

# Second Quarter 2013 Results Release

Walldorf, Germany  
Thursday, July 18, 2013

# 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.

# Agenda

## **Income Statement**

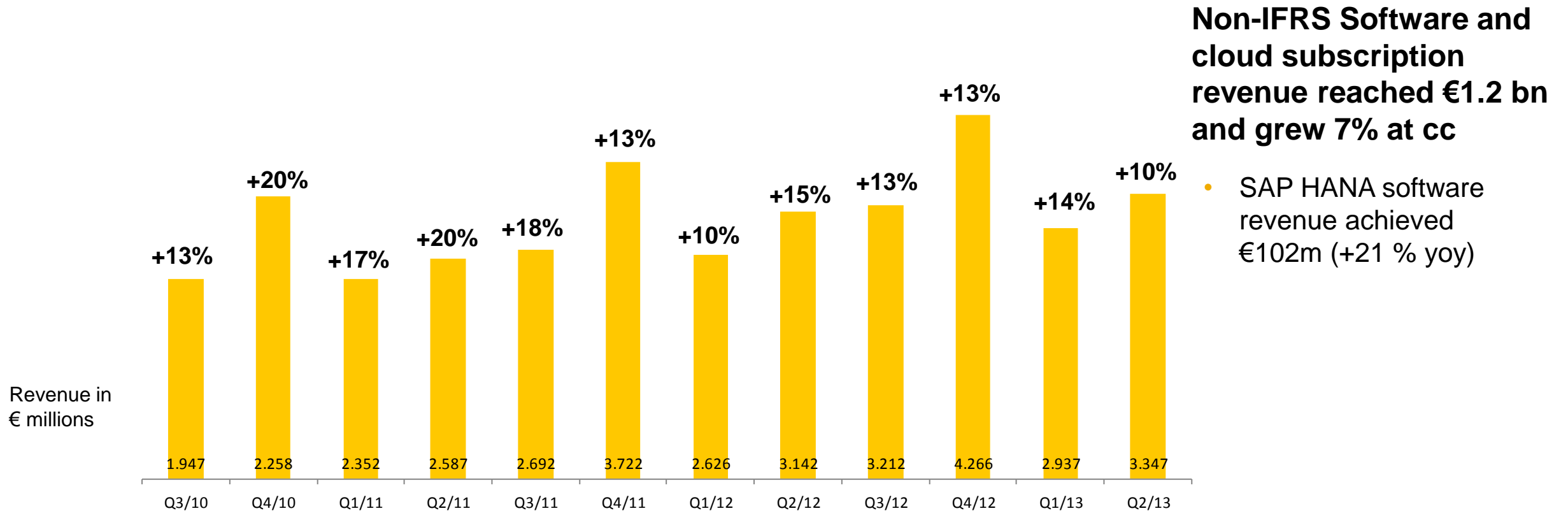
Balance Sheet and Cash Flow Analysis

Outlook and Additional Information

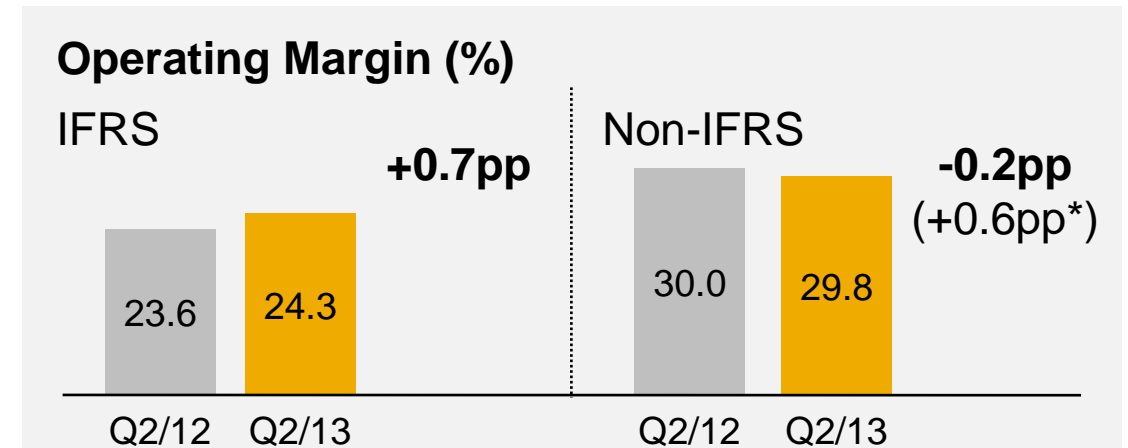
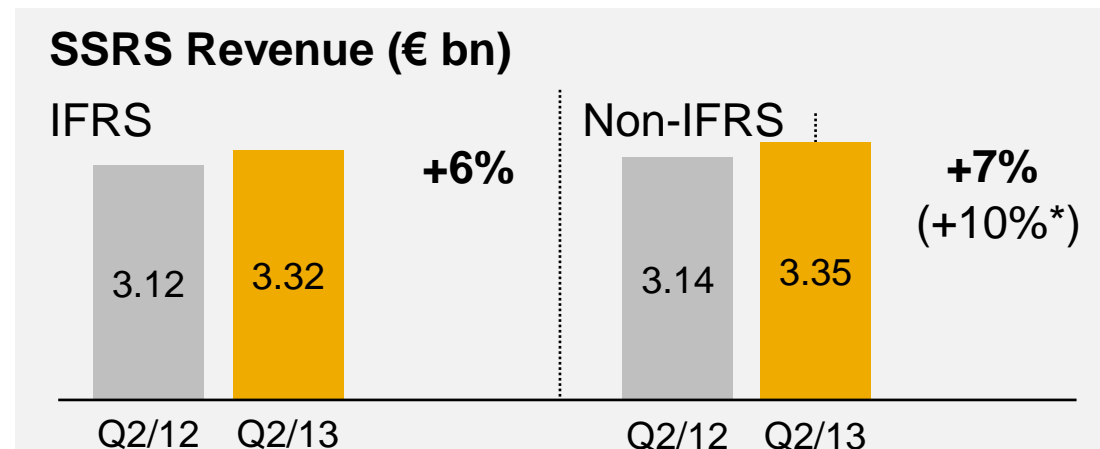
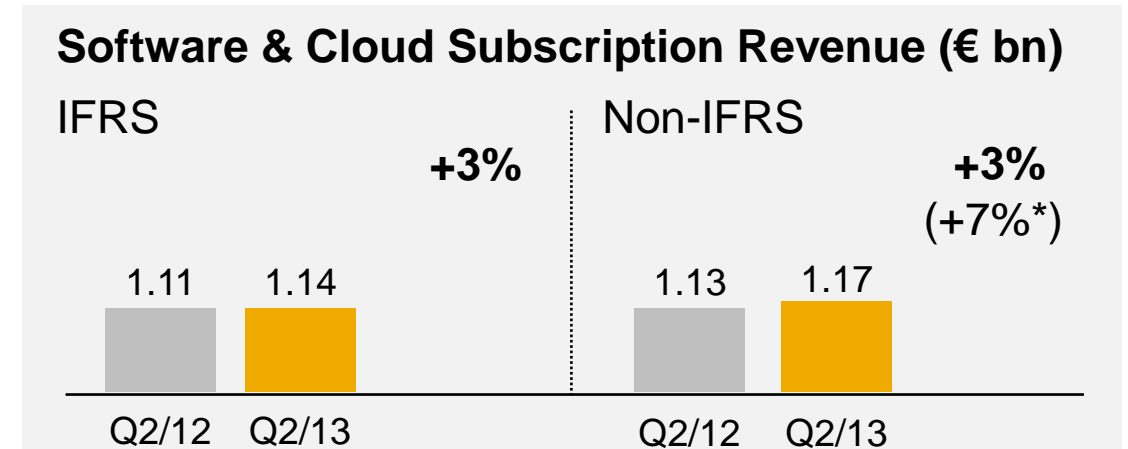
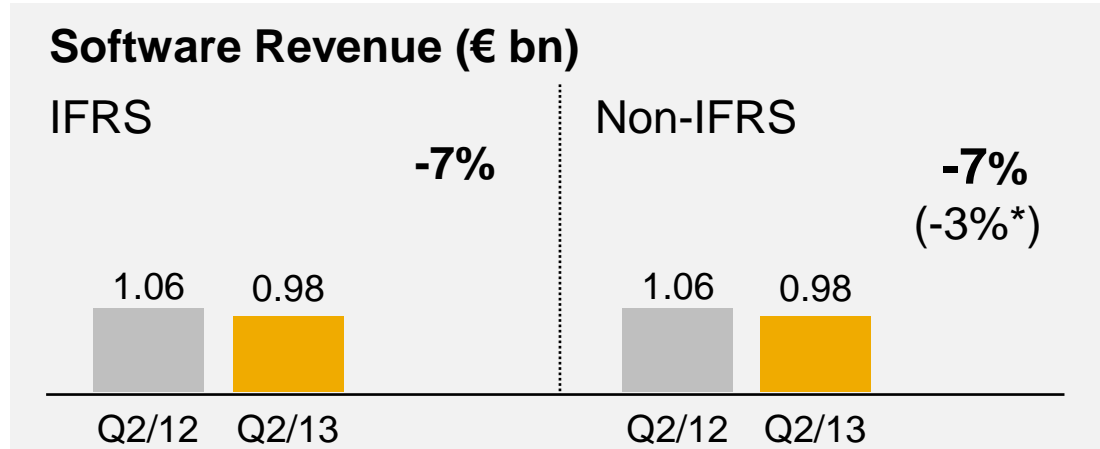
# Track record of 3 years of double-digit non-IFRS SSRS revenue growth

