



# SAP – Leading the Digital Transformation

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# Agenda

An introduction to SAP

Helping customers win in the new digital economy

SAP's long-term financial ambition

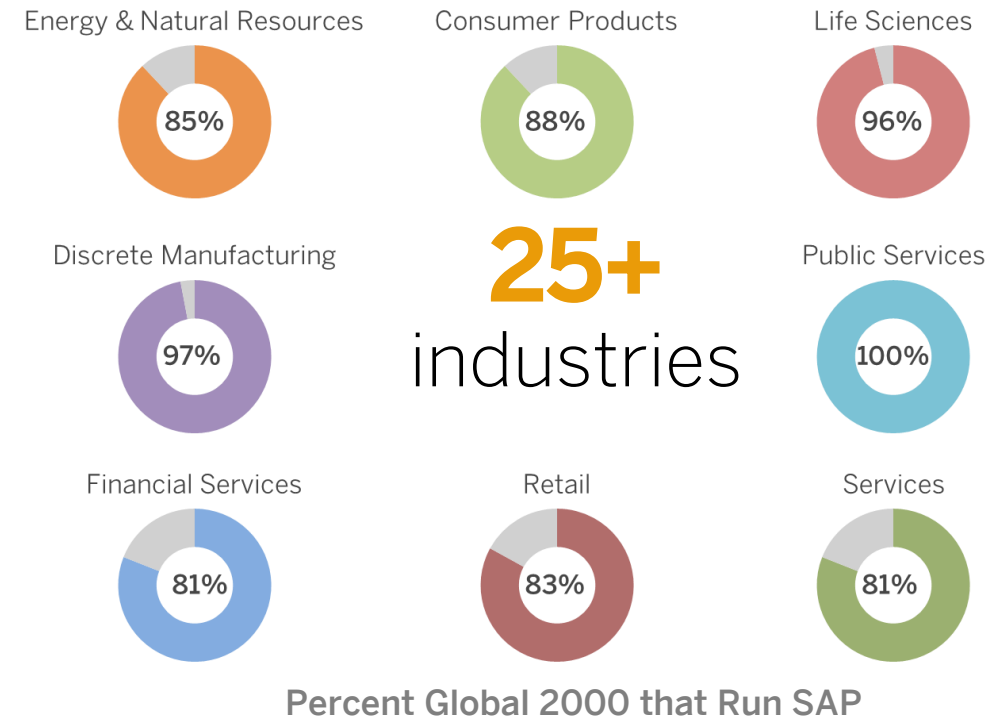
Why invest in SAP

