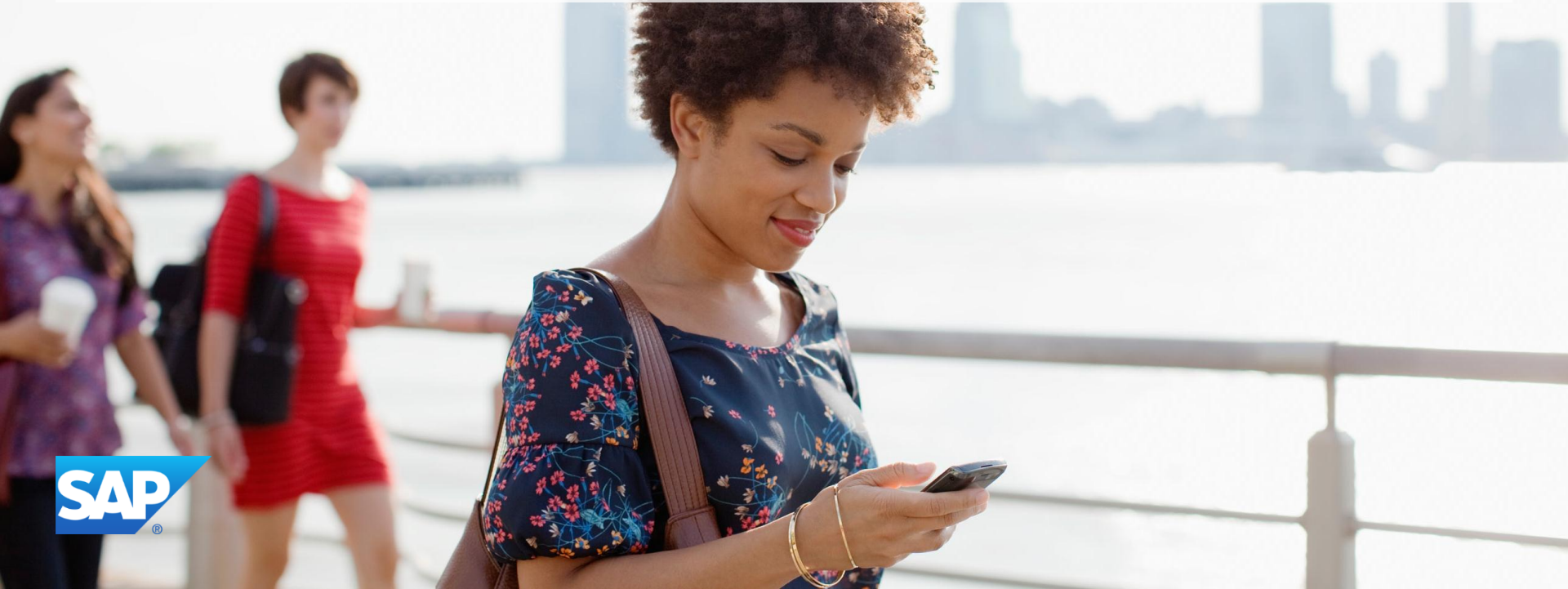


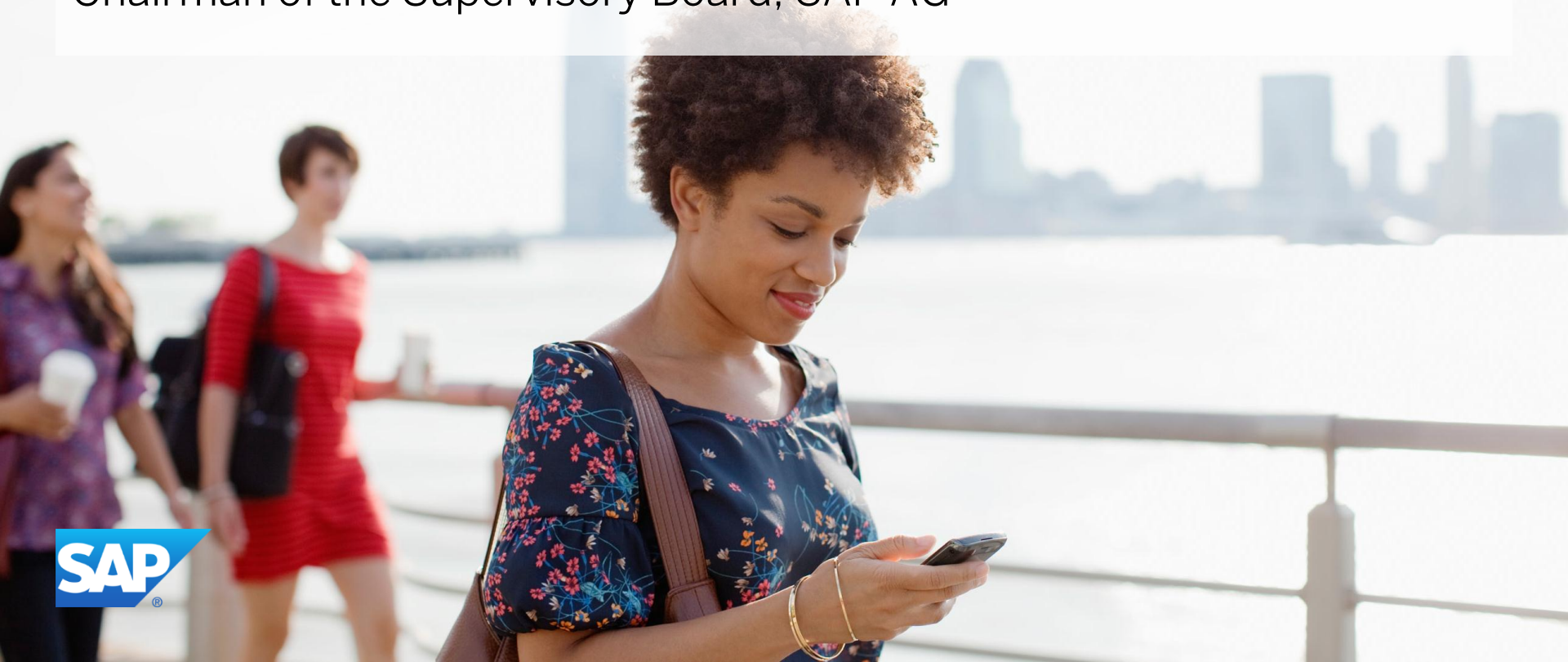
Welcome to the 25th Annual General Meeting of Shareholders

