

Socially Responsible Investor Update Call

Luka Mucic, Chief Financial Officer and Member of the Executive Board of SAP SE
March 23, 2015



SAP

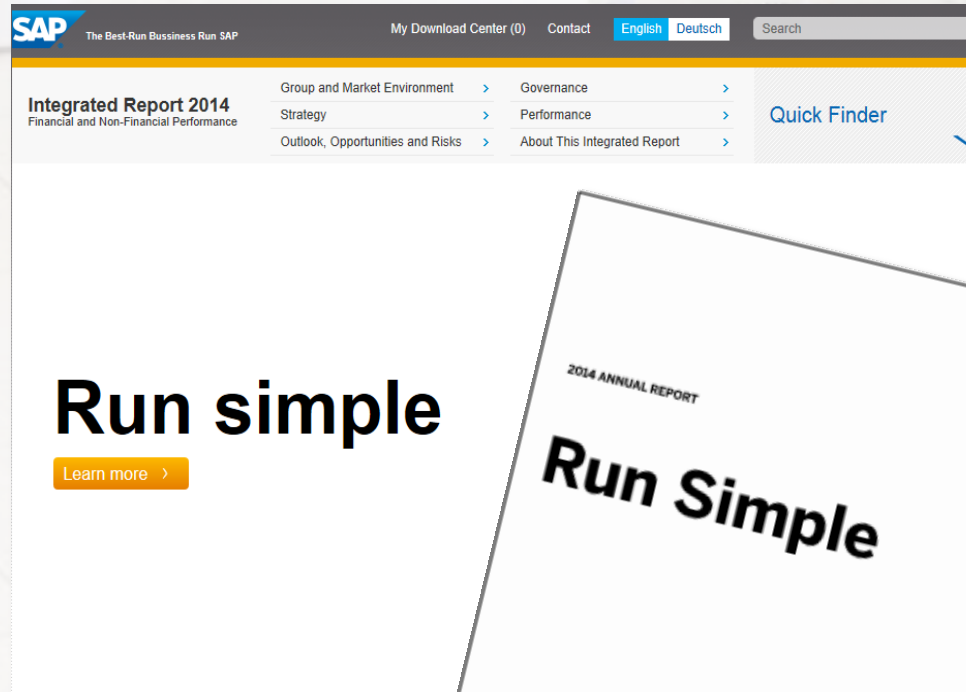
Safe Harbor Statement

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.

SAP Integrated Report published on March 20

SAP Integrated Report 2014

- Our 3rd integrated report
- Thought leadership with expanded connectivity
- Integrated thinking
- 4 main KPIs: growth, profitability, customer loyalty, and employee engagement



SAP's impact

VISION

Help the world run better and improve people's lives

MISSION

Help our customers run at their best

STRATEGY

Become THE cloud company powered by SAP HANA

LEADERSHIP

PEOPLE

Everything we do is guided by our vision to **“help the world run better and improve people’s lives.”** We are proud that through our vision, mission, and strategy, we enable our customers to have a **positive economic, environmental, and social impact** on the world, and touch the lives of billions of people.



RESULTS

Strong economic performance in 2014

	2013	2014	
Total Revenue (non-IFRS, billion €)	16.9	17.6	↗
Cloud Subscription and Support (non-IFRS, *billion €)	0.8	1.1	↗
Operating Profit (non-IFRS, billion €)	5.5	5.6	↗
Customer Loyalty (Customer Net Promoter Score*) (%)	12.1	19.1	↗

*For more information about how Customer Net Promoter Score is calculated, see the [Customers](#) and [Performance Management System](#) sections of the SAP Integrated Report 2014.

