SAP – The World's Leading Business Software Company

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Safe Harbor Statement

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Agenda

1. SAP at a Glance

2. Products and Strategy for Continued Growth

3. Summary

SAP is the World’s Leading Business Software Company

SAP is…

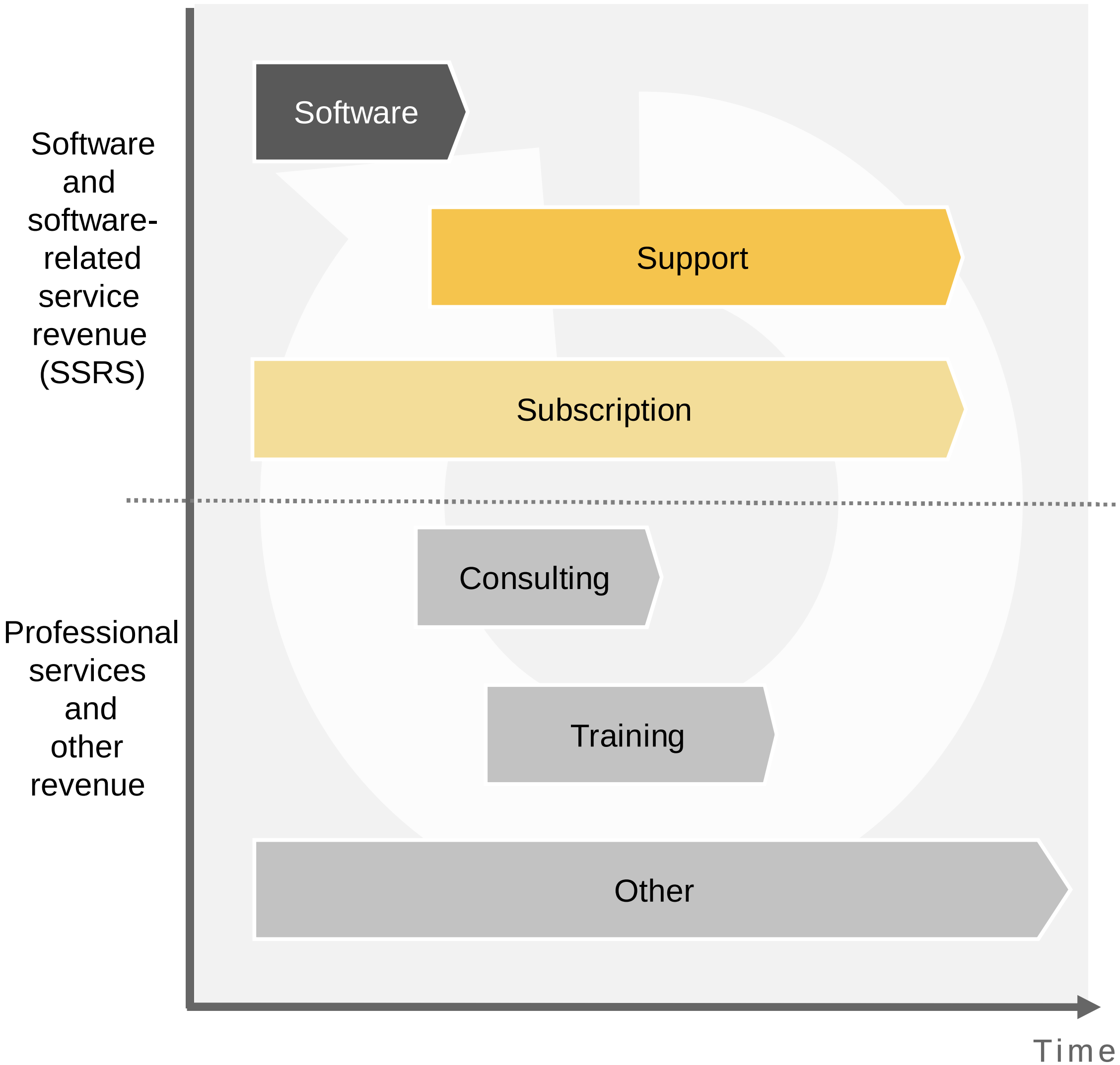
- **#1** in enterprise applications
- **#1** in SME applications
- **#1** in business analytics
- **#1** in enterprise mobility