Mannheim, Germany – May 23, 2012



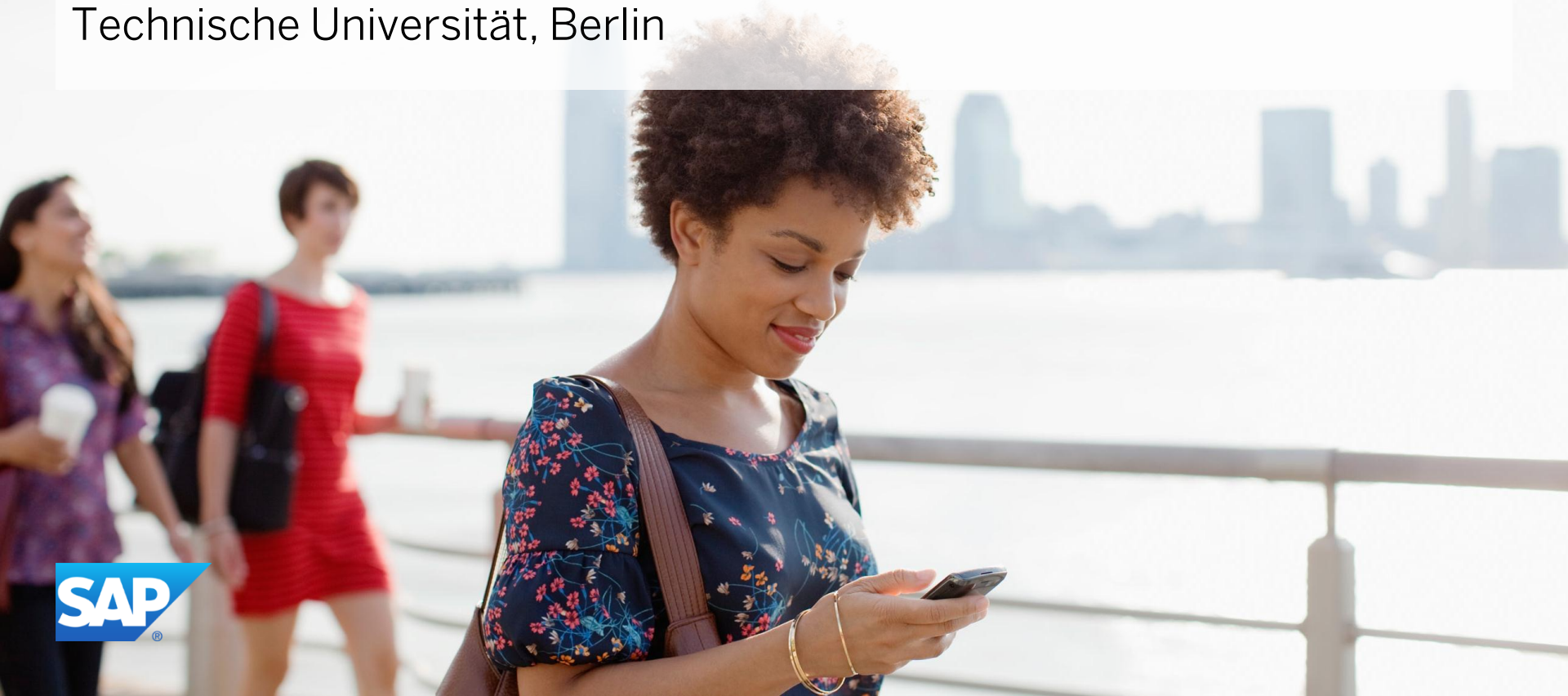
Hasso Plattner

Chairman of the Supervisory Board, SAP AG



Prof. Anja Feldmann, Ph.D.

Technische Universität, Berlin



Video: Run Like Never Before

Bill McDermott

Co-CEO, SAP AG



IT trends are accelerating



Mobile




Social

Big data

Cloud

Performance 2011

Best year ever!

	SAP's Outlook FY 2011	Actual Performance FY 2011	
SSRS Revenue (Non-IFRS at cc)	+ 10% – 14%	+ 17%	
Operating Profit (Non-IFRS at cc)	€4.45bn - €4.65bn	€ 4.78bn	
Operating Margin (Non-IFRS at cc)	+0.5pp to +1.0pp	+1.1pp	

RUN

anytime and anywhere.

Opportunity can appear out of nowhere. With SAP mobile solutions, your people can take advantage of serendipity — remotely, easily and securely. Use analytics to validate a hunch, brainstorm new ideas across time zones, launch a project from the jogging trail. Now, no matter where your people run, your business runs, too.

Run like never before at sap.com/runmobile



RUN BETTER.



