

Fourth-Quarter and Full-Year 2008 Preliminary Results Release



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THE BEST-RUN BUSINESSES RUN 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 “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.

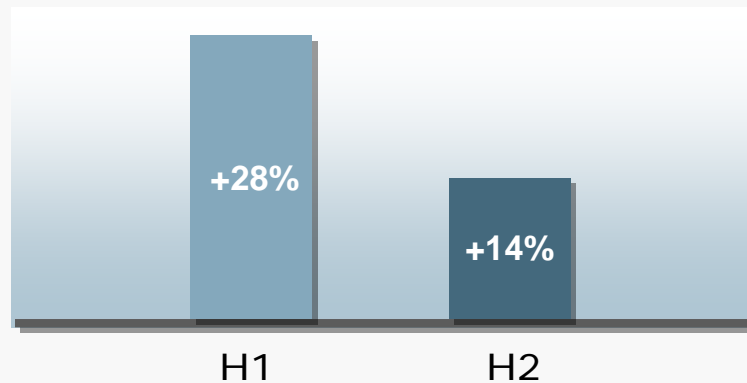
2008

One Year,
Two Tales

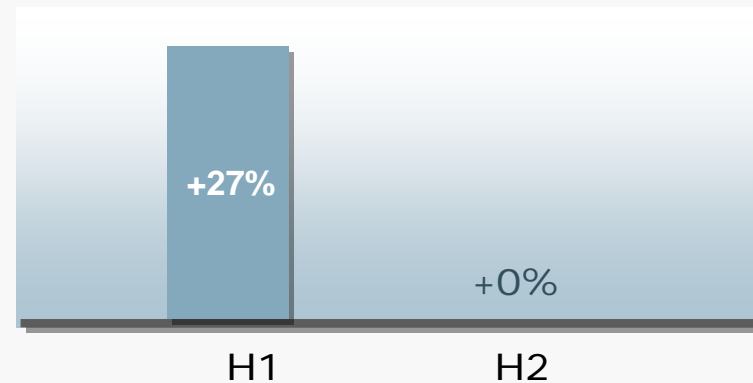
A New Reality Since Mid-September



Software and Software-related Service Revenue*



Software Revenue*



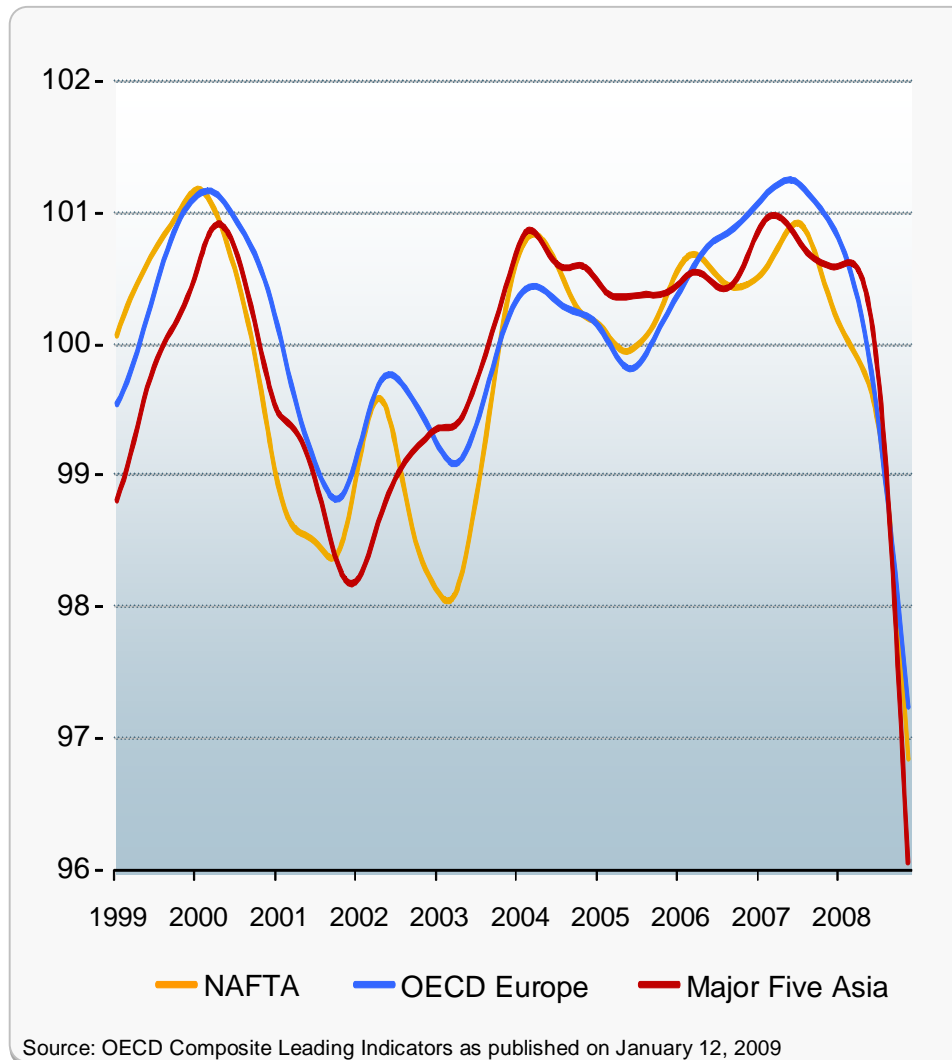
2008: A Year of Two Tales

- SAP started with a very strong H1 2008, with strong organic growth and excellent contribution from SAP Business Objects
- Following the acceleration of the financial crisis in mid-September the economic environment deteriorated significantly
- SAP's H2 2008 was severely impacted with an H2 SSRS growth rate 50% below the H1 level
