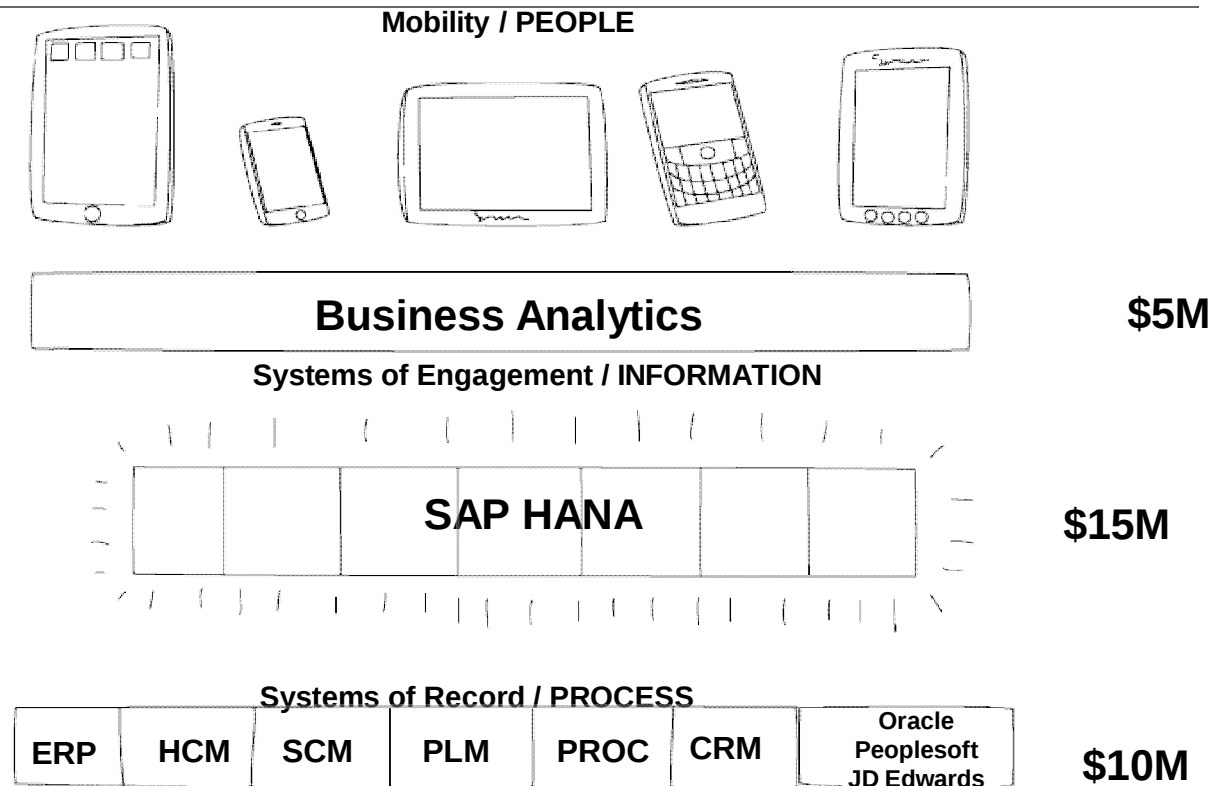
SAP Solutions Portfolio & Strategy

Sanjay Poonen
President Global Solutions



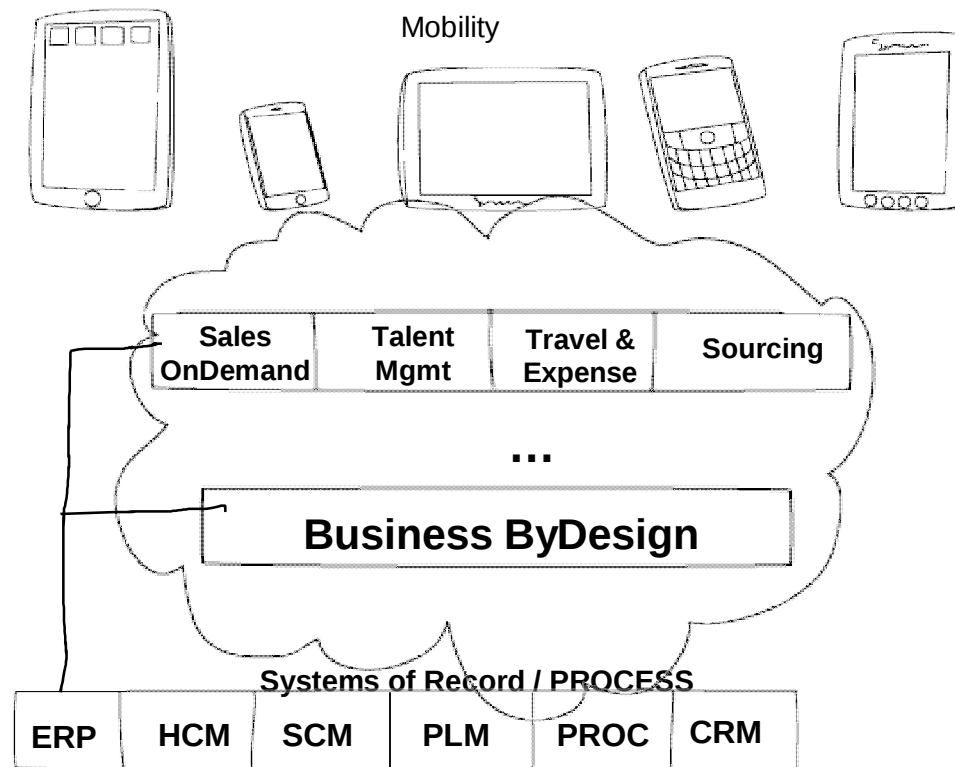
SAP's Solutions – Portfolio and Strategy

- Extreme ease-of-use
- Any data, clean data
- Strategic & Predictive
- Big Data, Real-time
- Unrivalled performance
- Industry-relevant
