

Welcome to the 26th Annual General Meeting of Shareholders

Mannheim, Germany – June 4, 2013



SAP

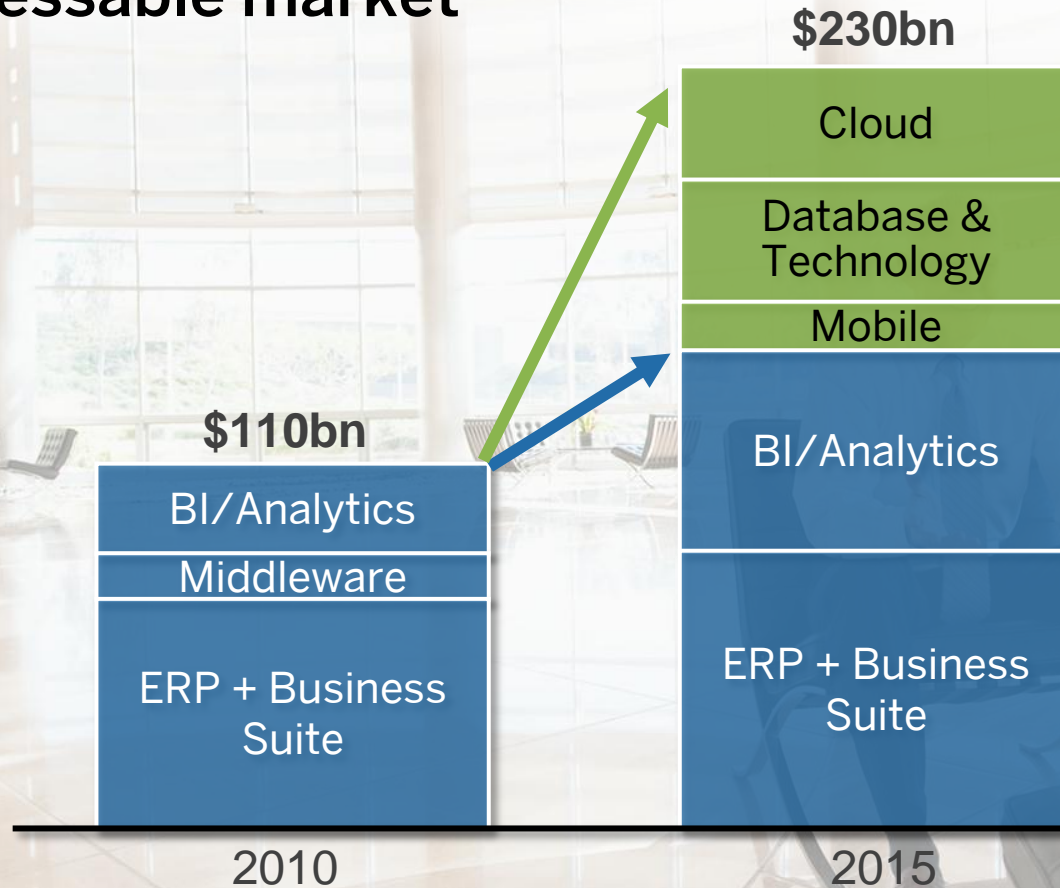
Bill McDermott

Co-CEO, SAP AG



SAP

SAP's product strategy accelerates the expansion of its addressable market



A new generation of consumers is impacting the market

50 bn

web-enabled
mobile devices



Mobile

→ €222 mio.*

Amount of data
doubles every

18 months



SAP HANA

→ €392 mio.*

Increasing demand
for easy-to-use LoB
solutions in the
cloud



Cloud

→ €456 mio.**

• Full year 2012 software revenue, year-over-year

** Total revenue of SAP's cloud division, which comprises SAP's two cloud segments, per segment reporting

2012 – SAP continues double-digit growth

(Non-IFRS, growth rates at cc)

€13.2 bn

+13%

SSRS
revenue

€5 bn

+17%

Software & Cloud
subscription
revenue

€16.3 bn

+10%

Total
revenue

€5.2 bn

+7%

Operating
profit

Strong growth across all regions

Software & Cloud subscription revenue

Americas

+24%

EMEA

+12%

APJ

+20%

All growth rates on this slide are based on full year 2012, non-IFRS, at constant currencies, regional split by customer location

Reaching more customers through our ecosystem

40%

of software
revenue through
indirect sales in
2015

34%

of software
revenue
through indirect
sales in 2012

>450

start-ups
innovating on
SAP HANA

New DFB fan experience with SAP HANA

- Through our innovations and the tuck-in acquisition of Ticket-Web, we expanded to our 25th industry – Sports and Entertainment Management
- The German Football Association(DFB) has licensed SAP solutions and services for almost all of its business processes.