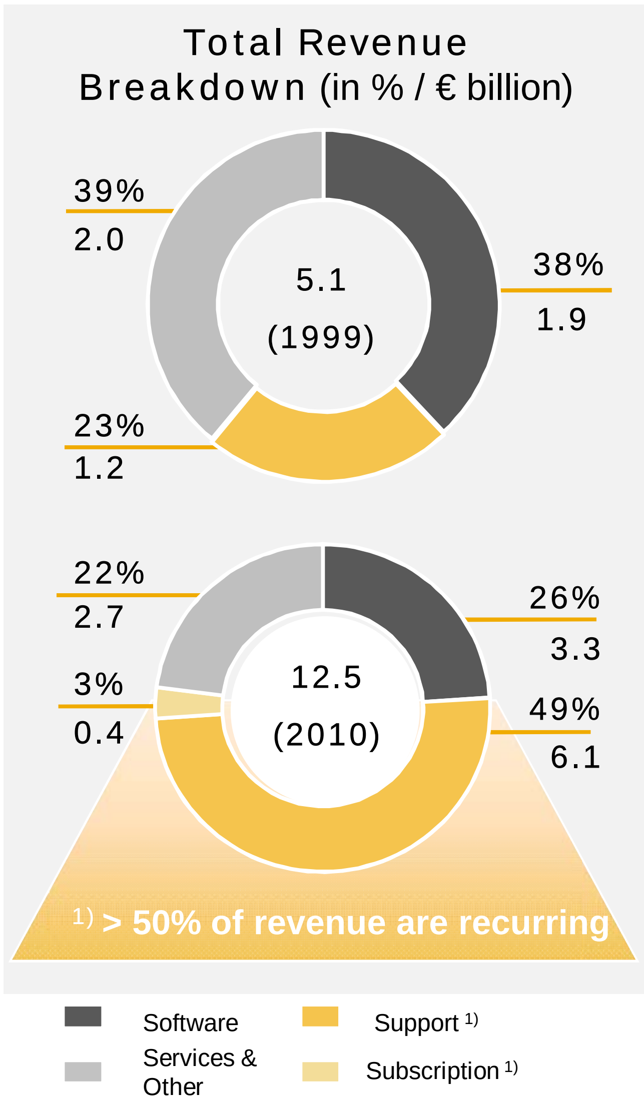
SAP is a truly global company…

- **172,000+** customers
- **120+** countries
- **53,000+** employees
- **€12.5B** 2010 revenue
- **30+** global technology partners
- **2,900+** certified partners

SAP's Business Model

Defensive Characteristics and Significant Growth Potential





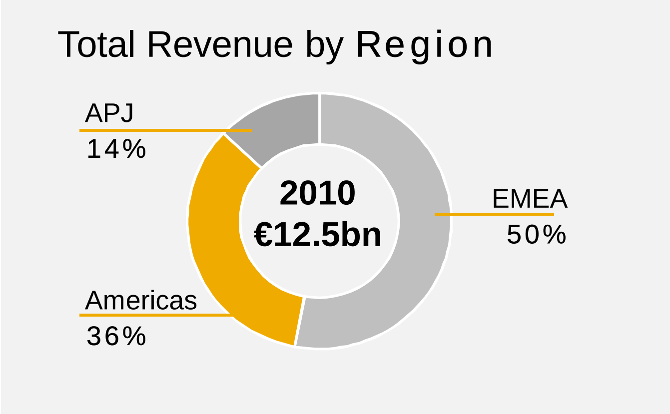
Note: 1999 based on US-GAAP, 2010 based on IFRS; in € billion unless stated otherwise

Financial Highlights 2010

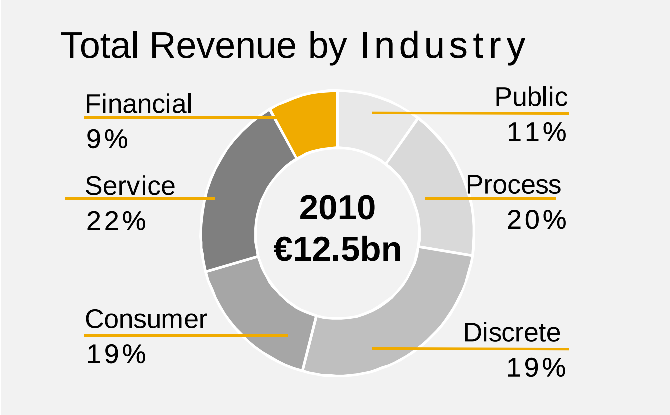
SAP is Coming very Strong out of the Crisis