## Non-IFRS SSRS revenue : +10% at cc

Year on year growth rates in % @cc

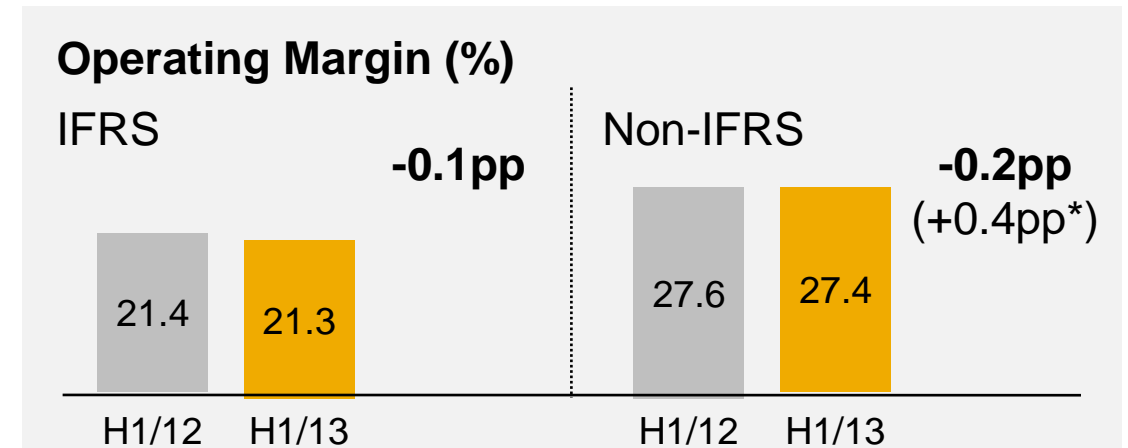
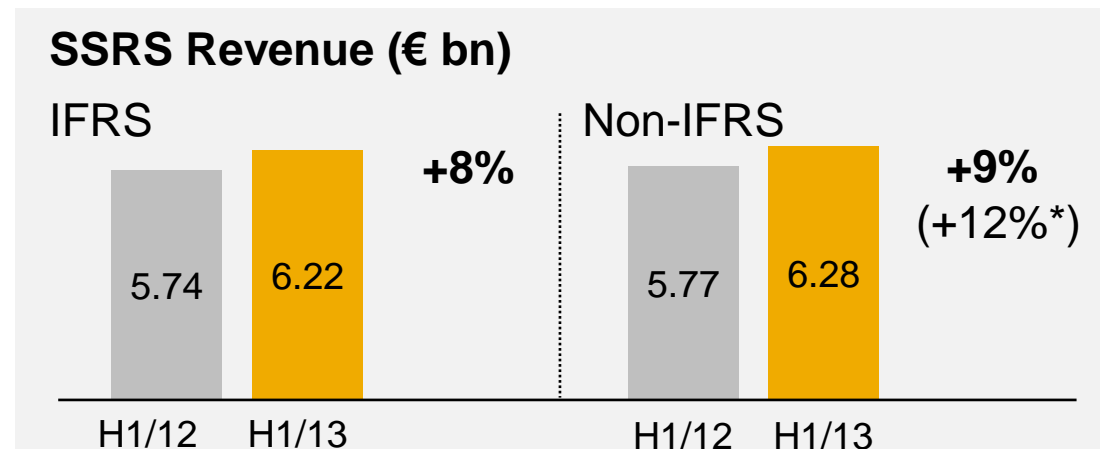
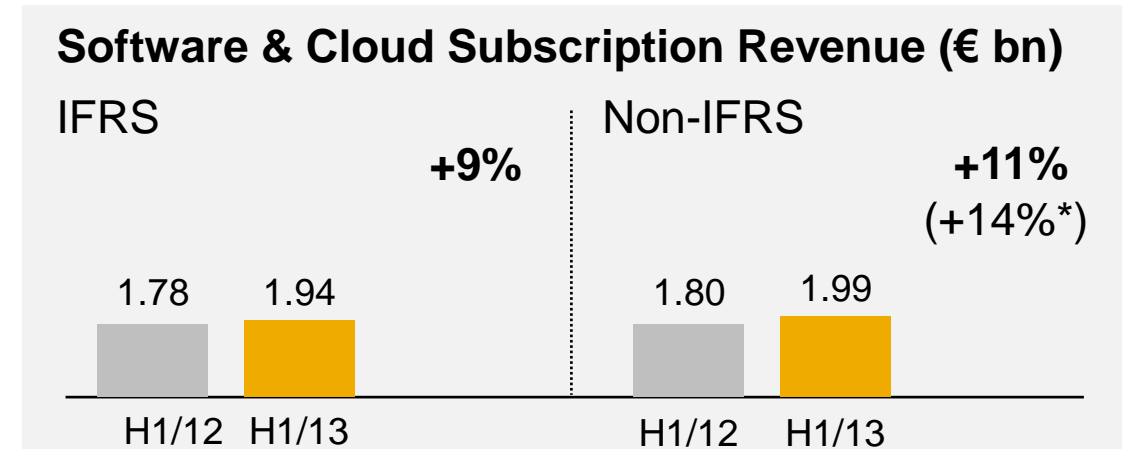
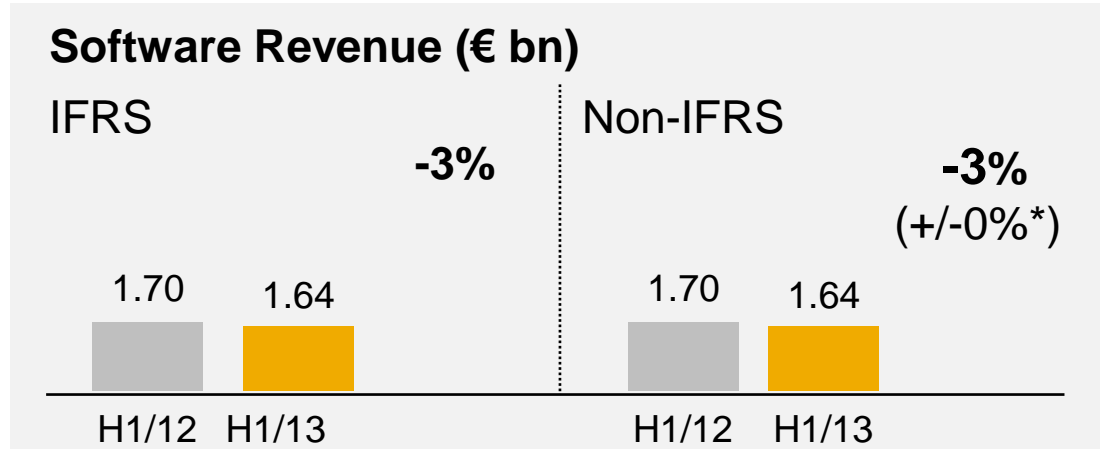


# Key performance metrics Q2 2013



\* At constant currencies

# Key performance metrics H1 2013



\* At constant currencies

# Software & cloud subscription revenue increased 7% at constant currencies yoy in Q2 2013 (3% at actual currencies to €1.17 billion)

---

## Regional performance<sup>1)</sup>

- Americas delivered strong Q2 with +18% yoy software & cloud subscription revenue growth
  - Driving the transition to the cloud in North America with cloud contributing more than 25% of our overall software and cloud subscription revenues this quarter
  - Driven by excellent growth in software and cloud in Latin America - While many tech companies saw a slowdown in Brazil, we saw a great performance with triple-digit software revenue growth
- Solid performance in EMEA, with +3% yoy software & cloud subscription revenue growth
  - Impressive in light of continued market uncertainty in Europe and tough yoy comparison
  - High single-digit software revenue growth in our home market Germany
  - Growing strong double-digits in Africa and the Middle East
- Performance in Asia Pacific Japan (APJ) region was below expectations mainly due to continued macroeconomic challenges, trend consistent with what our competitors and partners experienced
  - In China, GDP slowdown has impacted state-owned enterprise IT spending; revenues were below expectations.
  - In Australia and Japan, we are impacted by the IT purchasing slowdown, two of our largest markets in APJ region
  - In India and Southeast Asia, leadership changes had a strong impact with strong software revenue growth.

1) Non-IFRS software and cloud subscription revenue on this page is calculated as the combination of software revenue based on location of negotiation and cloud subscription and support revenue based on customer location; growth rates at constant currencies.

# SAP driving the transition to the cloud and gaining market share – Annual cloud revenue run rate<sup>3)</sup> exceeded €930 million

---

- **Total cloud revenue (Cloud division), Q2 2013:** €233 million in Q2 2013
- **Non-IFRS cloud subscription and support revenue, Q2 2013:** €183 million, +166% yoy (+171% @cc)
- **Deferred cloud subscription and support revenue<sup>1)</sup>** (non-IFRS as of June 30): €361 million +68% yoy
- **Cloud subscription and support backlog<sup>2)</sup>:** €800 million as of December 31, 2012
- **Run rate:** Annual Cloud revenue run rate<sup>3)</sup> exceeded €930 million
- **Number total cloud users:** > 30 million
- **Ariba segment:**
  - trailing 12 month network spend volume<sup>4)</sup>: ~\$465 billion (+27% yoy)
  - >1.1 million companies connected through the Ariba network, the world's largest web-based trading community

1) Beginning in Q1 2013, SAP discloses non-IFRS deferred cloud subscription and support revenue, which is a subset of the total non-IFRS deferred revenue number reported on the balance sheet.

2) Cloud subscription and support backlog represents expected future cloud subscription and support revenue that is contracted but not yet invoiced and thus not recorded in deferred revenue

3) The annual revenue run rate is the second quarter 2013 cloud division revenue of €233 million multiplied by 4.