SAP stock outperformed important indices



**Our strategy
is moving full
speed ahead.**



Jim Hagemann Snabe

Co-CEO, SAP AG

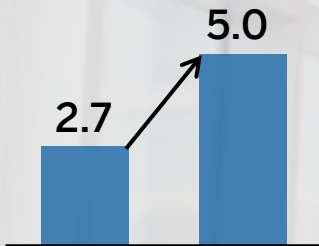
A woman with short brown hair, wearing a green shirt and a colorful patterned scarf, is smiling and looking at a smartphone held in her hands. A man with dark hair, wearing a light blue button-down shirt, is leaning in and looking at the phone with her. They are sitting on a wooden bench outdoors, with lush green foliage in the background. The scene is brightly lit, suggesting a sunny day.

SAP

Three years of success

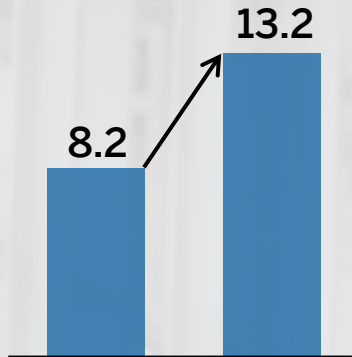
Software & cloud
subscription revenue
€bn

+83%



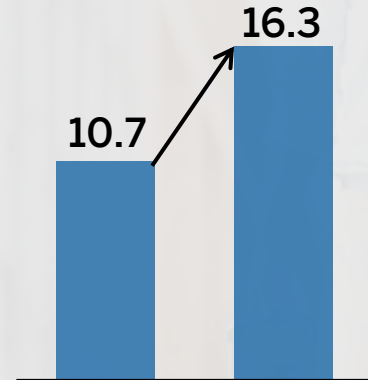
SSRS revenue
€bn

+61%



Total revenue
€bn

+53%

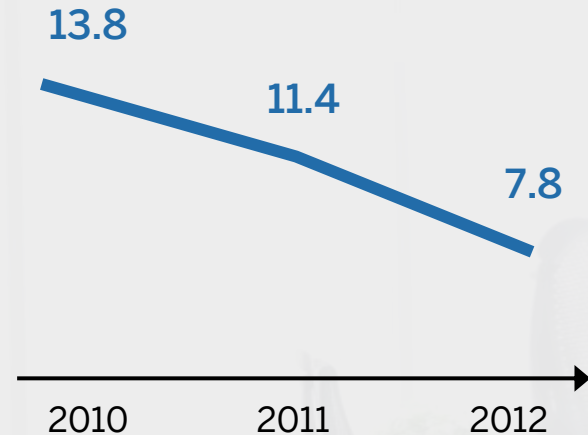


SAP innovations reach the market faster

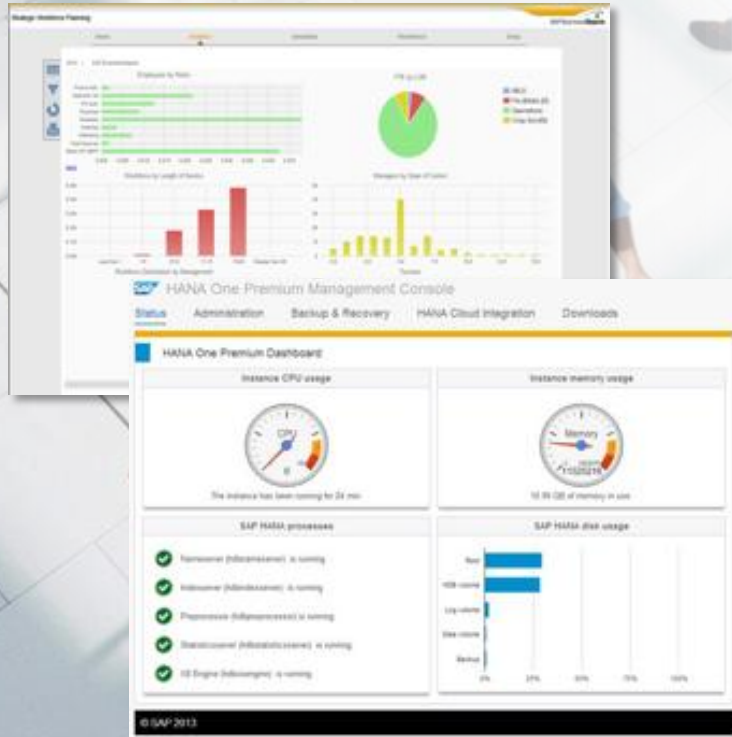
Agile software development

- LEAN processes
- Customers involved from start of project
- Nearly as fast as start-up companies