- Strong in 24 industries
- User Exp. innovation
- Drive lower TCO



SAP's Solutions – Portfolio and Strategy

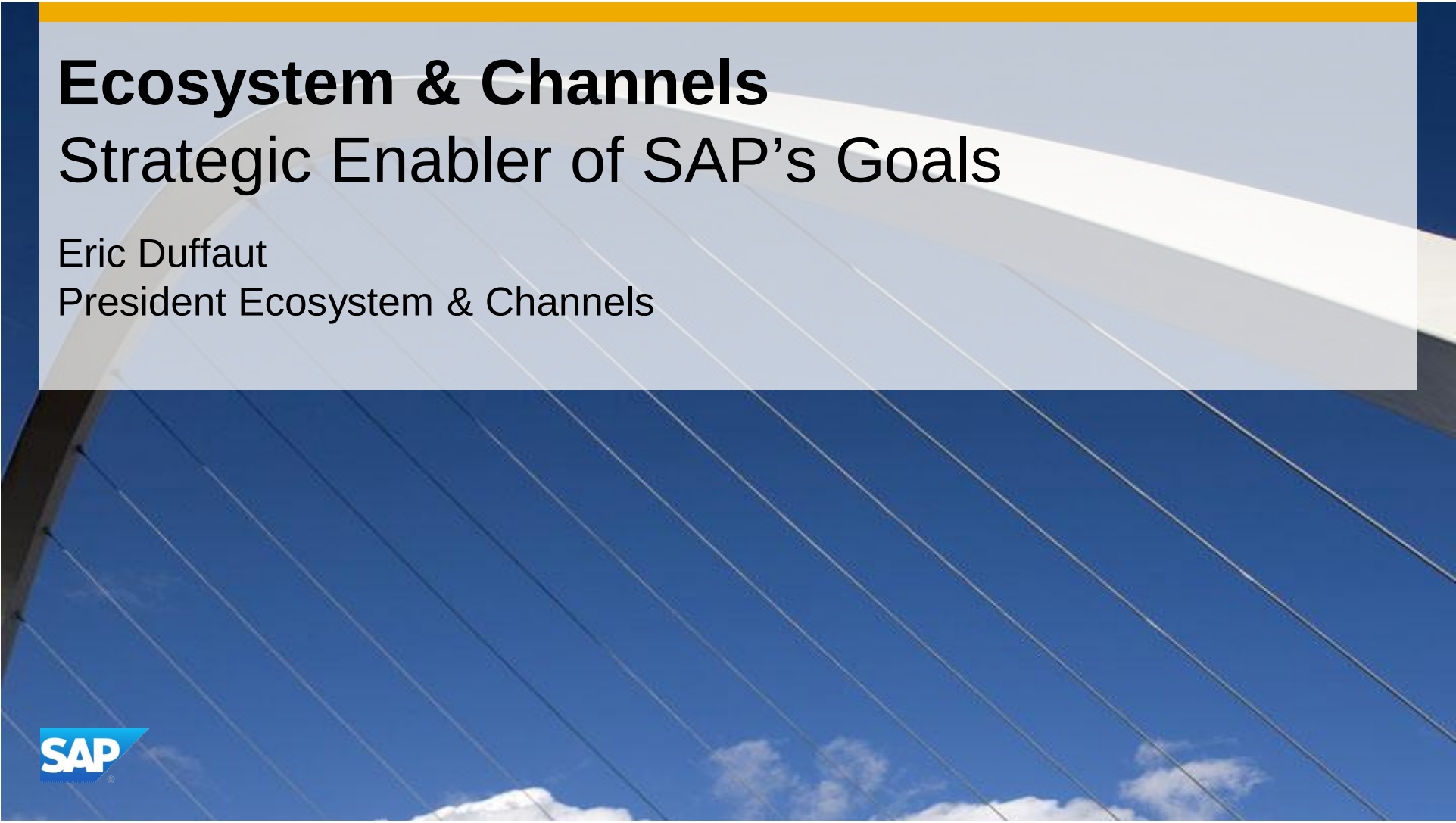
- **World-class OnDemand Platform**
- **People-centric targeted LoB Applications**
- **Built-in Analytics, Mobility capabilities**
- **Integration to OnPremise SAP Apps**