# The world's leading business software company

## A compelling customer base



## Unmatched vertical expertise



# Agenda

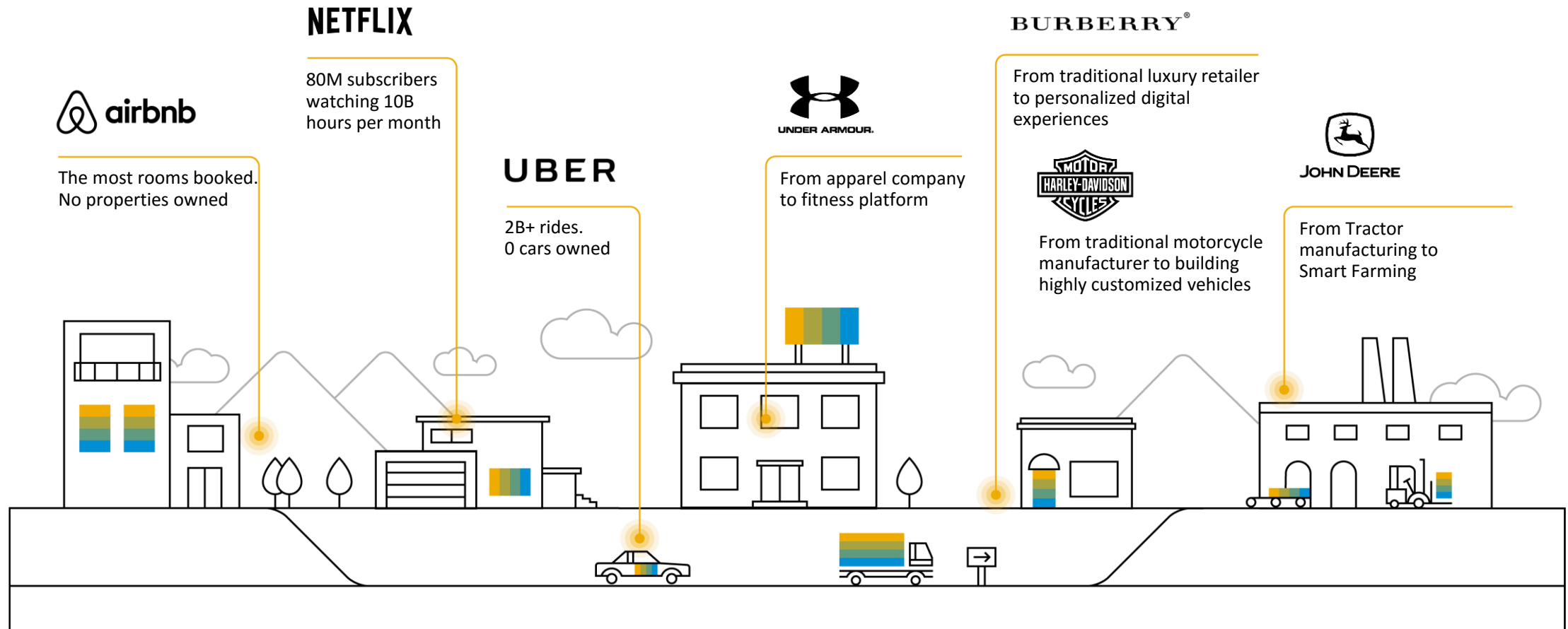
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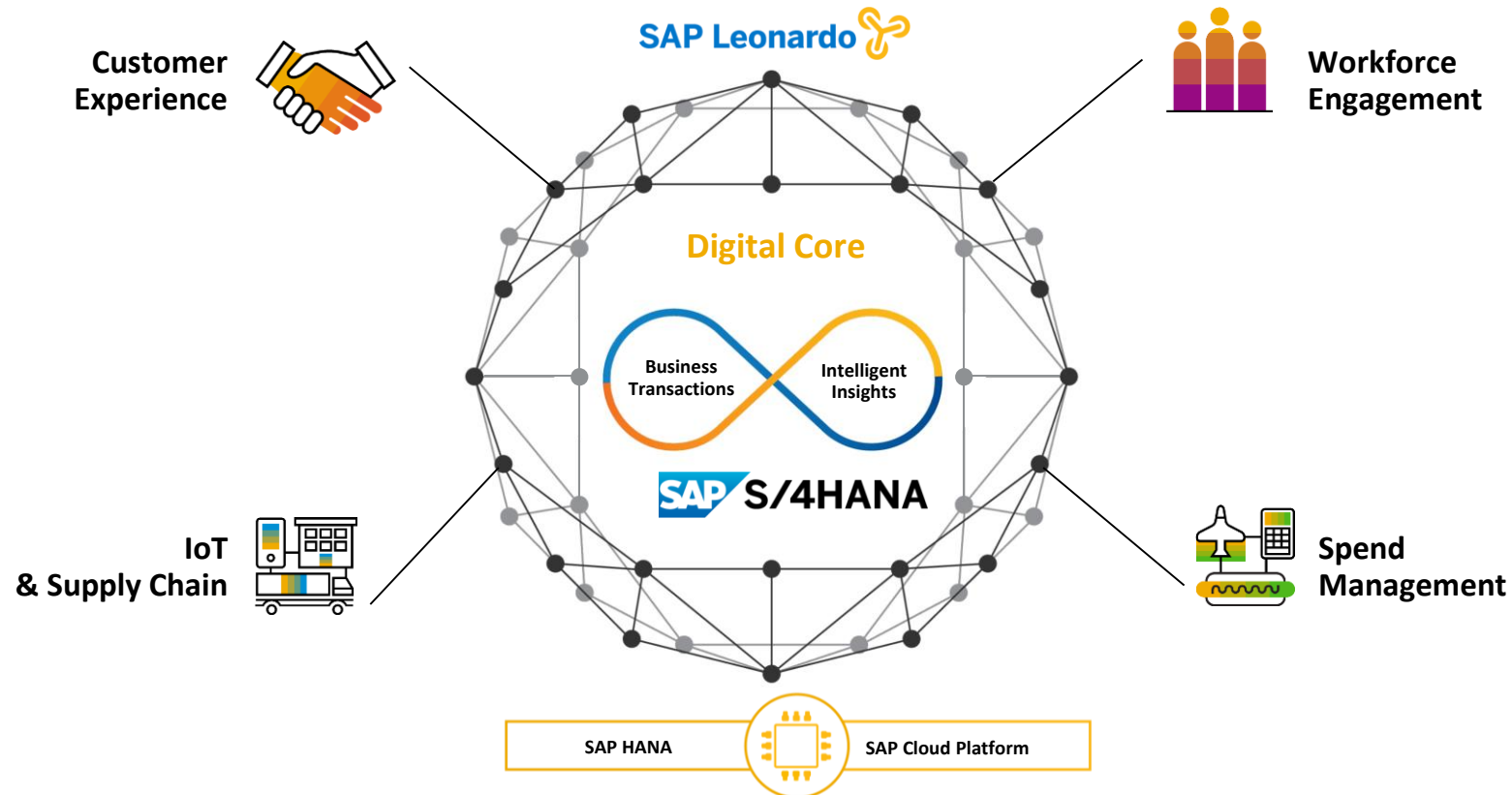
Why invest in SAP