4) Network spend volume is the total value of purchase orders transacted on the Ariba Network in the trailing 12 months



# Segment reporting

## Q2 2013

| € millions                            | On Premise Division |                     |                                | Cloud Division                 |                    |            |                           |                           |              |              |
|---------------------------------------|---------------------|---------------------|--------------------------------|--------------------------------|--------------------|------------|---------------------------|---------------------------|--------------|--------------|
|                                       | On Premise Product  | On Premise Services | On Premise Division Total 2013 | On Premise Division Total 2012 | Cloud Applications | Ariba      | Cloud Division Total 2013 | Cloud Division Total 2012 | Total 2013   | Total 2012   |
| <b>Q2 2013</b>                        |                     |                     |                                |                                |                    |            |                           |                           |              |              |
| Software                              | 982                 | 0                   | 982                            | 1.058                          | 0                  | 0          | 0                         | 0                         | 982          | 1.059        |
| Cloud subscriptions & support         | 0                   | 0                   | 0                              | 0                              | 97                 | 86         | 183                       | 69                        | 183          | 69           |
| Software & cloud subscription         | 982                 | 0                   | 982                            | 1.058                          | 97                 | 86         | 183                       | 69                        | 1.165        | 1.127        |
| Support                               | 2.172               | 0                   | 2.172                          | 2.012                          | 3                  | 8          | 11                        | 3                         | 2.182        | 2.014        |
| <b>SSRS</b>                           | <b>3.153</b>        | <b>0</b>            | <b>3.153</b>                   | <b>3.070</b>                   | <b>100</b>         | <b>94</b>  | <b>194</b>                | <b>72</b>                 | <b>3.347</b> | <b>3.142</b> |
| <b>PSOS</b>                           | <b>0</b>            | <b>705</b>          | <b>705</b>                     | <b>754</b>                     | <b>18</b>          | <b>21</b>  | <b>39</b>                 | <b>20</b>                 | <b>744</b>   | <b>774</b>   |
| <b>Total revenue</b>                  | <b>3.153</b>        | <b>705</b>          | <b>3.858</b>                   | <b>3.824</b>                   | <b>118</b>         | <b>115</b> | <b>233</b>                | <b>92</b>                 | <b>4.091</b> | <b>3.916</b> |
| Cost of revenue                       | -471                | -549                | -1.020                         | -1.052                         | -46                | -42        | -88                       | -49                       | -1.108       | -1.101       |
| Gross profit                          | 2.683               | 156                 | 2.838                          | 2.772                          | 72                 | 73         | 145                       | 43                        | 2.984        | 2.815        |
| Cost of sales & marketing             | -894                | 0                   | -894                           | -854                           | -82                | -39        | -122                      | -62                       | -1.015       | -916         |
| <b>Reportable Segment Profit/Loss</b> | <b>1.789</b>        | <b>156</b>          | <b>1.945</b>                   | <b>1.918</b>                   | <b>-11</b>         | <b>34</b>  | <b>23</b>                 | <b>-19</b>                | <b>1.968</b> | <b>1.900</b> |

# Segment reporting

## H1 2013

| € millions                            | On Premise Division |                     |                                |                                | Cloud Division     |            |                           |                           |              |              |
|---------------------------------------|---------------------|---------------------|--------------------------------|--------------------------------|--------------------|------------|---------------------------|---------------------------|--------------|--------------|
|                                       | On Premise Product  | On Premise Services | On Premise Division Total 2013 | On Premise Division Total 2012 | Cloud Applications | Ariba      | Cloud Division Total 2013 | Cloud Division Total 2012 | Total 2013   | Total 2012   |
| <b>H1 2013</b>                        |                     |                     |                                |                                |                    |            |                           |                           |              |              |
| Software                              | 1.638               | 0                   | 1.638                          | 1.695                          | 0                  | 0          | 0                         | 1                         | 1.638        | 1.696        |
| Cloud subscriptions & support         | 0                   | 0                   | 0                              | 0                              | 184                | 167        | 350                       | 104                       | 350          | 104          |
| Software & cloud subscription         | 1.638               | 0                   | 1.638                          | 1.695                          | 184                | 167        | 351                       | 105                       | 1.989        | 1.799        |
| Support                               | 4.271               | 0                   | 4.271                          | 3.964                          | 9                  | 15         | 24                        | 4                         | 4.295        | 3.968        |
| <b>SSRS</b>                           | <b>5.909</b>        | <b>0</b>            | <b>5.909</b>                   | <b>5.659</b>                   | <b>193</b>         | <b>182</b> | <b>375</b>                | <b>109</b>                | <b>6.284</b> | <b>5.768</b> |
| <b>PSOS</b>                           | <b>0</b>            | <b>1.360</b>        | <b>1.360</b>                   | <b>1.474</b>                   | <b>40</b>          | <b>42</b>  | <b>82</b>                 | <b>31</b>                 | <b>1.443</b> | <b>1.505</b> |
| <b>Total revenue</b>                  | <b>5.909</b>        | <b>1.360</b>        | <b>7.270</b>                   | <b>7.133</b>                   | <b>233</b>         | <b>224</b> | <b>457</b>                | <b>140</b>                | <b>7.727</b> | <b>7.273</b> |
| Cost of revenue                       | -928                | -1.088              | -2.016                         | -2.076                         | -88                | -88        | -176                      | -85                       | -2.192       | -2.162       |
| Gross profit                          | 4.982               | 273                 | 5.254                          | 5.057                          | 144                | 136        | 281                       | 55                        | 5.535        | 5.111        |
| Cost of sales & marketing             | -1.709              | 0                   | -1.709                         | -1.594                         | -154               | -76        | -230                      | -98                       | -1.939       | -1.692       |
| <b>Reportable Segment Profit/Loss</b> | <b>3.273</b>        | <b>273</b>          | <b>3.545</b>                   | <b>3.463</b>                   | <b>-9</b>          | <b>60</b>  | <b>51</b>                 | <b>-44</b>                | <b>3.596</b> | <b>3.419</b> |

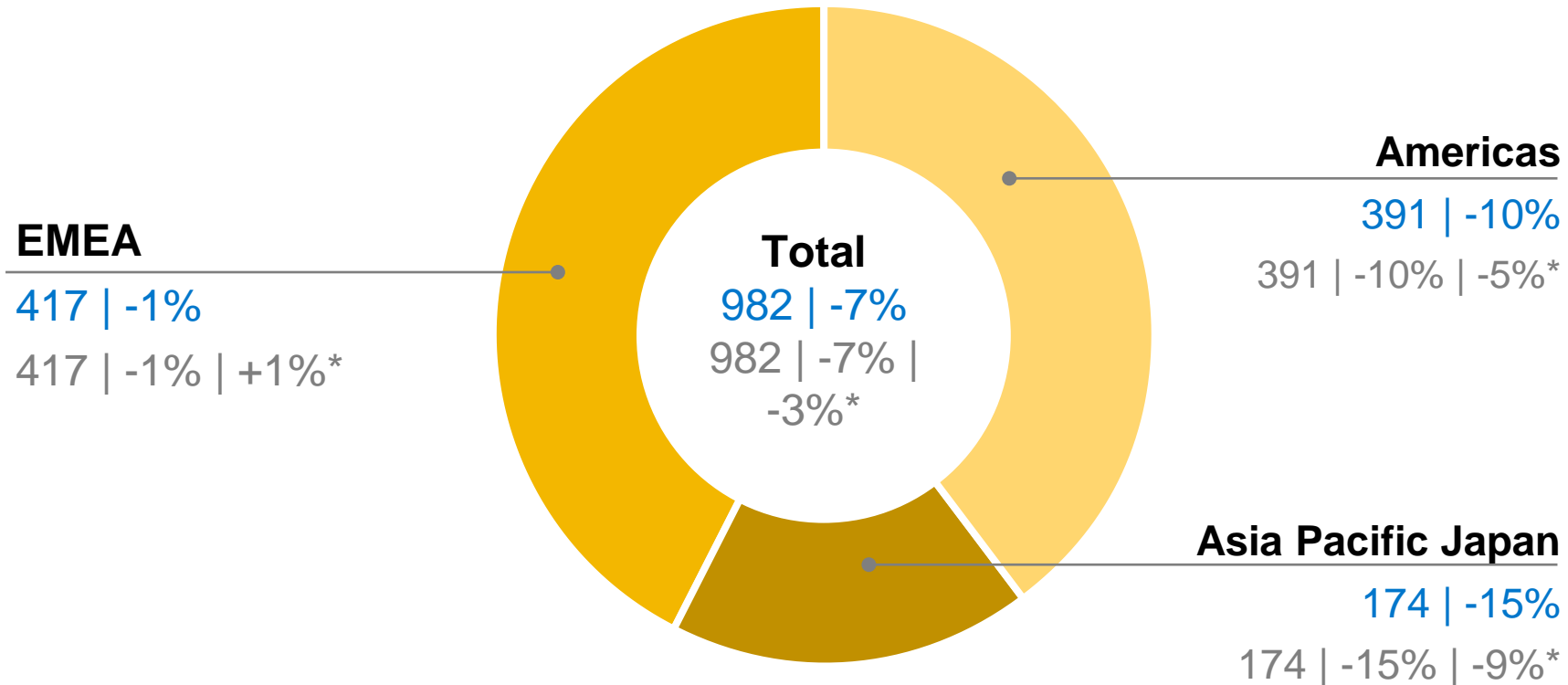
# Software revenue by region\*\*

## Q2 2013

€ millions | yoy percent change

IFRS

Non-IFRS



\* At constant currencies

\*\* IFRS and non-IFRS revenue is presented by places where contracts were negotiated