Summary

- **Core (ERP) will continue to grow, especially in emerging regions**
- **Faster growth in Business Analytics, Line-of-Business Apps**
- **Innovation Vectors – In-memory, Mobility, Cloud Computing**



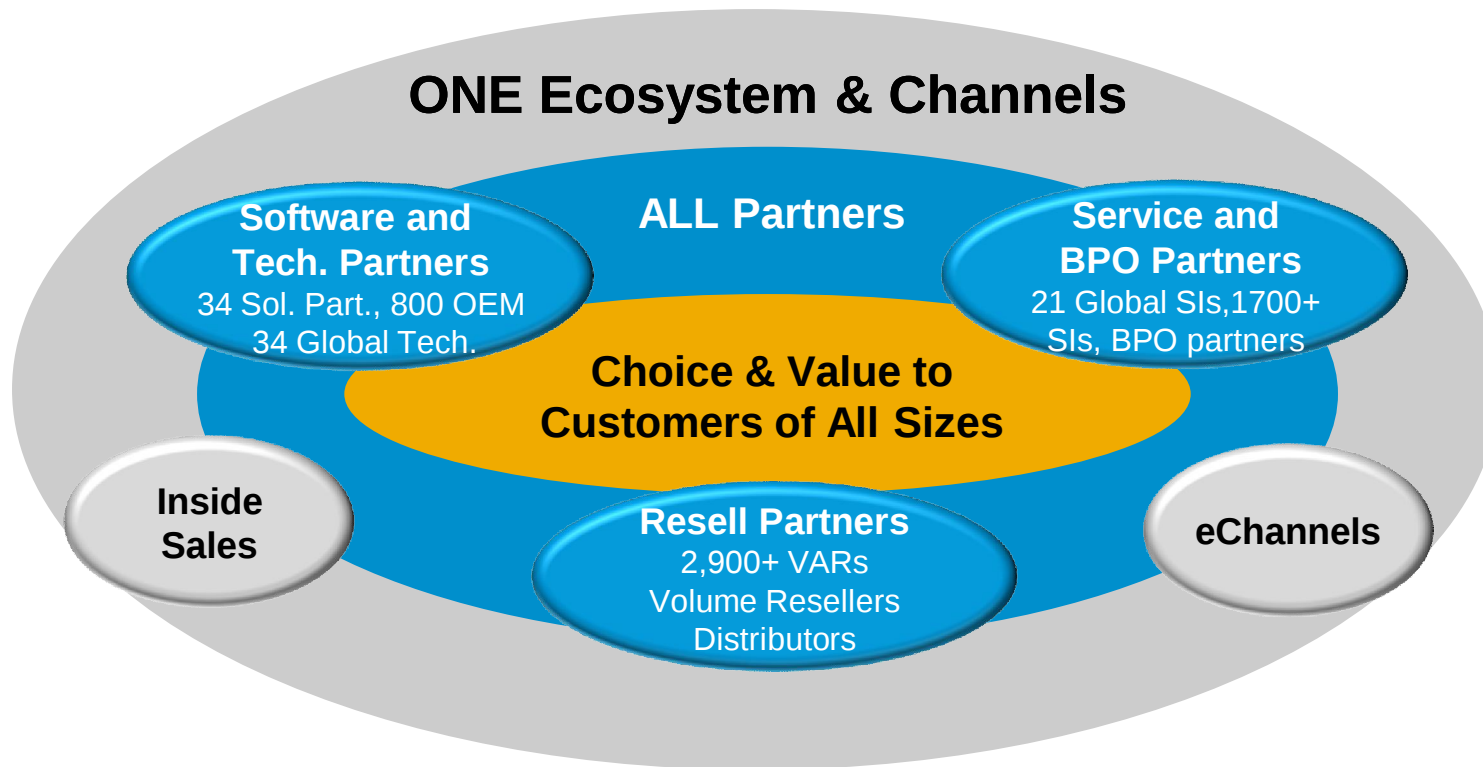
Ecosystem & Channels

Strategic Enabler of SAP's Goals

Eric Duffaut
President Ecosystem & Channels

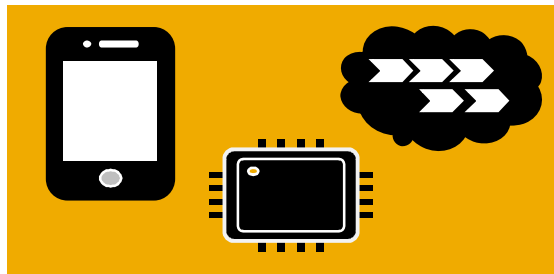


Ecosystem & Channels – Providing Choice & Delivering Value to Customers of All Sizes



Ecosystem & Channels – Strategic Imperatives

(Co-) Innovation