# In the age of digital disruption, companies need to transform to thrive





# SAP Cloud Platform is THE Digital Business Platform



## Best in Class

Line of business and industry capabilities

## End-to-End and Integrated

Broadest portfolio and out-of-the-box integrations

## Scalable and Flexible

Modular approach to digital transformation

## Vibrant Ecosystem

Providing complementary solutions

# SAP Digital Boardroom provides integrated real-time data

## One source of truth



**SAP Ariba**   
Procurement

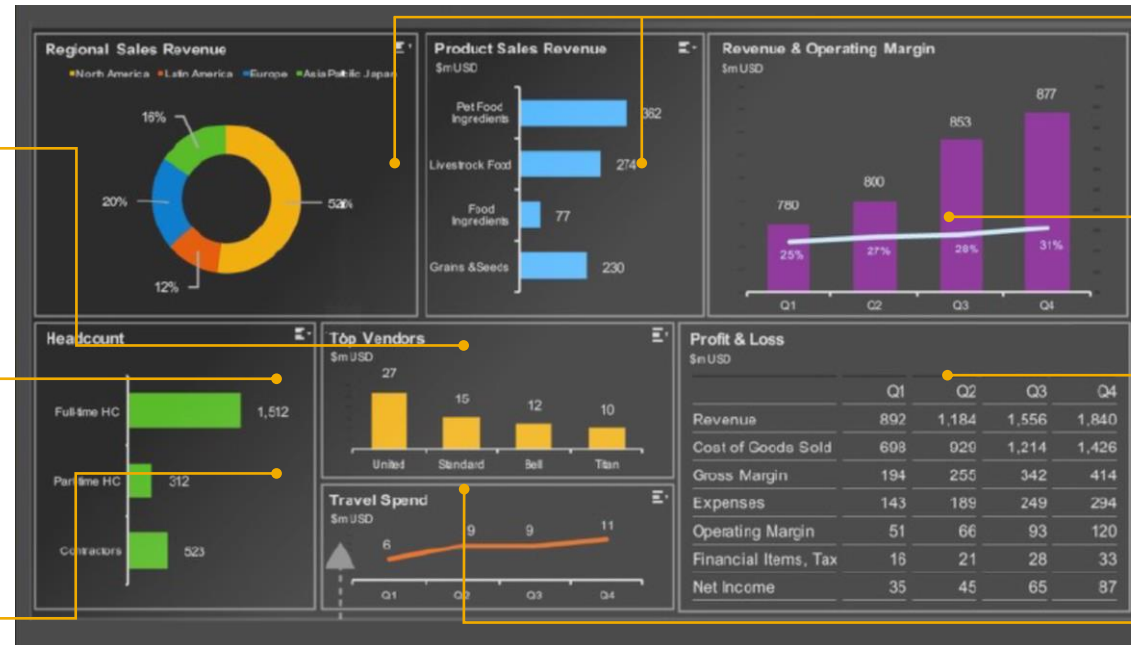
**SAP SuccessFactors**   
Payroll & Headcount