SAP's go-to-market strategy

Global Sales

NA, LA, EMEA, DACH, APJ

Global Services

NA, LA, EMEA, DACH, APJ

Solutions Go-to-Market



Applications



Analytics



Mobile



Database & Technology

Industries

LoB



Cloud

Ecosystem & Channel

Complementing our solution portfolio



Ecosystem

79%

SME customers from channel partners

30%

of software revenue from indirect channel

250,000

partner consultants



Investments in growth markets

- BRIC countries
- Middle East
- North Africa



SAP stock outperformed important indices



SAP SAPHIRE NOW

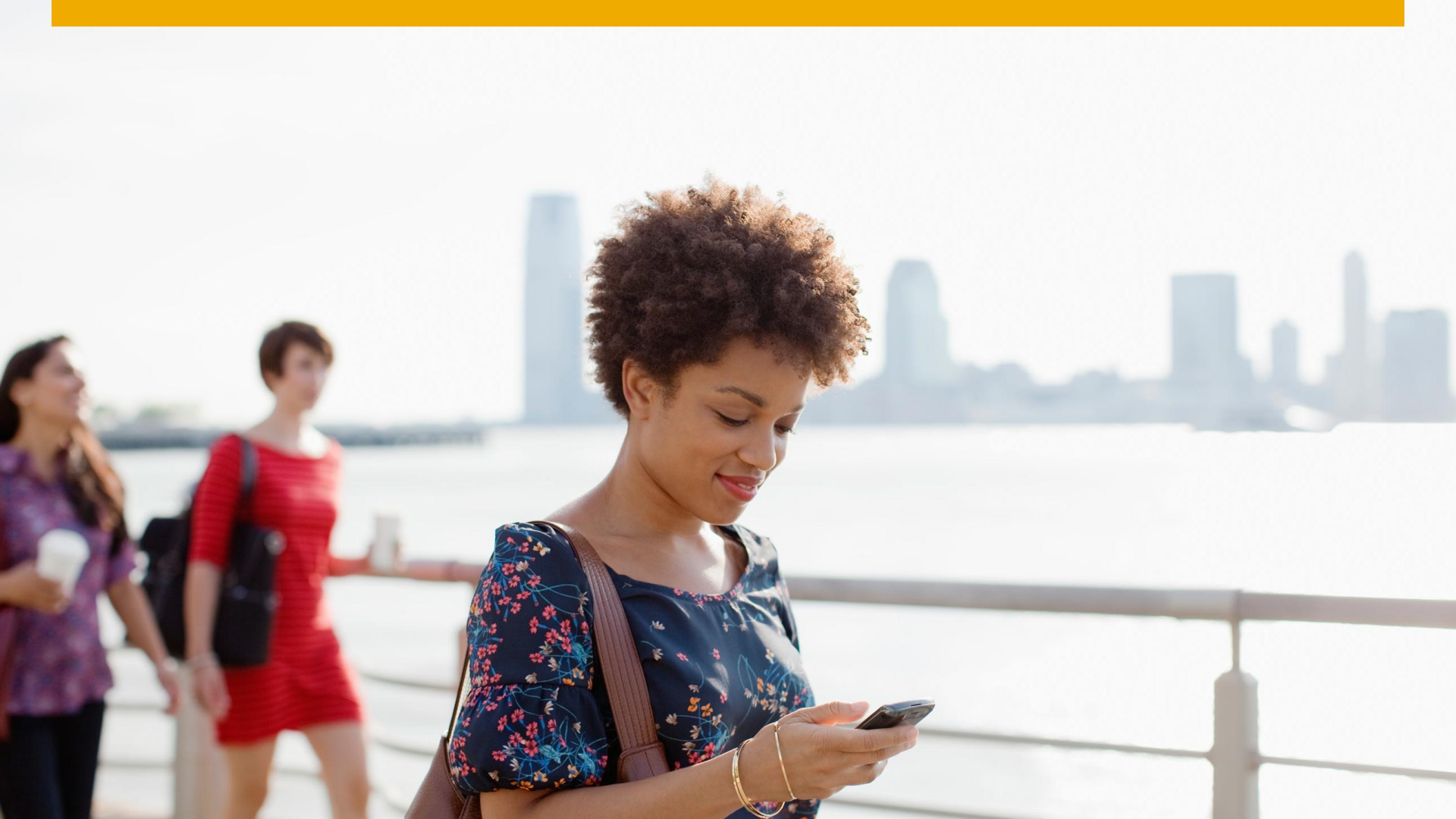
Mobile

Analytics



Run Better





Jim Hagemann Snabe

Co-CEO, SAP AG



40 years of innovation



1970s

mainframe



1990s

client/server



2010s

cloud/in memory

Strategy



Applications



Analytics



Mobile



Database and Technology



Cloud

Powered by SAP HANA

solutions



SAP Rapid
Deployment
Solutions

industries

LOBs

BURBERRY



McLaren



SAP HANA Oncolyzer



IT Systems Engineering | Universität Potsdam



Sustainability: Contributing to a better world

An aerial photograph of a lush green forest. In the lower right quadrant, a large, dead tree trunk with intricate, bleached white branches stands out against the vibrant green canopy. The rest of the forest is a dense, textured expanse of various shades of green.