- Customer buying patterns changed
 - High share of order entry from existing customers in H2
 - Reduced average transaction volumes

2009

A Challenging Macroeconomic Environment

The Toughest Macroeconomic Environment SAP Has Ever Experienced



- Dramatic, simultaneous deterioration of economic climate across all regions
- Economists have significantly lowered their GDP forecasts for 2009
- 2009 real GDP forecasts
 - OECD Area -0.4% (OECD Economic Outlook)*
 - US -0.7%, Japan -0.2%, UK -1.3%, Germany -0.8% (IMF World Economic Outlook)**
- IT spending is expected to be severely affected
 - Latest industry analyst research and CIO surveys indicate decline in global IT spending
- Visibility into 2009 and beyond remains very limited

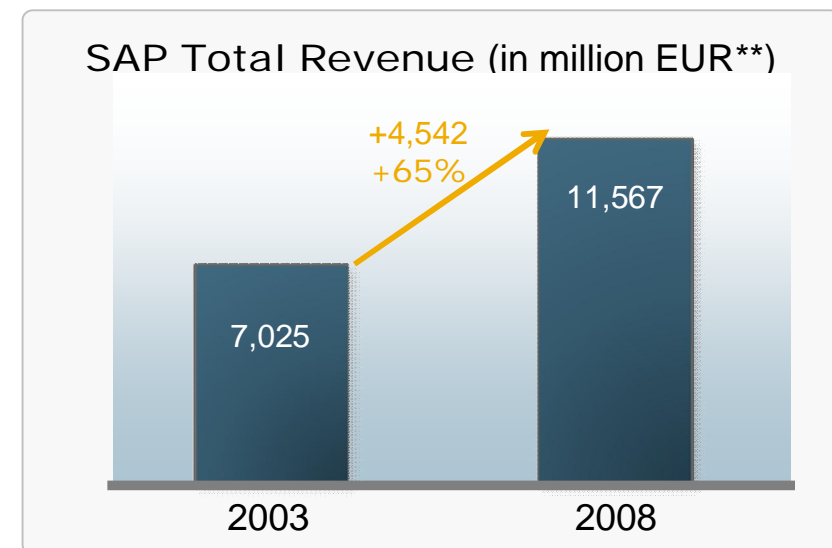
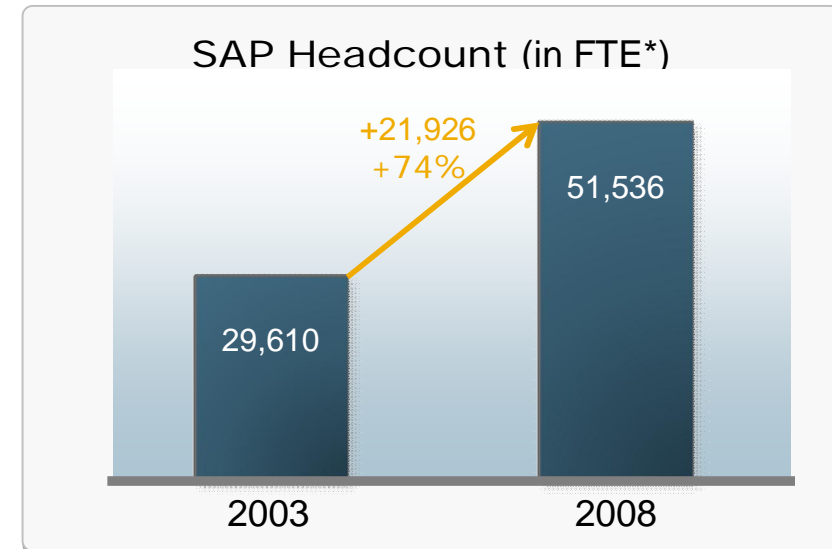
2009