**SAP Fieldglass**   
Contingent Labor

**SAP Hybris**   
Sales & Marketing

**SAP S/4HANA**  
Financials

**CONCUR**  
Travel & Entertainment



### Total Transparency

Across entire business operations and all SAP apps from Digital core to LoB apps

### Instant Data-Driven Insights

Ability to drive ad hoc analyses and simulation in real-time leveraging SAP BusinessObjects Cloud

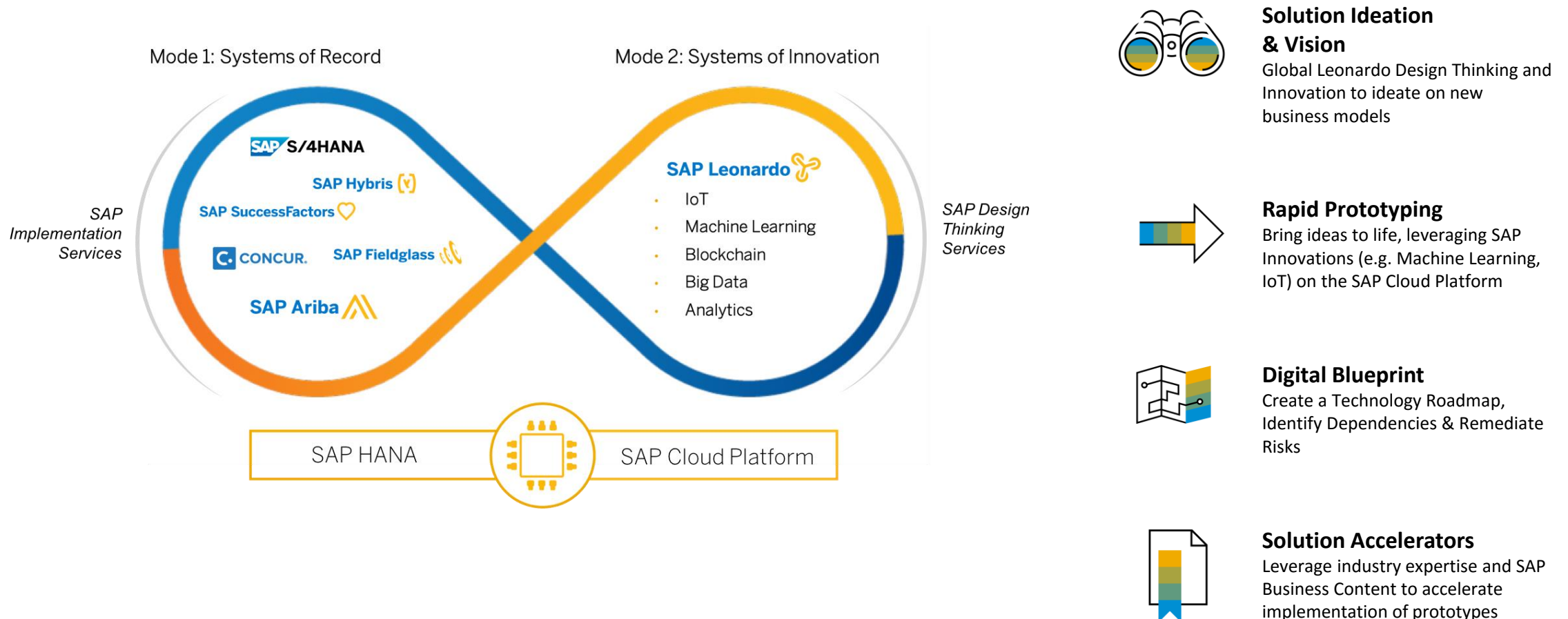
### Rapid Time to Value

Leveraging predefined best practices and prebuilt integrations for fast deployment



# SAP Leonardo enables companies to re-imagine new business models

Turns systems of record into systems of intelligence -- gives customers the ability to sense, analyze, and respond