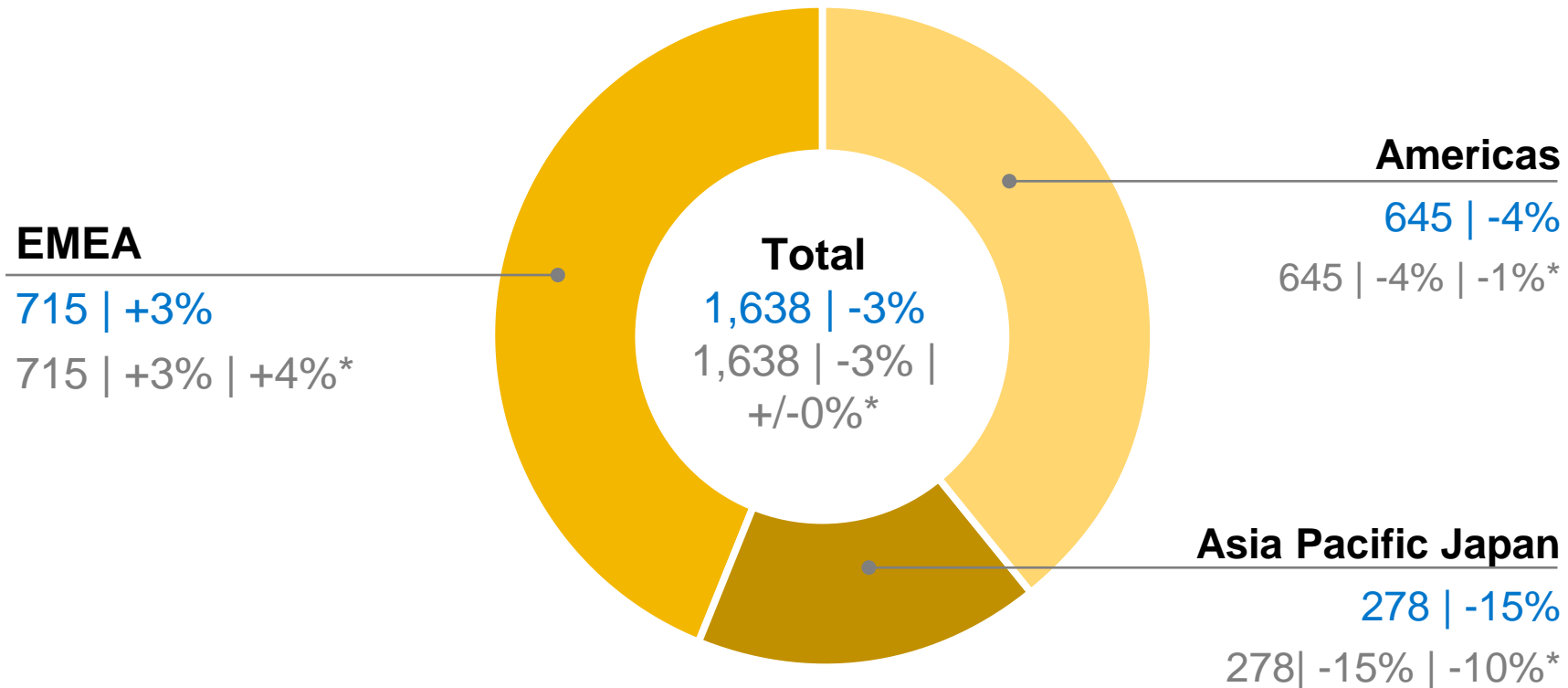
# Software revenue by region\*\*

## H1 2013

€ millions | yoy percent change

IFRS

Non-IFRS



\* At constant currencies

\*\* IFRS and non-IFRS revenue is presented by places where contracts were negotiated

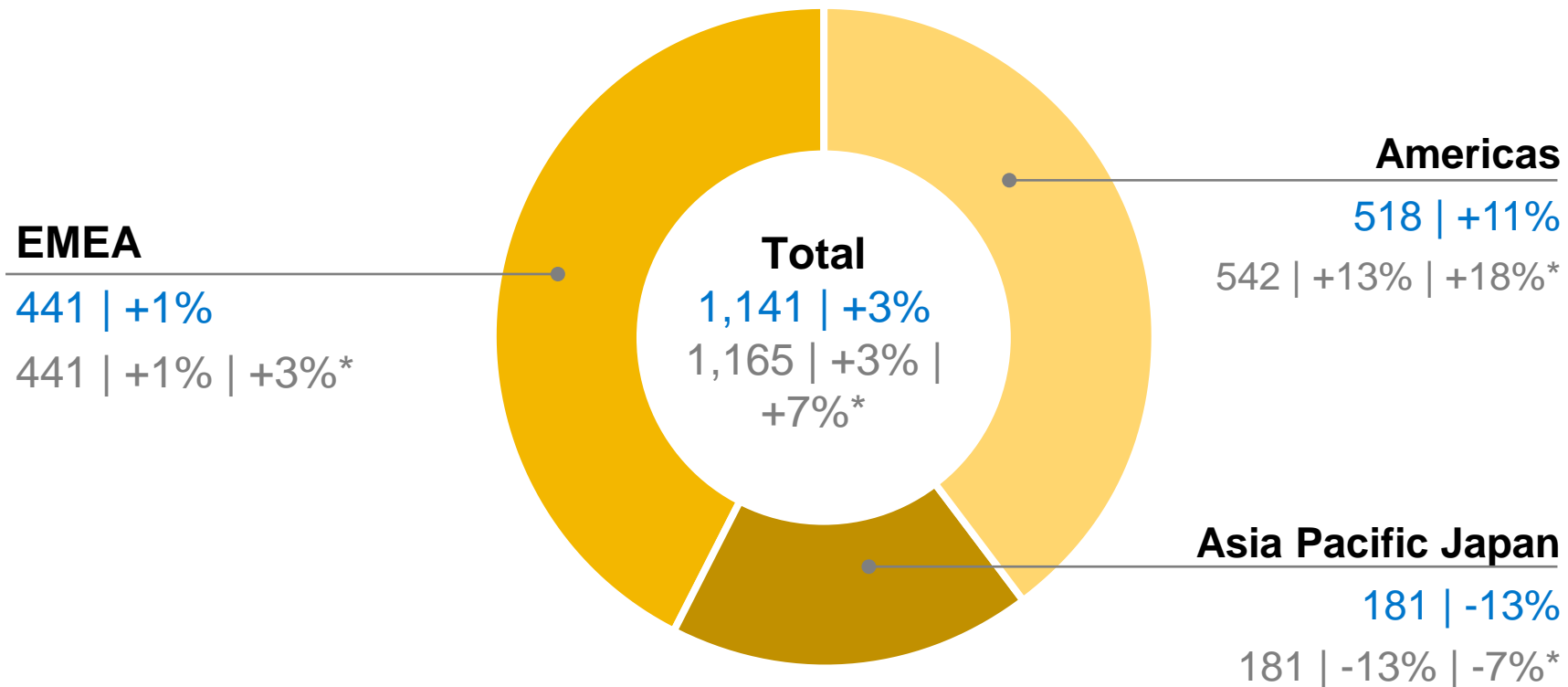
# Software and Cloud Subscription Revenue\*\*

## Q2 2013

€ millions | yoy percent change

IFRS

Non-IFRS



\* At constant currencies

\*\* IFRS and non-IFRS software and cloud subscription revenue is calculated as the combination of software revenue based on location of negotiation and cloud subscription & support revenue based on customer location

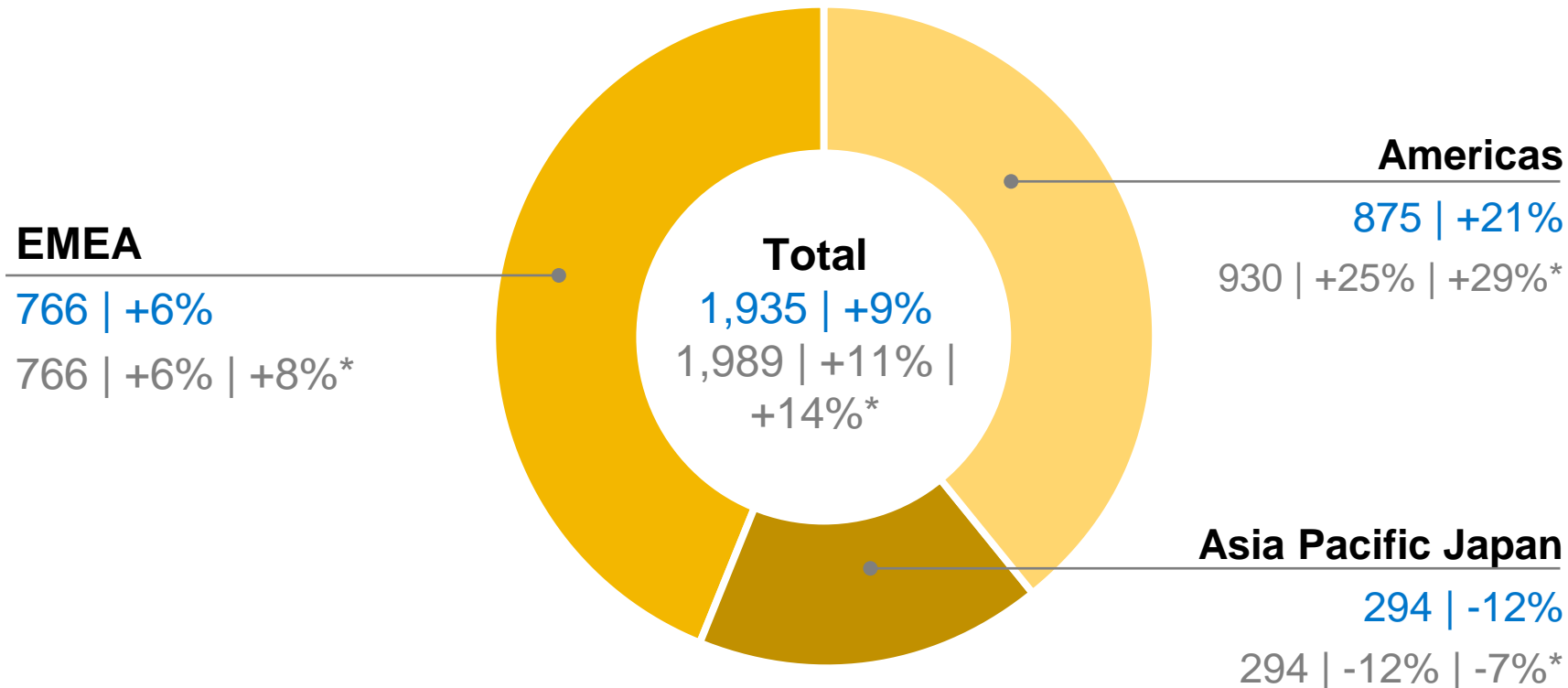
# Software and Cloud Subscription Revenue\*\*