SAP Responds to the Environment – Efficiency is Key

SAP Responds to the Environment – Efficiency is Key



- SAP takes measures to adapt to the economic environment and ensure its long-term competitiveness
- SAP continues to maintain tight cost control on variable expenses and capital expenditure
- SAP intends to reduce its workforce globally to 48,500 positions by year-end 2009
- SAP expects the reduction to provide €300-350 million in annual cost savings beginning in 2010



2009

Innovation Driven By Customer Needs

Complete Portfolio Covering Every Employee in Every Industry in Every Company



→ User Adaptation

Duet / Alloy / Portal / Mobile

→ Flexibility
Extensibility

BPM – Composite Applications

→ Business
Insights

SAP Business Objects Portfolio
Business Intelligence – CPM – GRC

→ Industry Core
Processes

Industry Specific Extensions

→ Horizontal Core
Processes

Legacy

SAP Business
Suite

OnDemand
Extensions

SAP
Business
All-in-One

SAP
Business
ByDesign

SAP
Business
One

→ Integration

SAP NetWeaver – PI – MDM – LCM

Large
Companies

Midsize
Companies

Small
Co.s

The Success of the Business Objects Acquisition



- Clear market leadership and significant share gains in an approx. \$20b market
- Outstanding contribution to 2008 earnings growth
 - Contribution of 14PP to SAP's overall 20%* revenue growth
 - SAP Business Objects profitability quickly approached group level
- Major innovations in 2008
 - Two important platform launches – SAP Business Objects XI3.0 and XI3.1
 - Tight integration with the SAP solution portfolio based on the converged roadmap
 - Continued focus on information management and datasource-agnostic character
- Significant number of competitive replacements in 2008