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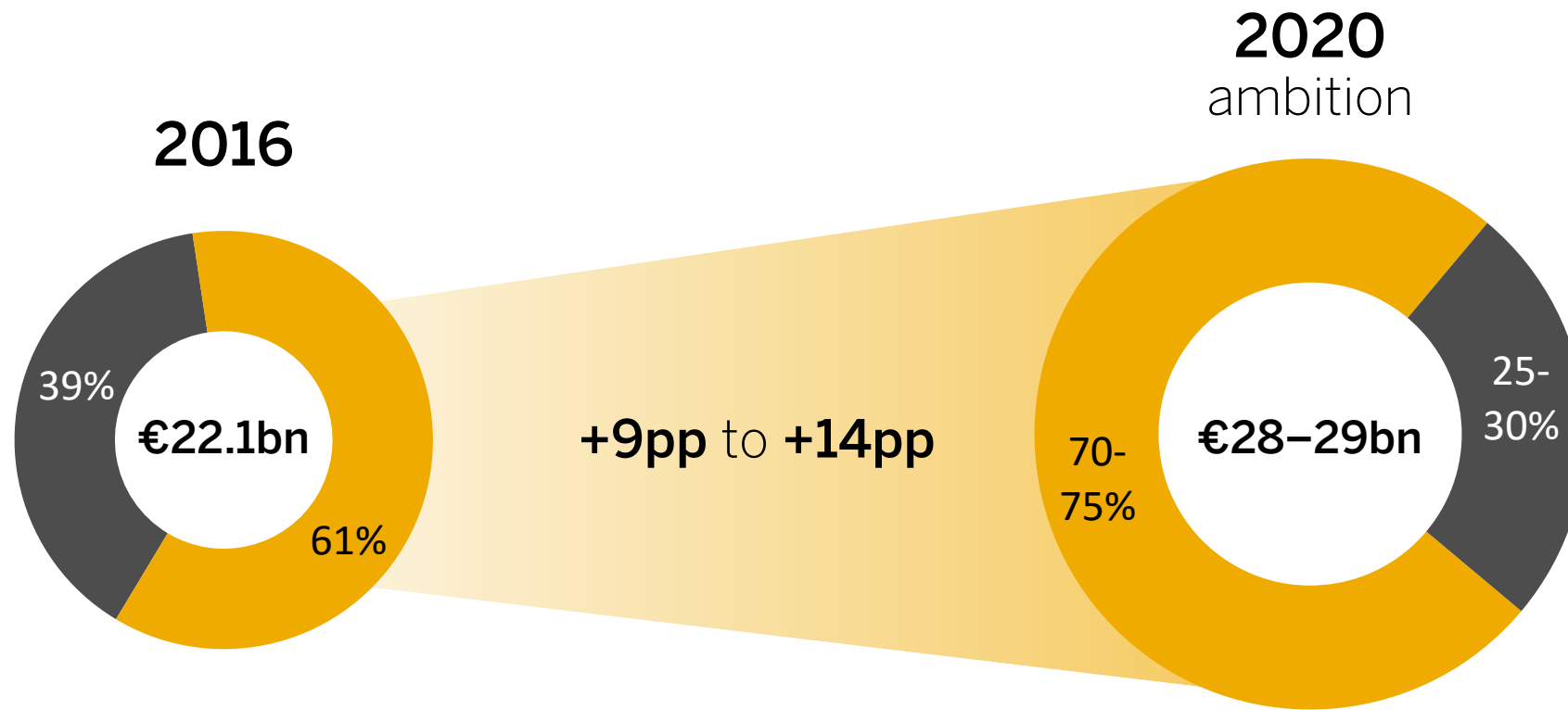
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## Pushing towards a larger more predictable business