## H1 2013

€ millions | yoy percent change

IFRS

Non-IFRS



\* At constant currencies

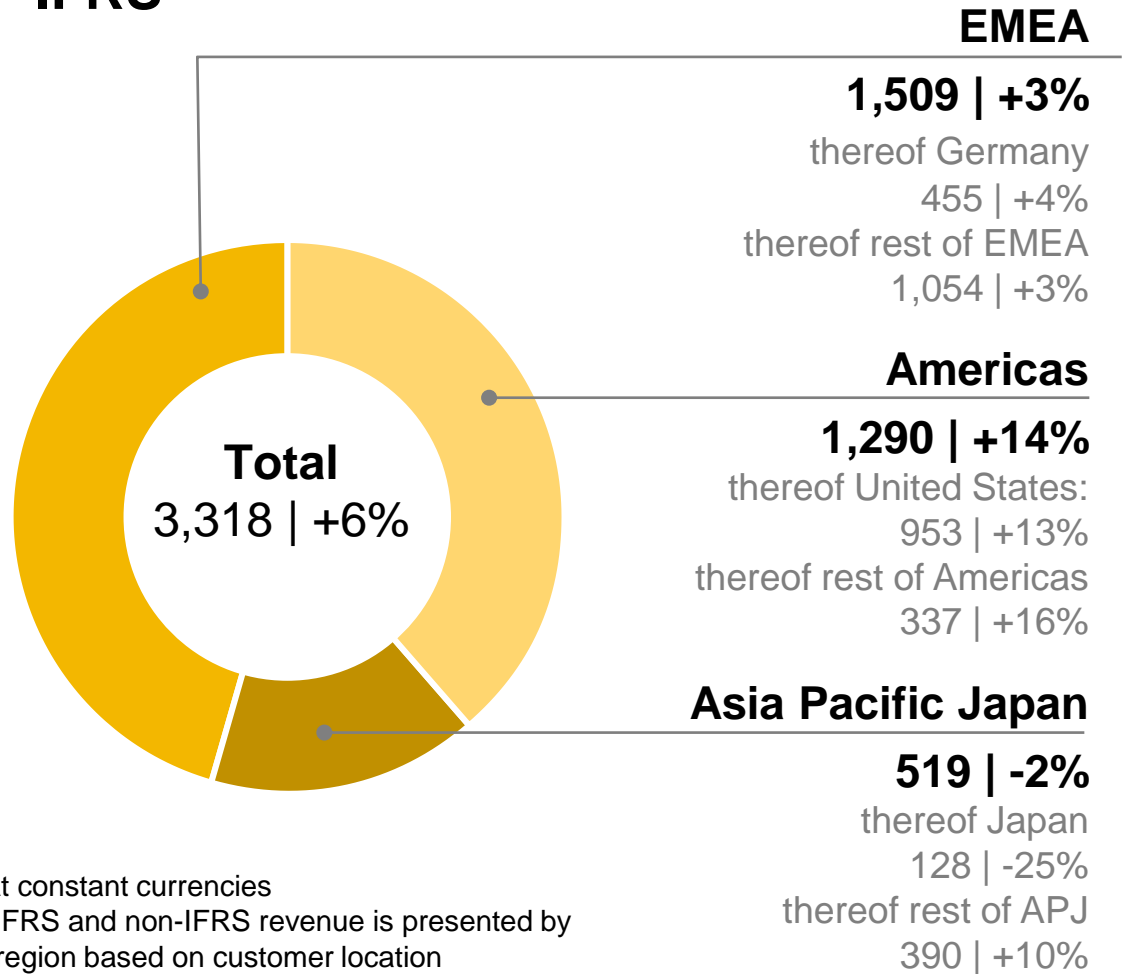
\*\* Non-IFRS software and cloud subscription revenue on this page is calculated as the combination of software revenue based on location of negotiation and cloud subscription and support revenue based on customer location

# SSRS revenue by region\*\*

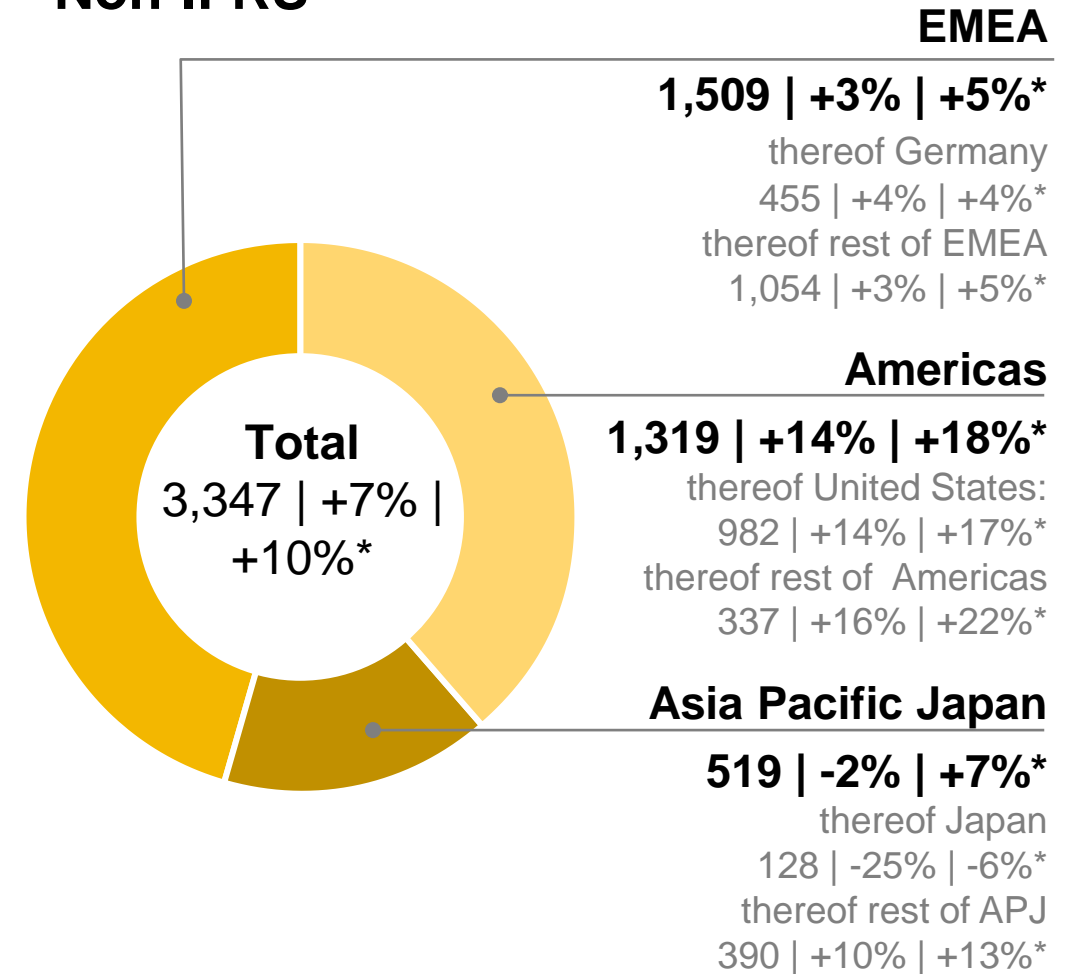
Q2 2013

€ millions | yoy percent change

## IFRS



## Non-IFRS



\* At constant currencies

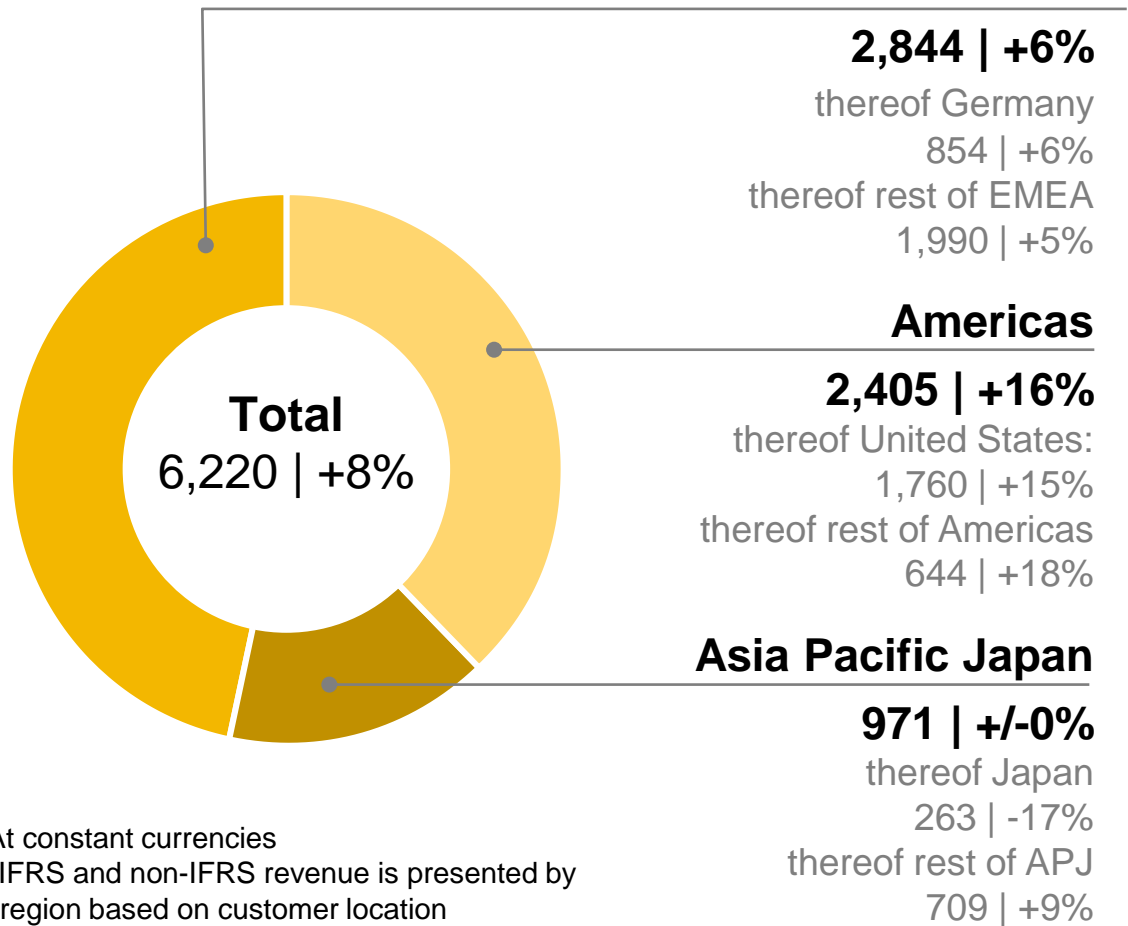
\*\* IFRS and non-IFRS revenue is presented by region based on customer location