Strong social performance in 2014

	2013	2014	
Employee Engagement Index (%)	77	79	↗
Business Health Culture Index (%)	67	70	↗
Employee Retention (%)	93.5	93.5	→
Women in Management (%)	21.2	21.3	→

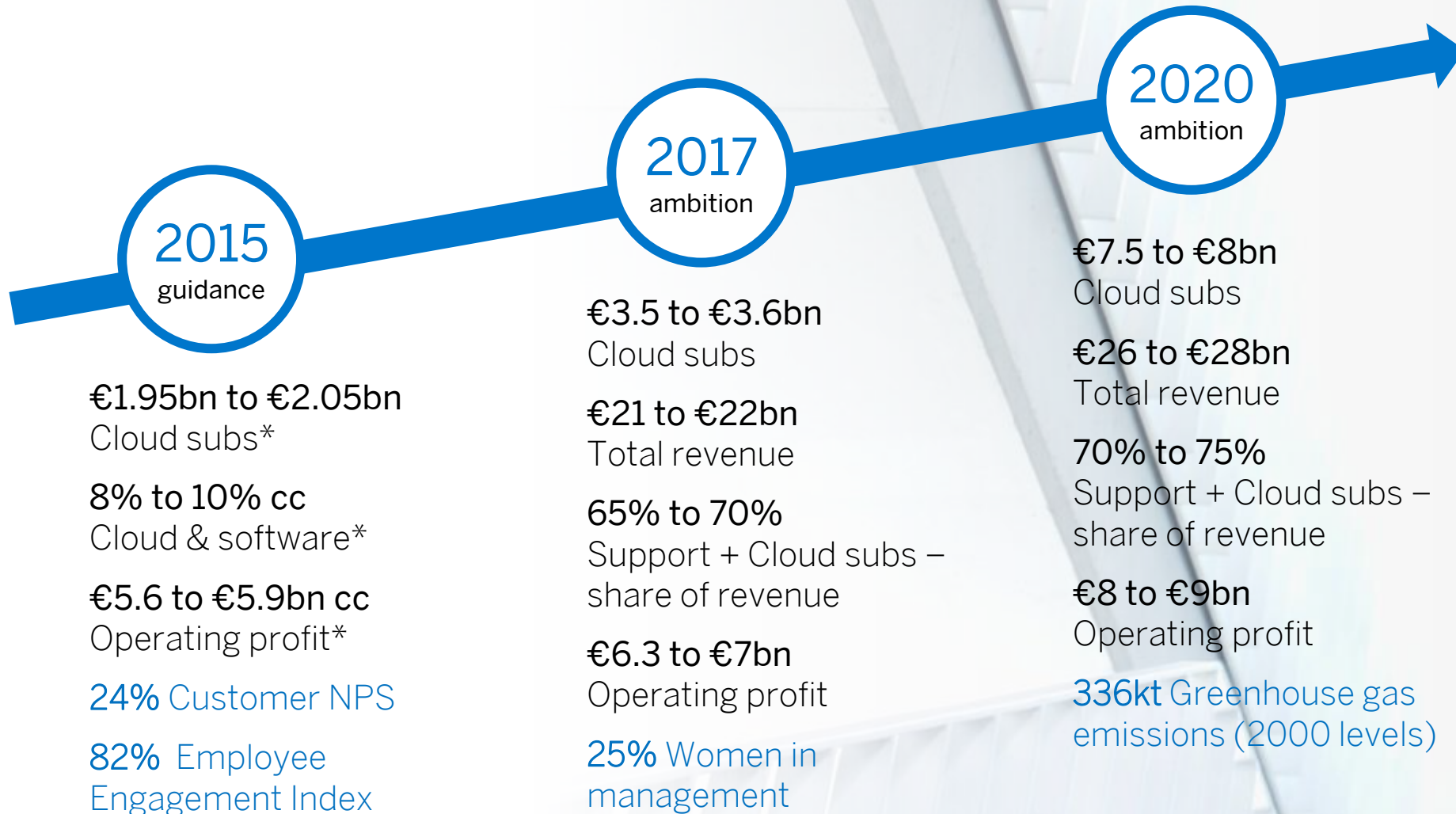
*For more information about social performance KPIs, see the [Employees and Social Investment](#) and [Notes to Social Performance Reporting](#) sections of the SAP Integrated Report 2014.