- **€12.5bn** total revenue
- **32%** operating margin
- DSO decreased to **65 days** (2009: 79 days)
- **€3.5bn** in cash (approximately €3bn from operations)
- Increased dividend by **20%**

Solid Diversification of Revenue Streams:
Across Geographies and Industries



- All regions grew double-digit yoy in 2010
- In Q2 2011 SAP continued this double-digit yoy growth in all regions for the fourth consecutive quarter
  - In Q2 2011 SAP grew by 35% in all regions



- Leading vertical strategy with more than 24 industry-specific solutions
- SAP achieved double-digit growth in all six industry sectors in 2010

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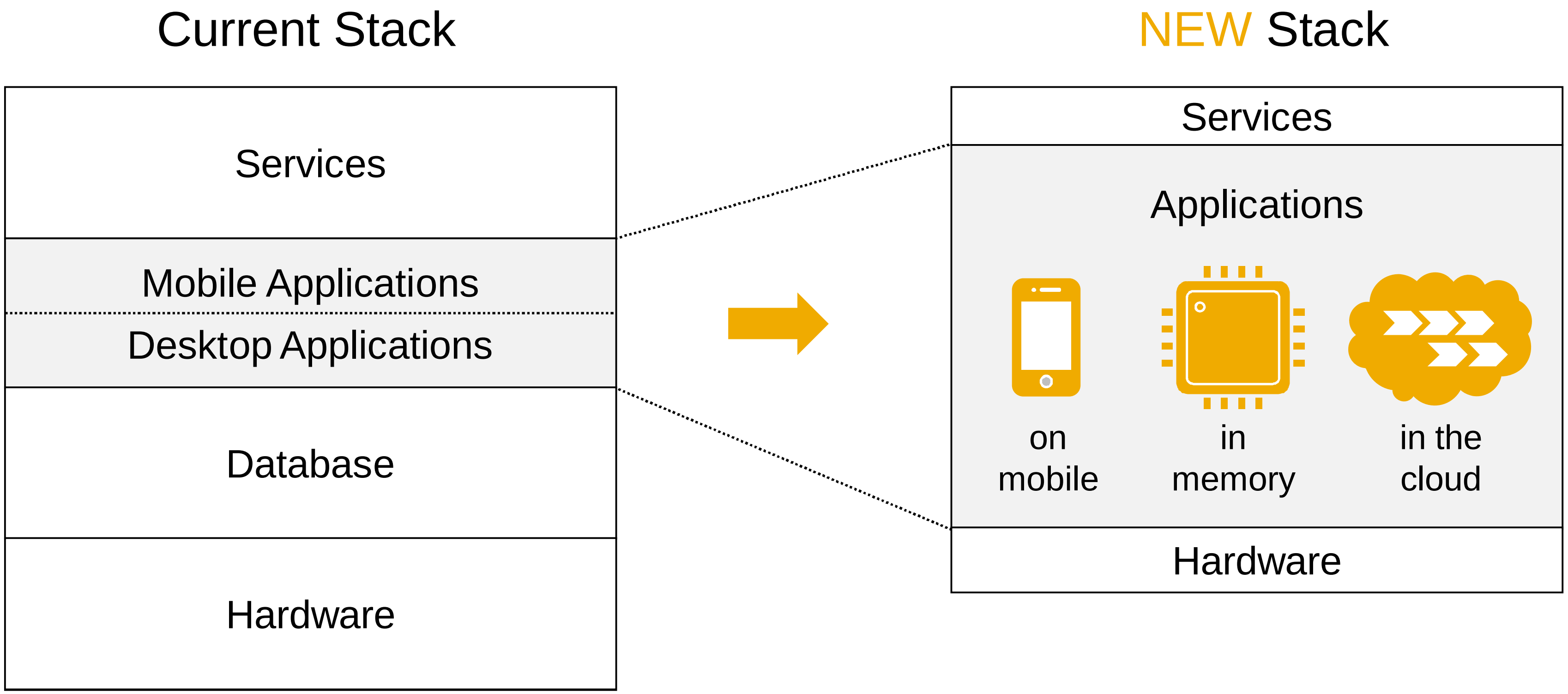
SAP Sees a Structural Shift in IT Spending