# SSRS revenue by region\*\*

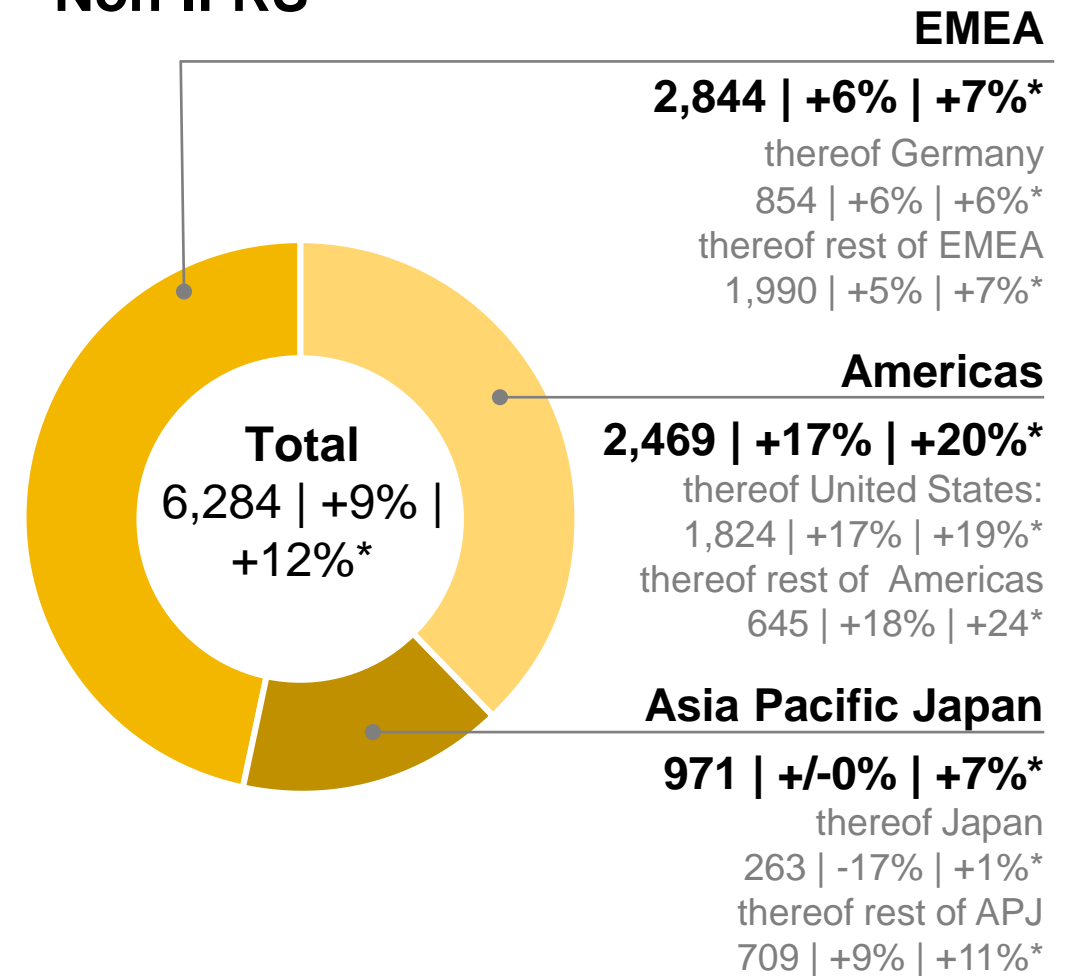
## H1 2013

€ millions | yoy percent change

### IFRS



### Non-IFRS



\* At constant currencies

\*\* IFRS and non-IFRS revenue is presented by region based on customer location



# Q2 2013: SAP maintained operating discipline and increased its operating profit despite strong currency headwinds

€ millions, unless otherwise stated

|                                       | IFRS          |               |               | Non-IFRS      |               |               |               |
|---------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                                       | Q2/13         | Q2/12         | Δ%            | Q2/13         | Q2/12         | Δ%            | Δ% at cc      |
| <b>Revenue Numbers</b>                |               |               |               |               |               |               |               |
| Software                              | 982           | 1.059         | -7            | 982           | 1.059         | -7            | -3            |
| Cloud subscriptions and support       | 159           | 52            | 206           | 183           | 69            | 166           | 171           |
| Software & Cloud subscriptions        | 1.141         | 1.110         | 3             | 1.165         | 1.127         | 3             | 7             |
| Support                               | 2.177         | 2.013         | 8             | 2.182         | 2.014         | 8             | 11            |
| <b>SSRS revenue</b>                   | <b>3.318</b>  | <b>3.124</b>  | <b>6</b>      | <b>3.347</b>  | <b>3.142</b>  | <b>7</b>      | <b>10</b>     |
| <b>PSOS revenue</b>                   | <b>744</b>    | <b>774</b>    | <b>-4</b>     | <b>744</b>    | <b>774</b>    | <b>-4</b>     | <b>-1</b>     |
| <b>Total revenue</b>                  | <b>4.062</b>  | <b>3.898</b>  | <b>4</b>      | <b>4.091</b>  | <b>3.916</b>  | <b>4</b>      | <b>8</b>      |
| <b>Operating Expense Numbers</b>      |               |               |               |               |               |               |               |
| <b>Total operating expenses</b>       | <b>-3.074</b> | <b>-2.977</b> | <b>3</b>      | <b>-2.873</b> | <b>-2.743</b> | <b>5</b>      | <b>7</b>      |
| <b>Profit Numbers</b>                 |               |               |               |               |               |               |               |
| <b>Operating profit</b>               | <b>988</b>    | <b>921</b>    | <b>7</b>      | <b>1.219</b>  | <b>1.173</b>  | <b>4</b>      | <b>10</b>     |
| Finance income, net                   | -23           | -11           | <-100         | -23           | -11           | <-100         |               |
| <b>Profit before tax</b>              | <b>963</b>    | <b>865</b>    | <b>11</b>     | <b>1.194</b>  | <b>1.117</b>  | <b>7</b>      |               |
| Income tax expense                    | -239          | -204          | 17            | -320          | -286          | 12            |               |
| <b>Profit after tax</b>               | <b>724</b>    | <b>661</b>    | <b>10</b>     | <b>874</b>    | <b>831</b>    | <b>5</b>      |               |
| <b>Operating margin in %</b>          | <b>24,3</b>   | <b>23,6</b>   | <b>+0,7pp</b> | <b>29,8</b>   | <b>30,0</b>   | <b>-0,2pp</b> | <b>+0,6pp</b> |
| <b>Basic earnings per share, in €</b> | <b>0,61</b>   | <b>0,55</b>   | <b>11</b>     | <b>0,73</b>   | <b>0,7</b>    | <b>4</b>      |               |

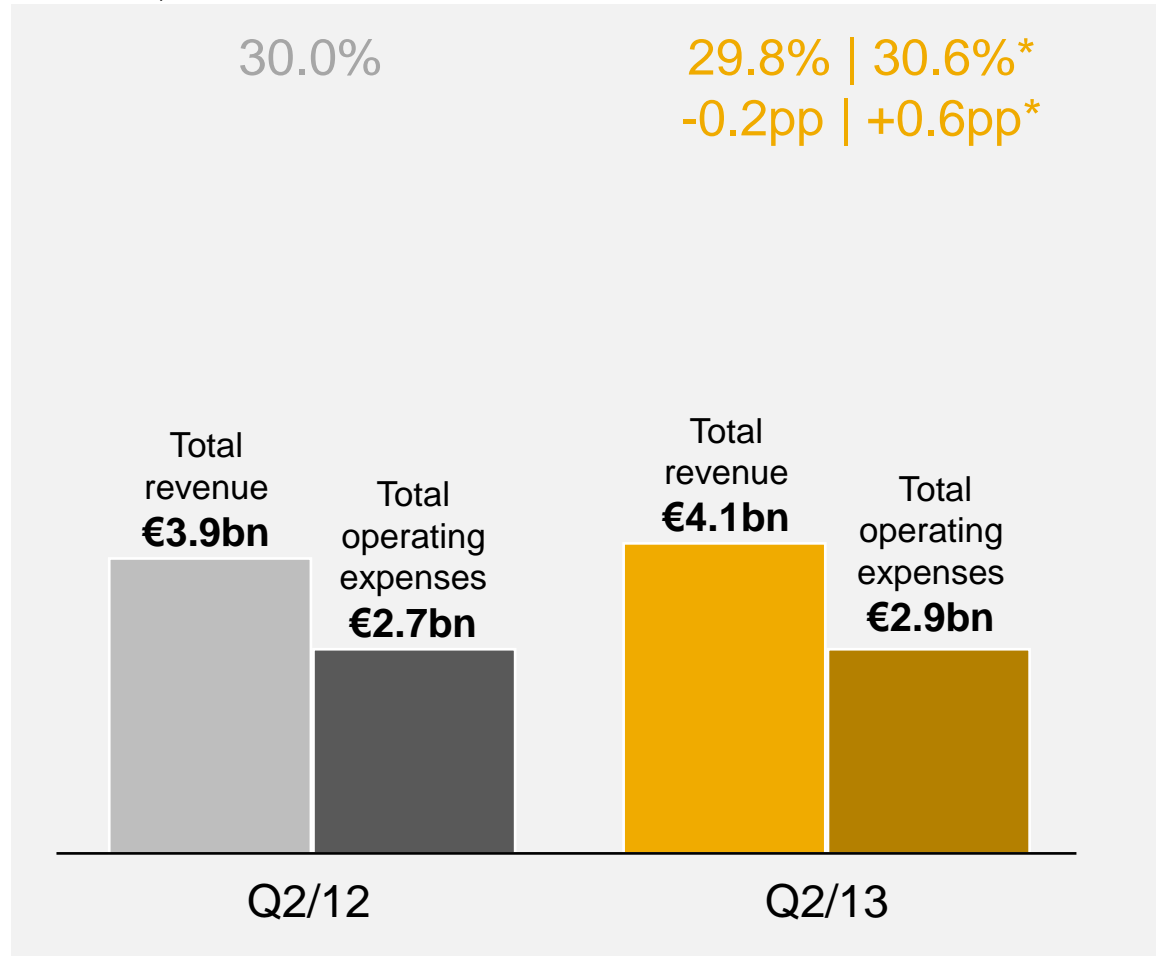
# H1 2013: Solid top and bottom line growth