Strong environmental performance in 2014

	2013	2014	
Greenhouse Gas Emissions (kt CO ₂ e)	545	500	↘
Renewable Energy (%)	43	100	↗
Total energy (in GWh)	910	920	↗

*For more information about environmental performance KPIs, see the [Energy and Emissions](#) and [Notes to Environmental Performance Reporting](#) sections of the SAP Integrated Report 2014.

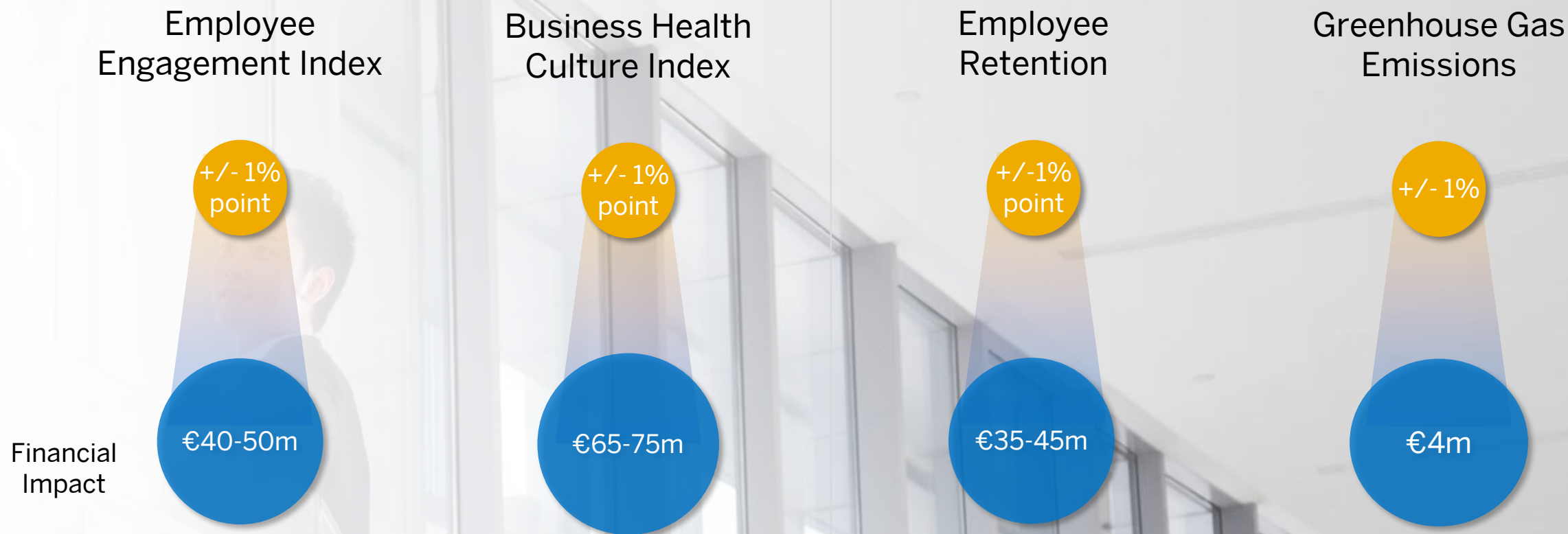
2015 outlook and path to 2020



* Non-IFRS at constant currencies

Making connections:

We publish the financial impact of four non-financial KPIs



Note: Financial Impacts of individual non-financial KPIs cannot be added up. Numbers shown are rounded to Euro millions.

Our software has a real impact

Boston About Results: Strengthening city's connection with people using online and mobile dashboards that provide insight to city managers and citizens

Centrica: Leading utility companies like U.K.-based Centrica use smart meter technology to improve consumers' energy efficiency and drive long-term sustainability.

Thank You!

“It is no longer enough for great companies to be financially and operationally sound. The 21st century demands purpose-driven companies, keenly aware of the impact we have on our people and our environment.

SAP, our employees, and our ecosystems are united in dedication to our customers. We see a future where every customer can run real-time, run networked, and Run Simple.”

Bill McDermott, CEO, SAP SE
[SAP Integrated Report 2014](#)