Towards the Value Drivers in Applications Software

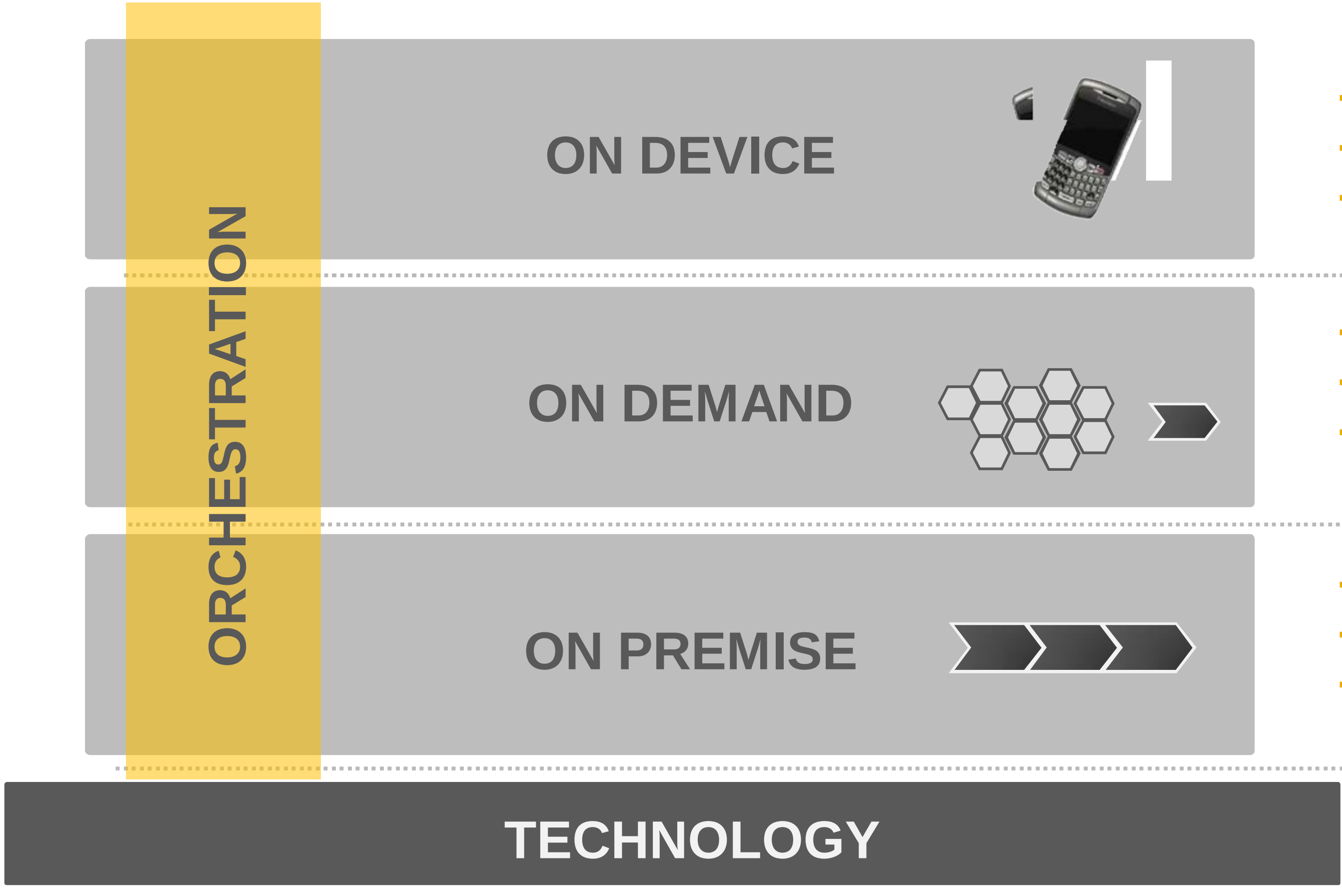
Transformation of the IT stack: There is a structural shift in IT spending away from the technology enablers (e.g. hardware, services) as they are commoditized and a move towards the value drivers in application software