Mobility



In-memory



Cloud / On-demand

Expand Routes-To-Market



- Optimized coverage & customer touch points
- Faster time-to-market
- Next level volume & scale
- Complement SAP sales efforts

Scale Services Capacity



- Expand services capacity in growth markets
- High quality delivery



Discussion Panel

Global Customer Operations Strategy

Rob Enslin, President of Global Sales

Sanjay Poonen, President of Solutions Go-To-Market

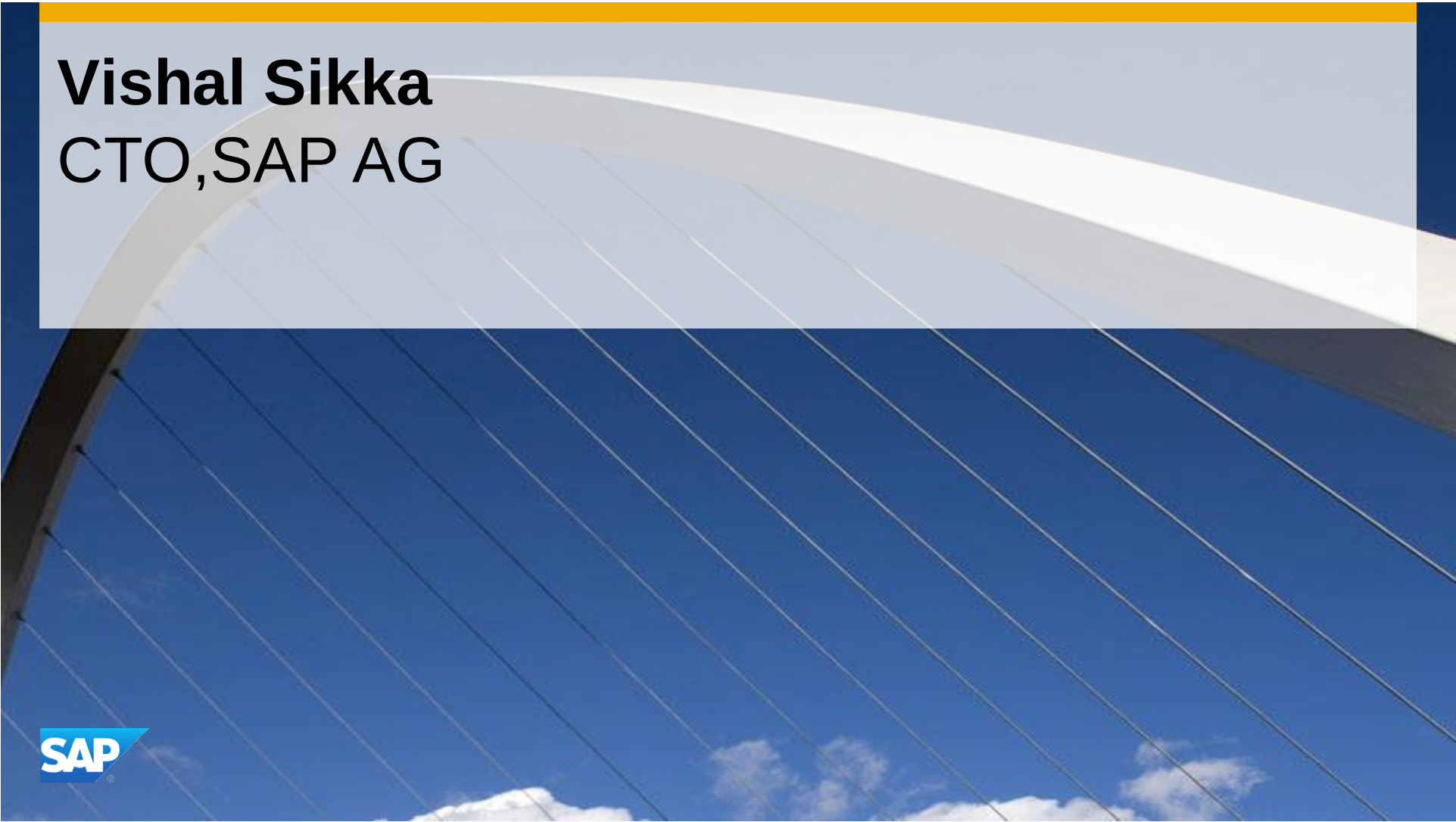
Eric Duffaut, President of Ecosystem and Channels