Support + Cloud subscriptions revenue as share of total revenue

All other revenue

All figures are non-IFRS

## Continued strong momentum reflected in raised 2017 outlook and 2020 ambition

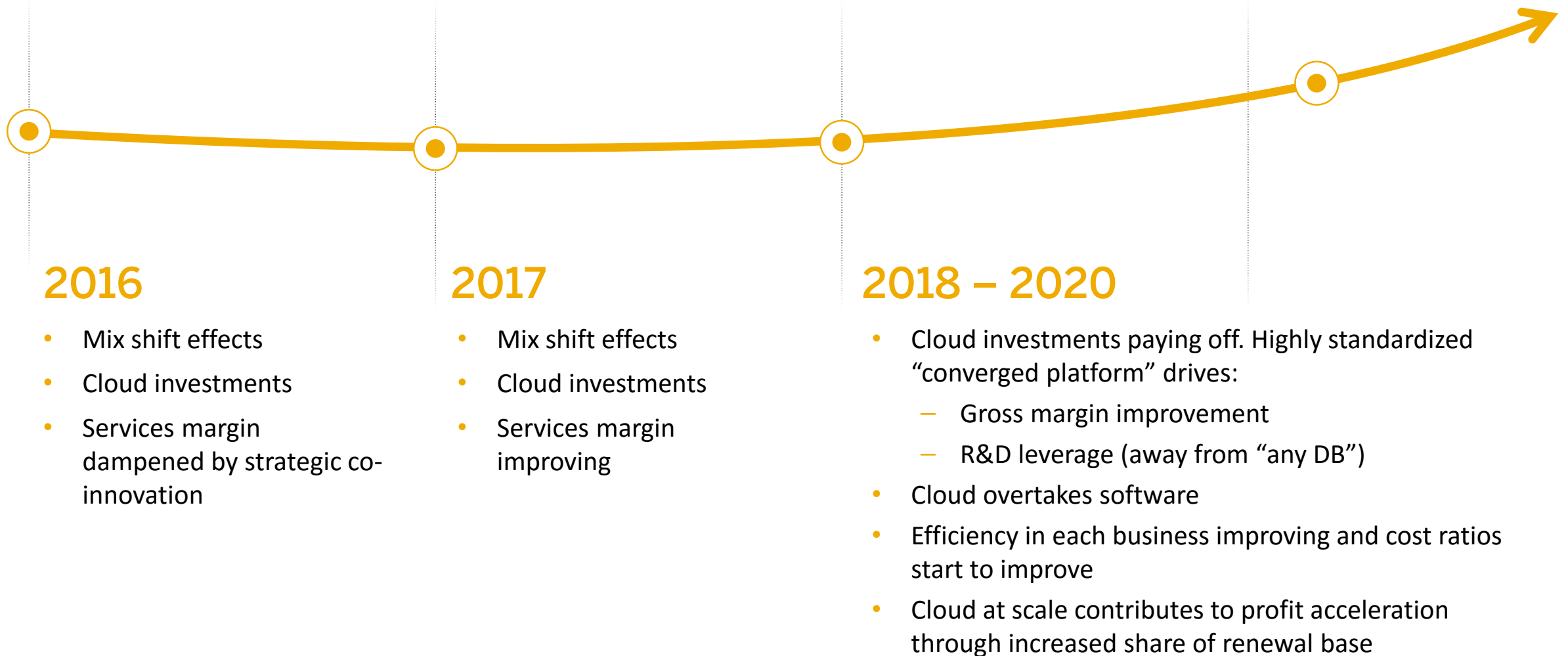


Cloud subscriptions	€2.99bn	€3.8 - €4.0bn	€8.0 - €8.5bn
Cloud & software	€18.43bn	+6.5% to +8.5%	
Total revenue	€22.07bn	€23.3bn - €23.7bn	€28bn - €29bn
Share of more predictable revenue	61%		70% to 75%
Operating profit	€6.63bn	€6.8 - €7.0bn	€8.5 - €9bn
Employee Engagement	85%	84% - 86%	84% - 86%
Women in management	24.5%	25%	
Greenhouse gas	380kt		336kt

Non-IFRS; \*Non-IFRS at constant currencies

# Driving increased profitability

## Highly profitable cloud business in the long term



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# Summary

## Why invest in SAP

### **SAP's innovation leadership is helping customers win in the digital economy**

- SAP runs the world's mission-critical business processes and is perfectly positioned at the top of the IT stack – close to the end user where the business value is generated
- In addition, SAP has developed the most advanced in-memory platform available today: SAP HANA
- SAP is in the early stages of a powerful multi-year innovation cycle with SAP S/4HANA as the digital core coupled with the most comprehensive, best-in-class cloud & network portfolio
- SAP offers choice of deployment model (cloud, on premise or hybrid) and seamless integration
- SAP Leonardo's combination of tools powered by HANA helps customers to become intelligent enterprises

### **SAP is outpacing the market**

- SAP's broad global footprint provides resilience in an uncertain world
- Powerful combination of a rapidly expanding cloud business and a growing core
- Successful business transformation – improve efficiency and effectiveness in each and every business
- Growing overall operating profit even as we continue to hire in fast growth areas such as S/4HANA, HCM, CEC, SAP Cloud Platform (PaaS), Networks, SAP Leonardo (IoT, AI/Machine Learning, Blockchain, Big Data etc)

### **SAP is pushing relentlessly towards a much more predictable business in the long term**



**Run Simple**