€ millions, unless otherwise stated

|                                       | IFRS          |               |               | Non-IFRS      |               |               |               |
|---------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                                       | H1/13         | H1/12         | Δ%            | H1/13         | H1/12         | Δ%            | Δ% at cc      |
| <b>Revenue Numbers</b>                |               |               |               |               |               |               |               |
| Software                              | 1.638         | 1.696         | -3            | 1.638         | 1.696         | -3            | 0             |
| Cloud subscriptions and support       | 296           | 81            | 266           | 350           | 104           | 238           | 243           |
| Software & Cloud subscriptions        | 1.935         | 1.777         | 9             | 1.989         | 1.799         | 11            | 14            |
| Support                               | 4.286         | 3.966         | 8             | 4.295         | 3.968         | 8             | 11            |
| <b>SSRS revenue</b>                   | <b>6.220</b>  | <b>5.743</b>  | <b>8</b>      | <b>6.284</b>  | <b>5.768</b>  | <b>9</b>      | <b>12</b>     |
| <b>PSOS revenue</b>                   | <b>1.443</b>  | <b>1.505</b>  | <b>-4</b>     | <b>1.443</b>  | <b>1.505</b>  | <b>-4</b>     | <b>-2</b>     |
| <b>Total revenue</b>                  | <b>7.663</b>  | <b>7.248</b>  | <b>6</b>      | <b>7.727</b>  | <b>7.273</b>  | <b>6</b>      | <b>9</b>      |
| <b>Operating Expense Numbers</b>      |               |               |               |               |               |               |               |
| <b>Total operating expenses</b>       | <b>-6.029</b> | <b>-5.696</b> | <b>6</b>      | <b>-5.607</b> | <b>-5.266</b> | <b>6</b>      | <b>8</b>      |
| <b>Profit Numbers</b>                 |               |               |               |               |               |               |               |
| <b>Operating profit</b>               | <b>1.634</b>  | <b>1.551</b>  | <b>5</b>      | <b>2.120</b>  | <b>2.007</b>  | <b>6</b>      | <b>11</b>     |
| Finance income, net                   | -37           | -26           | 41            | -37           | -25           | 48            |               |
| <b>Profit before tax</b>              | <b>1.584</b>  | <b>1.472</b>  | <b>8</b>      | <b>2.070</b>  | <b>1.929</b>  | <b>7</b>      |               |
| Income tax expense                    | -340          | -368          | -8            | -507          | -515          | -2            |               |
| <b>Profit after tax</b>               | <b>1.244</b>  | <b>1.104</b>  | <b>13</b>     | <b>1.563</b>  | <b>1.414</b>  | <b>11</b>     |               |
| <b>Operating margin in %</b>          | <b>21,3</b>   | <b>21,4</b>   | <b>-0,1pp</b> | <b>27,4</b>   | <b>27,6</b>   | <b>-0,2pp</b> | <b>+0,4pp</b> |
| <b>Basic earnings per share, in €</b> | <b>1,04</b>   | <b>0,93</b>   | <b>12</b>     | <b>1,31</b>   | <b>1,19</b>   | <b>10</b>     |               |

# Non-IFRS operating margin increased by 0.6pp at constant currency in the second quarter

Non-IFRS, Q2/13



\* At constant currencies

## Non-IFRS operating profit:

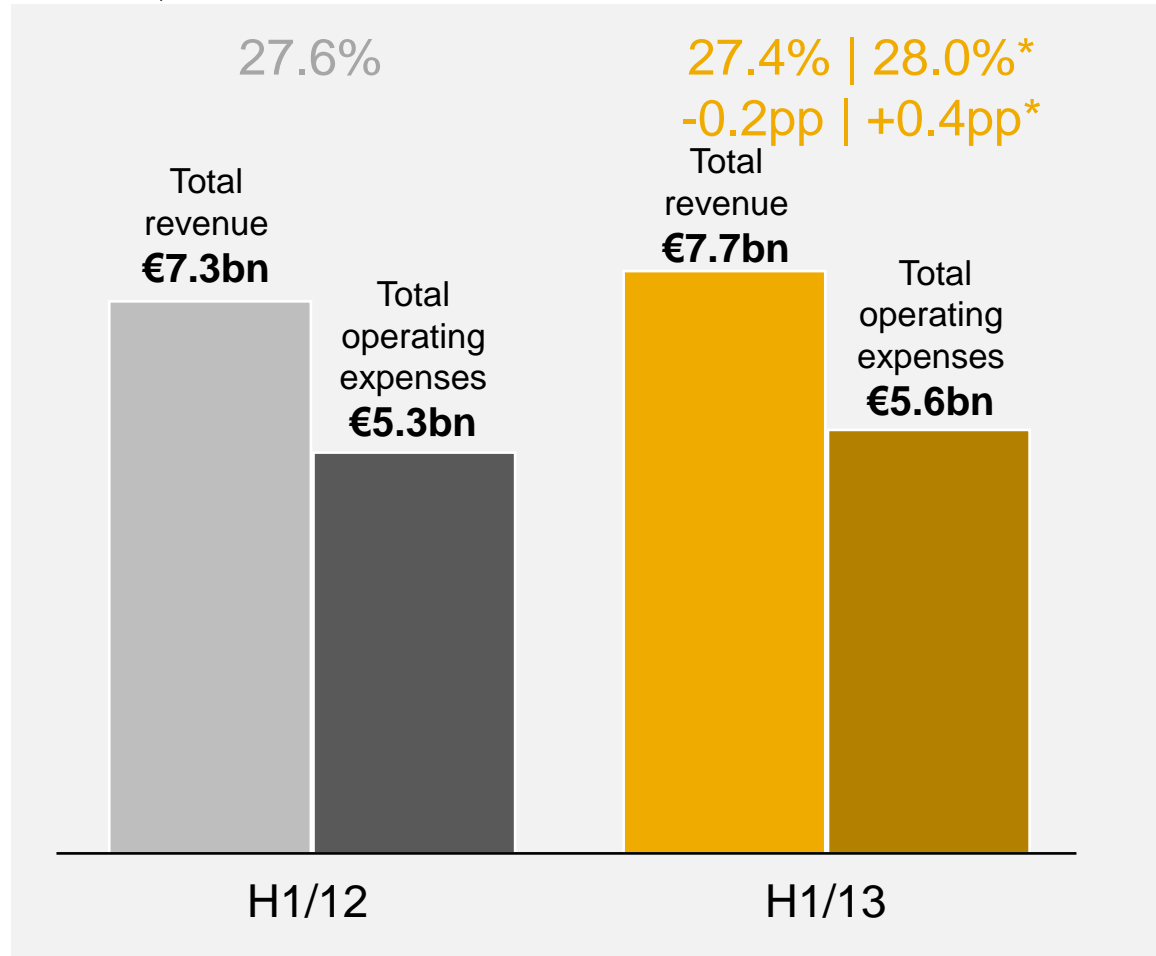
- +4% to €1.22bn
- +10% to €1.29bn at cc

## Non-IFRS operating margin:

- -0.2pp to 29.8% (Q2/12: 30.0%)
- Solid increase of 60 basis points to 30.6% in non-IFRS operating margin at cc despite the impact from Ariba of approx. 40 basis points
- Demonstrating that efficiency in our core business has further improved and cloud business is on its way to being profitable

# Non-IFRS operating margin increased by 0.4pp at constant currency in the first half

Non-IFRS, H1/13



\* At constant currencies

## Non-IFRS operating profit:

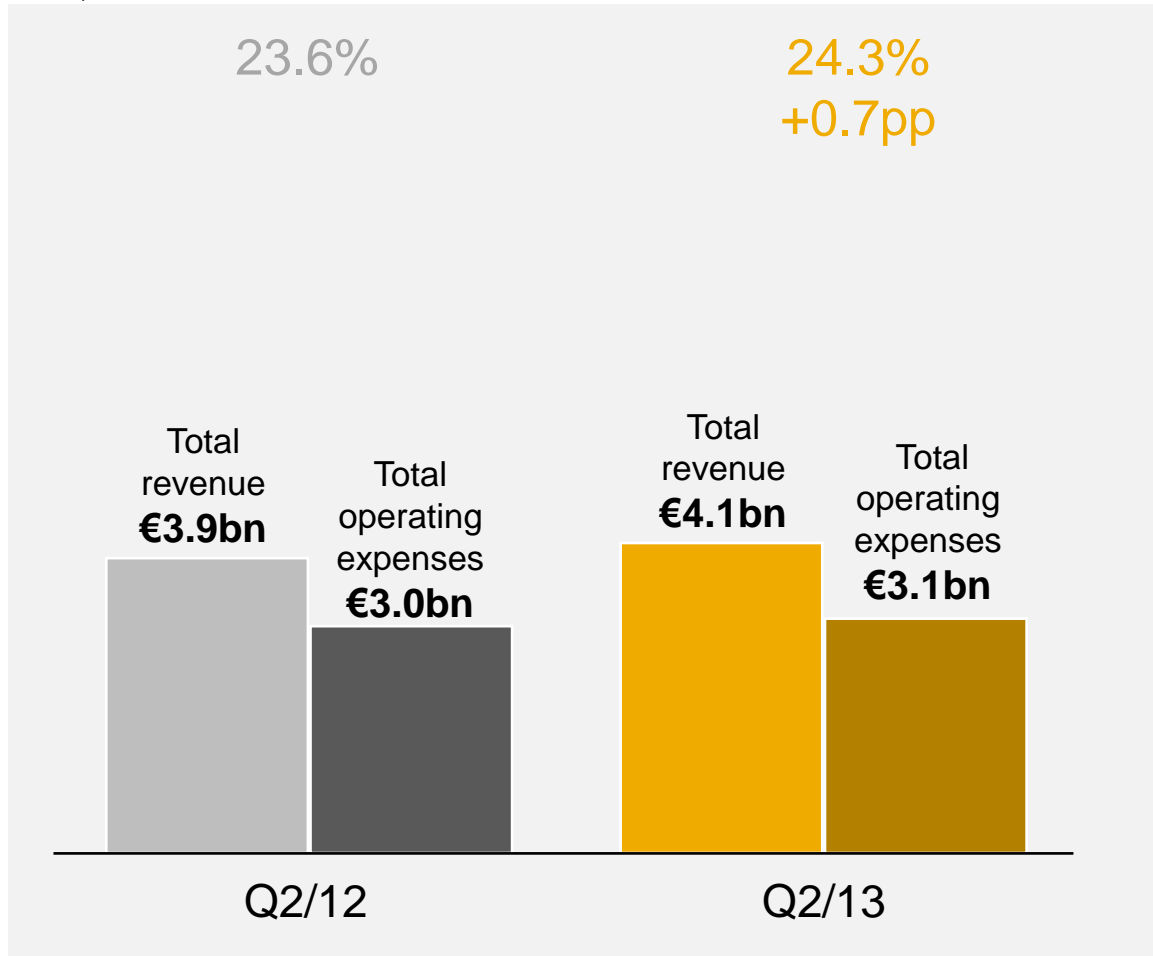
- +6% to €2.12bn
- +11% to €2.22bn at cc

## Non-IFRS operating margin:

- -0.2pp (+0.4pp at cc) to 27.4% (H1/12: 27.6%)
- Non-IFRS operating profit and operating margin were affected by the acquisitions of SuccessFactors and Ariba to the same extent. The operating margin was impacted in total by approximately 60 basis points.