SAP’s Product Strategy

The Strategy Incorporates the Structural Shift in IT Spending

Extend from the Core to the People



ON DEVICE:
- ➔ All devices
- ➔ All user experiences
- ➔ Easy to extend

ON DEMAND:
- ➔ Instant value
- ➔ LoB or suite
- ➔ Integrated to on premise

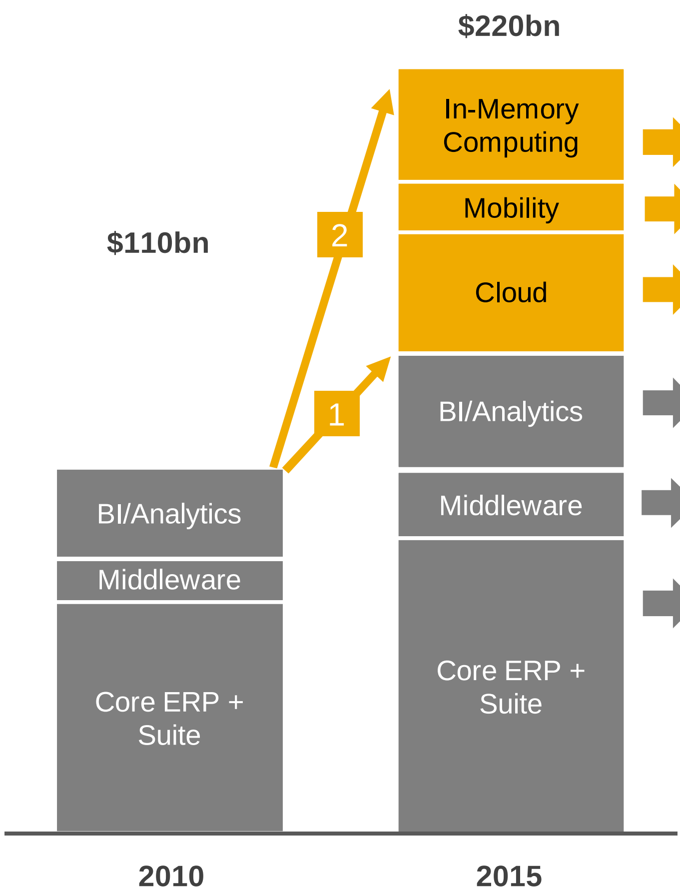
ON PREMISE:
- ➔ **SOA*** enabled
- ➔ **Best practice** packages
- ➔ **Non-disruptive** enhancements

TECHNOLOGY:
- ➔ Platform
- ➔ In-Memory

* Service Oriented Architecture

SAP's Growth Strategy

SAP Accelerates the Expansion of its Addressable Market



Expansion of SAP's addressable market due to:

1. market growth within established solution categories
2. addition of new solution categories

- HANA, Sybase ASE, IQ
- Sybase Unwired Platform, Afaria, Mobile Apps
- SAP Business ByDesign, LoB On Demand
- SAP BI 4.0, Analytic Apps
- SAP NetWeaver
- SAP ERP, SAP Business Suite for 24+ Industries, Line-of-business specific solutions Rapid Deployment Solutions

Very Strong Core Business

The Foundation of SAP's Growth Strategy

SAP is the undisputed leader in on-premise business solutions

Healthy core business is growing

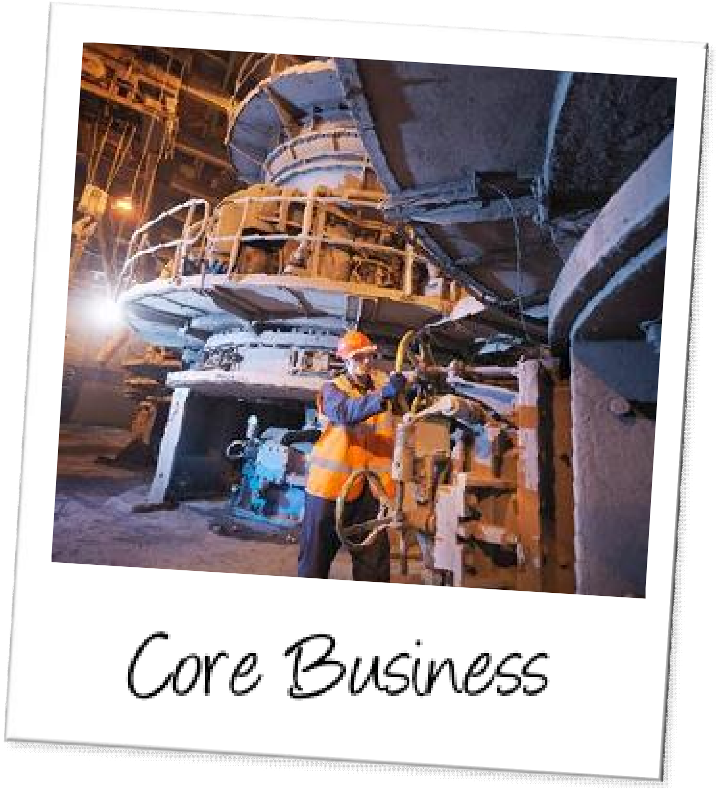
- Customers choose SAP for our ability to innovate around a stable core