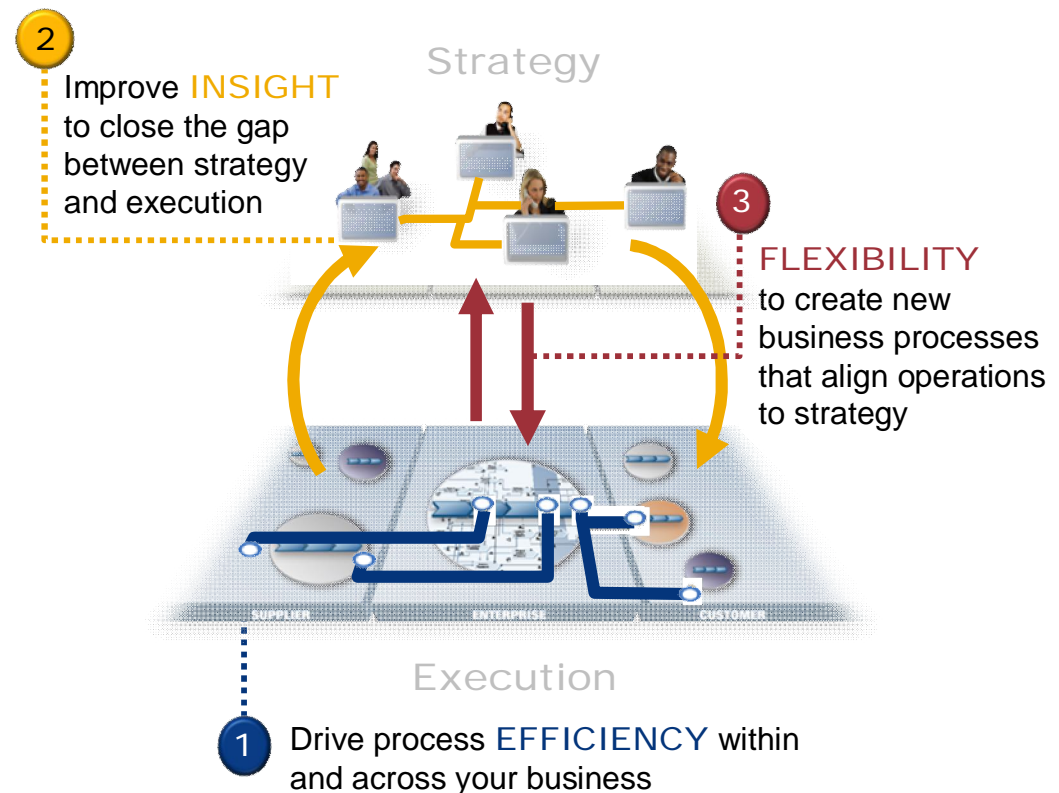


In 2009 SAP Will Progress Towards its Vision



Areas in Focus

- Next-level SAP Business Suite
- Service-oriented Architecture
 - Expansion of Enterprise Services
 - Composition Environment and Business Process Management
- Business User Solutions
 - Enterprise Performance Management
 - Governance, Risk and Compliance
 - Polestar and Business Intelligence Accelerator
- SAP Best-run Now Packages
- Midmarket Solutions
 - Co-innovation with Partners for SAP All-in-One and SAP Business One
 - Feature Pack 2.0 for SAP Business ByDesign
- Enterprise Support



2009

The Strength of the Market Leader

SAP Provides What Companies Are Looking For in 2009...



Entire spectrum of customers' investment sizes and motivations

- From strategic Global Enterprise Agreements to quick-win SAP Business Objects Edge deployments
- Strongest and broadest solution portfolio in SAP's history

Value-based sales and delivery approach

- SAP's value engineering methodology supports customers in identifying projects with strong business cases

Financing

- SAP arranges third party software project financing to help customers protect their liquidity

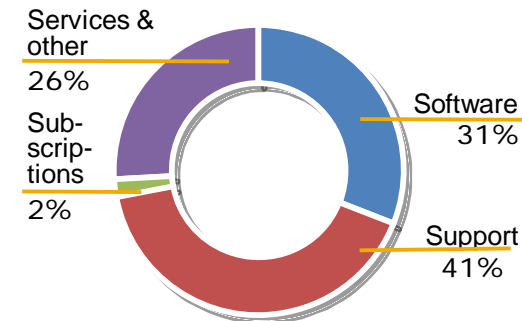


...And is Well Prepared to Emerge From the Downturn in an Even Stronger Competitive Position

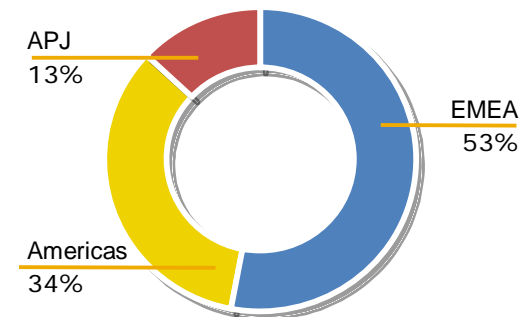


- High level of protected, recurring revenue
- Diversified revenue stream across
 - Geographies
 - Industries
 - Customer Segments
- Strongest and broadest solution portfolio in the industry
- Unmatched domain expertise as the dominating vendor in 20 out of 25 industries
- Highly skilled workforce
- Excellent reputation and brand
- Unique ecosystem of partners
- Competitive win rate at top levels
- Customer satisfaction at an all-time high
- Cost awareness and spending discipline
- Very healthy cash generation and solid financial posture

Total Revenue* by Revenue Type



Total Revenue* by Region



SSRS Revenue* by Industry