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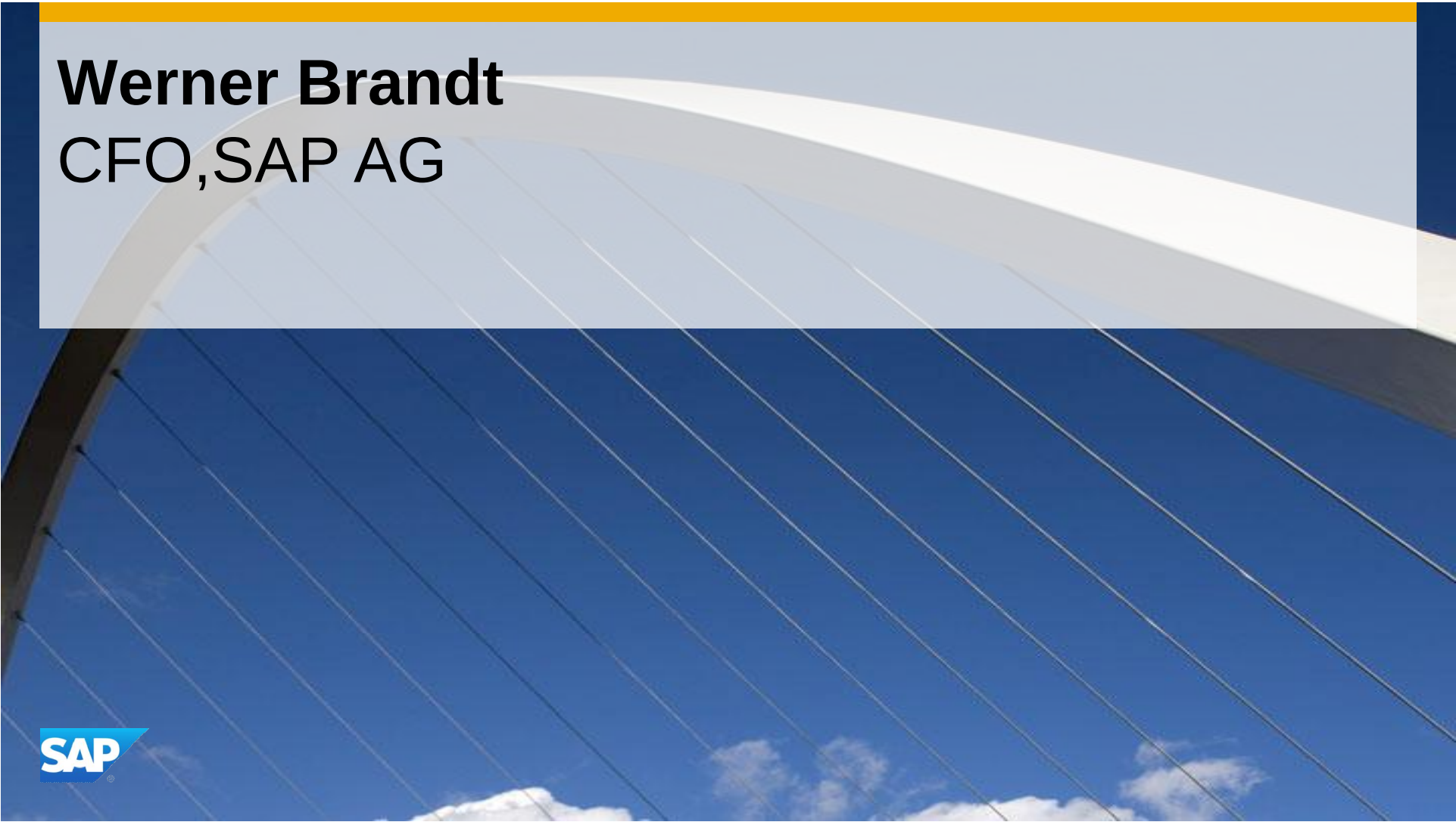
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Vishal Sikka
CTO, SAP AG