SAP as enabler

- Danone using SAP to reduce greenhouse gas emissions

SAP as exemplar

- **18%** reduction of greenhouse emissions since 2007

Corporate Social Responsibility



Video: SAP Touches Lives



People at SAP

A strategic approach

- Attractive share-based compensation programs
- Employee engagement index: **9%** increase
- Committed to diversity: **18.6%** leadership positions held by women

2012 Outlook

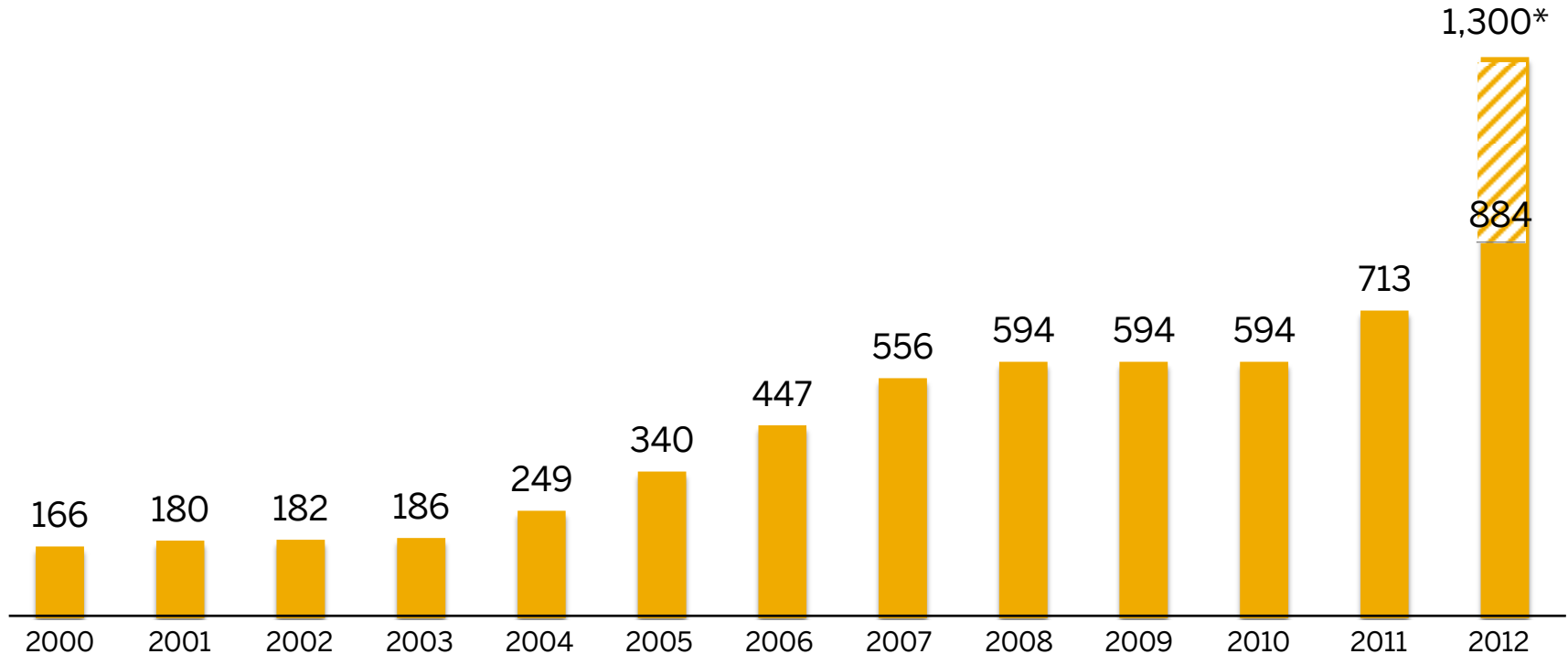
Profitable double-digit growth

	2011	SAP's Outlook 2012
SSRS Revenue (Non-IFRS at cc)	€11.35bn	+ 10% – 12%
Operating Profit (Non-IFRS at cc)	€4.71bn	€5.05 bn – €5.25bn
Effective Tax Rate (Non-IFRS)	26.6%	27.0% – 28.0%

Expanding SAP's 2015 medium-term ambition

- Exceed **€20 billion** of total revenue
- Reach **35%** non-IFRS operating margin
- Reach **1 billion** people
- Build a **€2 billion** cloud business
- Become the **fastest growing database** company

Development of total amount of distributed dividends (€mill)



* pending approval of AGM

 special dividend

RUN

like never before.

If you could do anything with your business, what would you do with it? Where would you run with it? Whatever your vision is, SAP can help you make it real. Accelerate change. Seize opportunity wherever and whenever you find it. Unlock insights instantly. From fine-tuning your business to transforming it entirely, SAP can help you run in entirely new ways.

Run like never before at sap.com/runbetter

RUN BETTER. 

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