Clear leader in business analytics

- Full and comprehensive analytics suite
- Area of double-digit growth

Strong new growth areas

- Fast growing industries: Banking, Retail, Healthcare
- Emerging markets opportunity
- Fast growing LoB solutions outside the suite: Transportation Management, Energy Management



Megatrend: Convergence of Mobility, Big Data and Cloud

These megatrends are a focal point in SAP's growth strategy

Mobility

- Smartphones outsell PCs
- By 2013, mobile devices will be the primary method of internet access worldwide

Big Data

Data volume for enterprise applications is doubling every 18 months

Cloud

80% of new software offerings this year will be available as cloud services

Source: IDC, Forrester

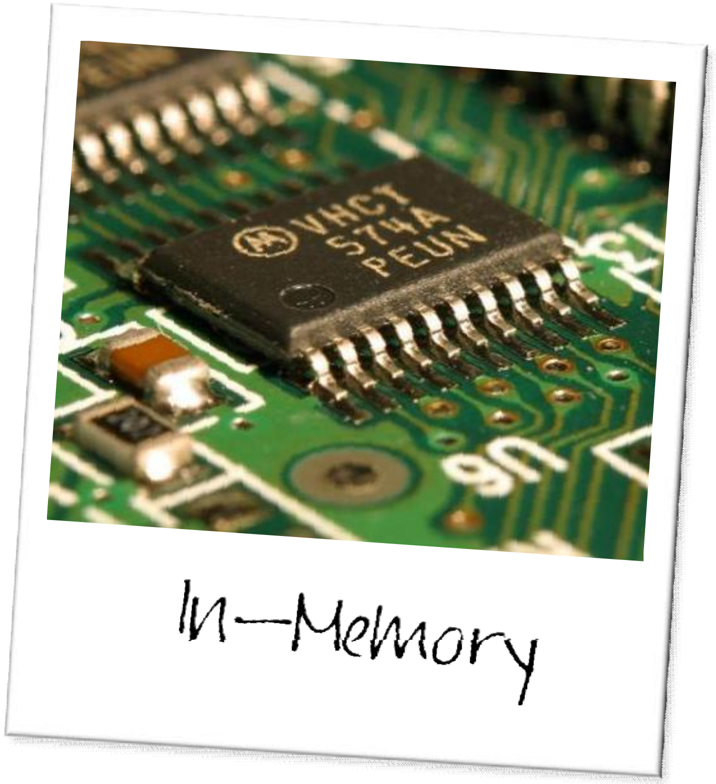
Expanding SAP's Addressable Market

Mobile Solutions – SAP’s On Device Strategy

- 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.
- SAP will deliver 50 Apps for mobile devices in 2011

SAP's Answer to Big Data

"Real" Real-Time Computing with SAP HANA



The SAP in-memory computing engine is an integrated database and calculation layer that **allows the processing of massive quantities of real-time data to provide immediate results**:

- **100x – 1,000x faster** than traditional data processing
- Data is stored **in-memory** rather than on hard disk

Market Validation

- 5 hardware partners: Cisco, Dell, Fujitsu, HP and IBM
- 25+ global customers live or in trials
- Triple-digit millions pipeline
- 20+ customer video testimonials
- Strategic Workforce Planning - First HANA enabled application

Expanding SAP's Addressable Market

Cloud Computing – The On Demand Opportunity

SAP delivers superior business value to SME and LE customers by offering a portfolio of solutions for the cloud.

Cloud solutions provide both compelling value and seamless integration with on-premise SAP solutions.

SAP Business ByDesign

- Software solution that enables customers to run their entire business with a single, cloud-based application
- For SME and LE subsidiaries

On-Demand solutions for Lines of Businesses

- Designed around the way people work
  - Sales OnDemand
  - Sourcing OnDemand
  - SAP Carbon Impact OnDemand
  - Career OnDemand (coming soon)
  - Travel OnDemand (coming soon)

On-demand solutions for personal productivity

- SAP BusinessObjects BI OnDemand
- SAP StreamWork

All solutions run on the same cloud-platform

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Summary

- SAP is the clear **market leader** in the enterprise business applications industry
- Strong **growth opportunities** supported by a sustainable, robust, long term business model
- **Diversified revenue streams** across geographies, industries and customer segments
- SAP's aspiration for **further margin expansion**
- Highly **skilled workforce**
- **Excellent reputation** and brand recognition

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