Werner Brandt

CFO, SAP AG



Reconciliation from IFRS to Non-IFRS

IFRS Revenue Measure

+ Deferred support revenue write-down

= **Non-IFRS Revenue Measure**

+/- Discontinued activities

+/- Stock-based compensation expenses

+/- Acquisition-related charges

+/- Restructuring

= **Non-IFRS Profit Measure**

Non-IFRS Adjustments at SAP

Deferred support revenue write-down:

- Support revenue that the acquired entity would have recorded absent the acquisition by SAP.
- The effects presented in 2010 and so far in 2011 result from the Sybase acquisition.

Discontinued activities:

- Operations that are disposed of, but do not meet the threshold of a major line of business or geographical area.
- Discontinued activities currently relate to the activities of the TomorrowNow entities.

Stock-based compensation expenses:

- Variable employee compensation resulting from share-based compensation plans.
- These expenses increase and decrease mainly based on changes in our share price and our performance against the TechPGI index.

Acquisition-related charges:

- Relates mainly to amortization expenses as a result of acquired intangible assets.
- The majority of the acquisition-related charges are from Sybase and Business Objects.

Restructuring:

- Costs incurred in connection with a company-wide restructuring plan implemented and controlled by management.
- Severance charges, for example, would only qualify under this expense category if incurred as part of a company-wide restructuring plan.

Non-IFRS Adjustment Estimates for 2011

The following amounts represent the differences between IFRS and non-IFRS on **operating profit**:

Non-IFRS Measures (in € million)	Actual Amounts from 2010	Estimated amounts for 2011¹⁾
Deferred support revenue write-down	€74	Between €20 and €30
Discontinued activities ²⁾	€983	Less than €20
Stock-based compensation expenses ^{3), 4)}	€58	Between €140 and €160
Acquisition-related charges ⁵⁾	€300	Between €430 and €460
Restructuring	€3	Less than €10

1. All adjusting items are partly incurred in currencies other than the Euro. Consequently, the amounts are subject to currency volatility. All estimates for 2011 provided in the table are at actual currency and are calculated based on certain assumptions regarding the developments of the different currency exchange rates. Depending on the future development of these exchange rates the total amounts for 2011 may differ significantly from the estimates provided in the table above. Please remember that SAP's financial market outlook is based on constant currency.
2. We will consider all new information that emerge from further developments of the TomorrowNow lawsuit to determine if the provision should be adjusted in the future, which could result in a change to the estimate provided in the table above.
3. Our stock-based compensation expenses are subject, among other factors, to share price volatility, volatility in SAP's performance against the Tech PGI index and fluctuations in SAP's workforce. The estimates in the table above are based on certain assumptions regarding these factors. Depending on the future development of these factors the total expense for 2011 may differ significantly from these estimates.
4. The estimates provided above for stock-based compensation expenses are based on the share-based compensation plans in place on the day of this document and grants under these plans in 2011 as currently planned by management. New share-based compensation plans or changes to the existing plans may make the total amounts for 2011 differ significantly from these estimates.
5. The estimates provided above for acquisition-related charges are based on the acquisitions performed by SAP through the day of this document. Further acquisitions may make the total amounts for 2011 differ significantly from these estimates.

A banner image featuring a curved architectural structure, possibly a bridge or a modern building facade, in shades of blue and white. The text "Executive Q&A Session" is overlaid in large, white, sans-serif font. A solid yellow horizontal bar is positioned above the banner.

Executive Q&A Session

Bill McDermott, Co-CEO

Jim Hagemann Snabe, Co-CEO

Werner Brandt, CFO

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