Average time-to-market
(in months)



SAP HANA is changing the business world



- Biggest innovation in the last 20 years
- 10,000 times faster data processing
- New forecast-based analysis

SAP cloud solutions – secure, easy, and cost-efficient

successfactors™
An SAP Company



People



Customers



Money



Suppliers



powered by SAP HANA

30 million users

Effective collaboration with the Ariba Network

Buyer

Supplier



Ariba Network

~1 million trading partners

~\$460 bn transaction
volume

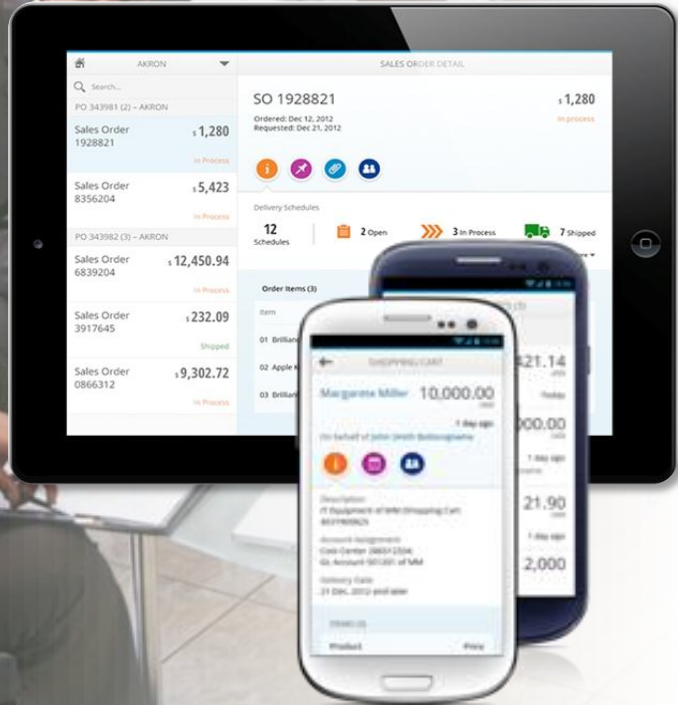
190 countries

SAP mobile solutions – data access anytime & anywhere



- Market leader in the category “mobile solutions”
- SAP Afaria provides security
- +200 apps
- Intuitive user interface

Innovations in the core



- Faster with SAP HANA
- Simpler with SAP Cloud
- More attractive with SAP mobile solutions

Our contribution to a better world

Corporate Social Responsibility

- Employees have volunteered 130,000 hours
- Academy Cube: platform to educate unemployed IT professionals in Europe

Sustainability

- >30% reduction of CO2 emissions per employee since 2007 → €220 mio. cost avoidance
- TwoGo (car sharing program for employees) → 625,000 commuting kilometers saved

Our employees – the key to success

~65,000

employees world wide
from

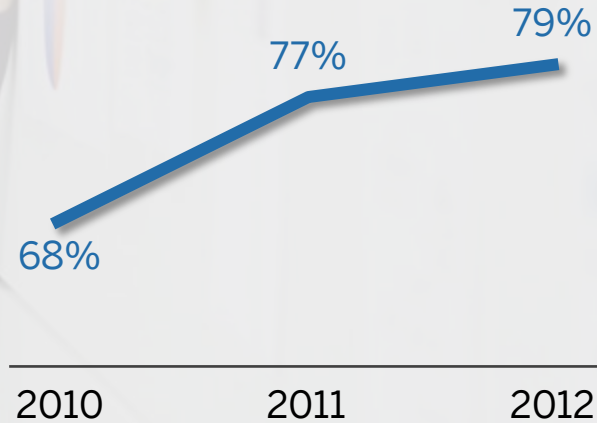
120

countries.

Women in management
positions

19.9%

Employee engagement




Development of total amount of distributed dividends

Dividend for respective fiscal year (€ million)



* pending approval of AGM

 special dividend

We are on track

Software and cloud subscription revenue *

SSRS revenue*

Operating profit*

2013

+ 14 % to 20 %

+ 11 % to 13 %

€5.85 bn to €5.95 bn

Total revenue

Total cloud revenue

Operating margin (non-IFRS)

2015

€20 bn

€2 bn

35%

* (Non-IFRS at cc). You can find details on our operational goals in the Annual Report on page 150 et seq

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