Credit Suisse Technology Conference

Bill McDermott, Co-CEO, SAP AG

Scottsdale, AZ – November 29, 2011

Safe Harbor Statement

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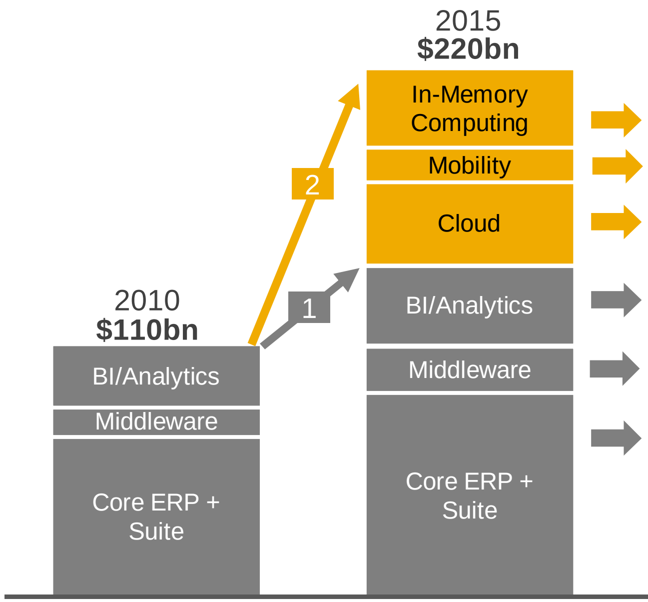
Our Purpose

VISION
MAKE THE WORLD RUN BETTER

MISSION
MAKE EVERY CUSTOMER A
BEST-RUN BUSINESS

BY MID OF THE DECADE
€20bn
35% MARGIN
1 BILLION PEOPLE

SAP's Product Strategy – Accelerates the Expansion of its Addressable Market



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

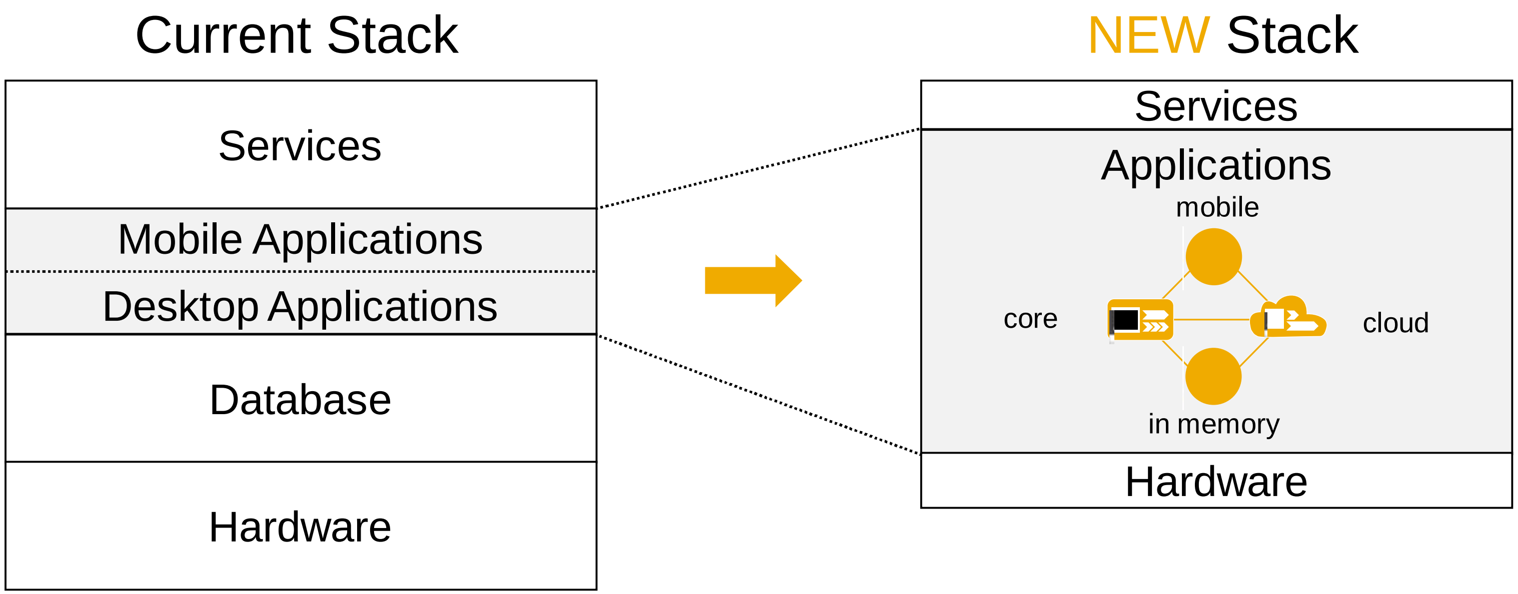
Expansion of SAP's addressable market due to:

1 market growth within established solution categories

2 addition of new solution categories

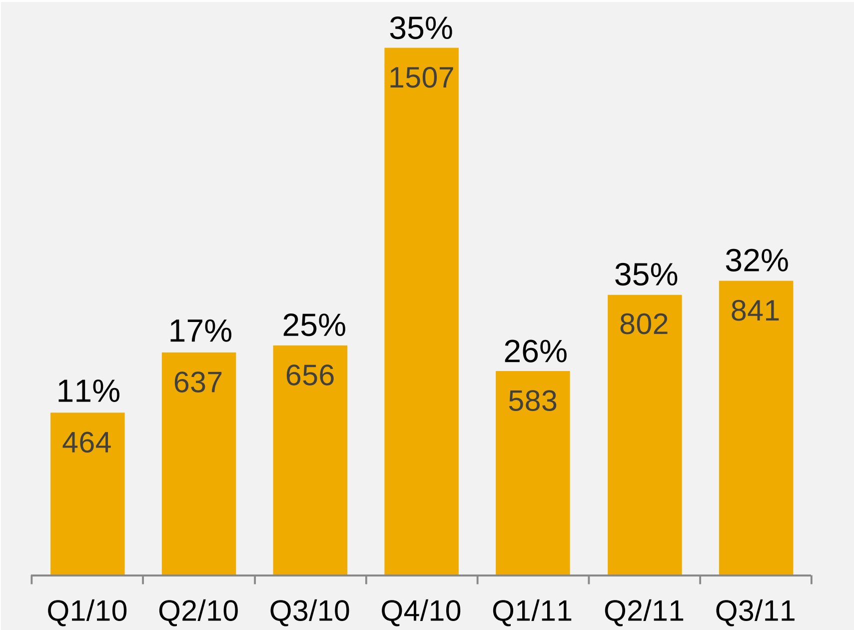
Overall IT Trends – Structural Shift in IT Spending Towards the Value Drivers in Applications Software

Transformation of the IT stack



Strongest Third Quarter in a Decade

Software Revenue
YOY Growth Rates (€ millions)



Q3 / 2011

- 7th quarter of double-digit growth
- ~1/3 order entry from SME
- Diversified revenue stream by region and industry
- Record operating cash flow of €3.0 billion in first 9M 2011

Summary: SAP's Strategy for Continued Profitable Growth

- SAP strives to significantly expand its addressable market by the middle of the decade and achieve
  - at least €20bn in total revenue
  - an operating margin of 35%
- New innovative product categories
  - In-Memory Technology
  - Mobility
  - On-Demand Solutions

  stimulate additional growth and trigger pull through demand for SAP's stable core business

Q & A: Bill McDermott, Co-CEO, SAP AG

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