# IFRS operating profit increased by 7% in Q2 2013

IFRS, Q2/13



## IFRS operating profit:

- +7% to €988m (Q2/12: €921m)

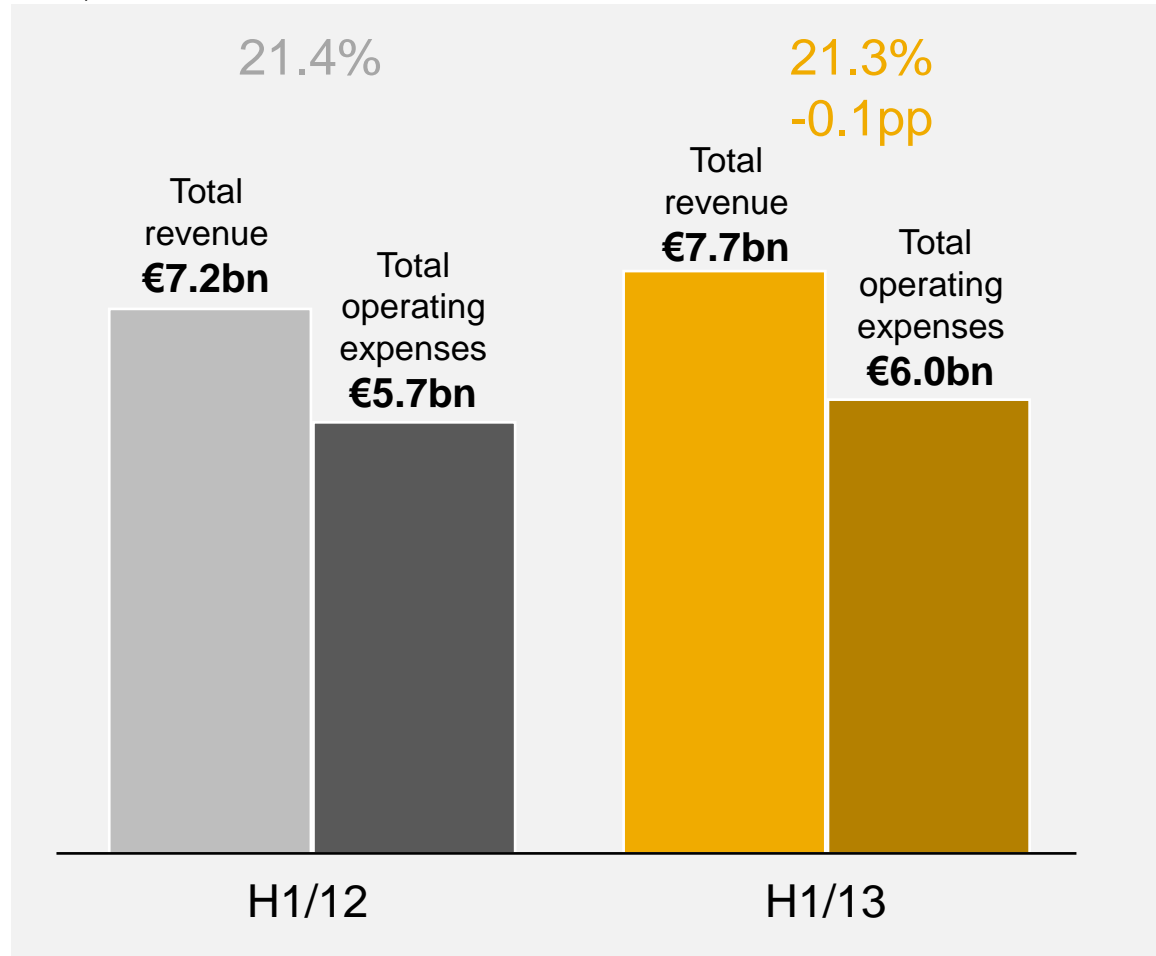
## IFRS operating margin:

- Operating margin increased by 0.7 percentage points to 24.3% (Q2 2012: 23.6%)

\* At constant currencies

# IFRS operating profit increased by 5% in H1 2013

IFRS, H1/13



\* At constant currencies

## IFRS operating profit:

- +5% to €1.63bn (Q2/12: €1.55bn)

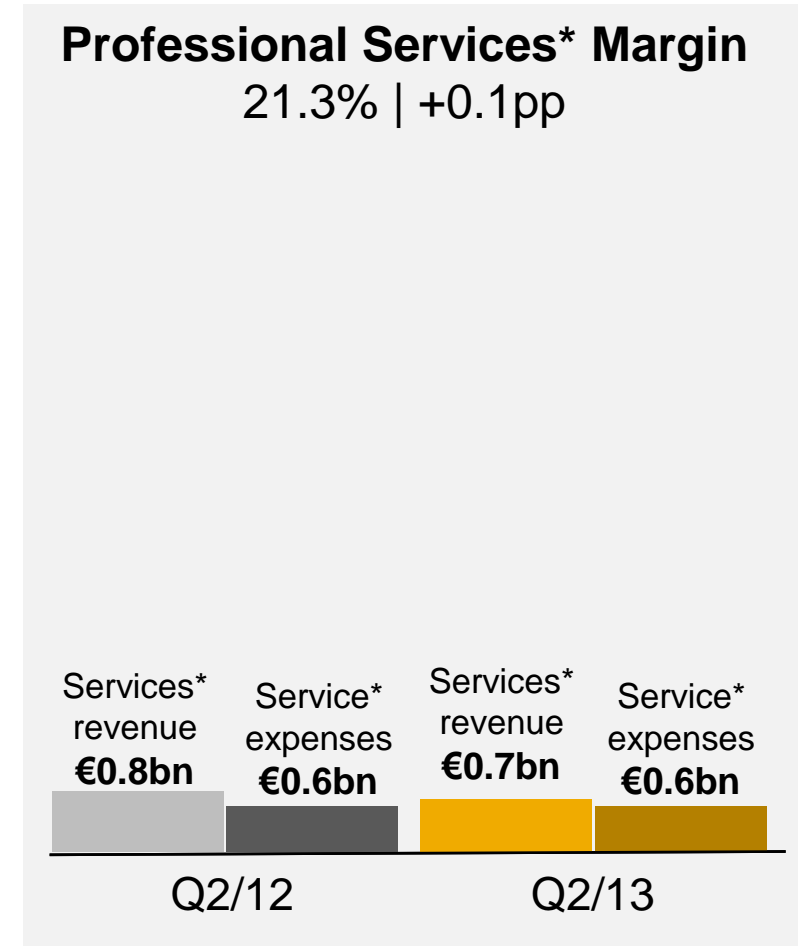
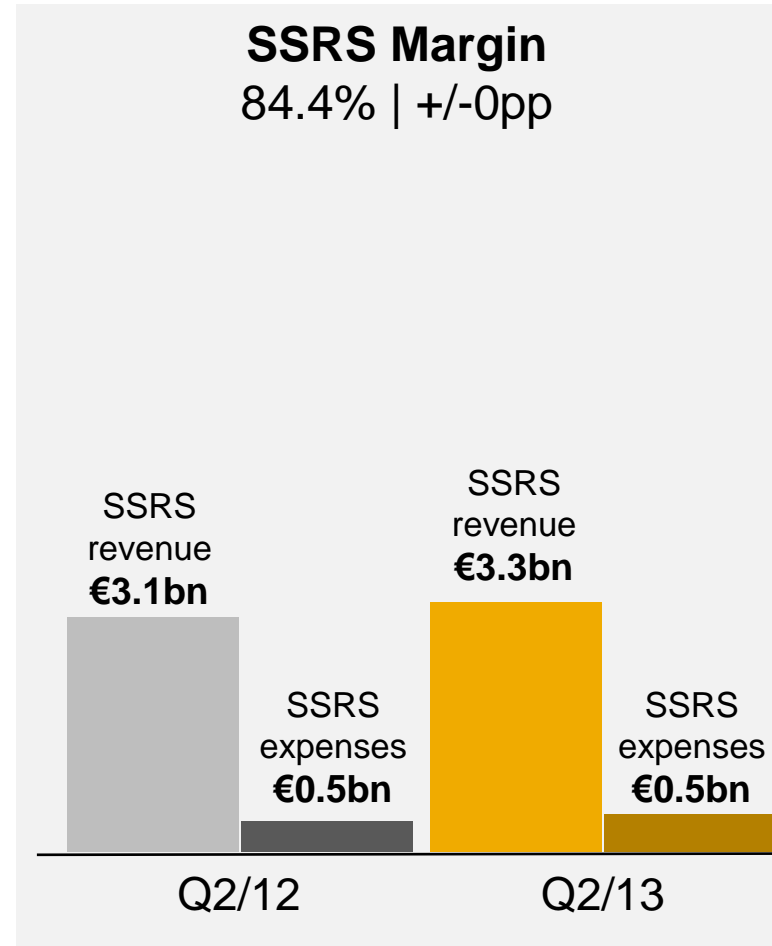
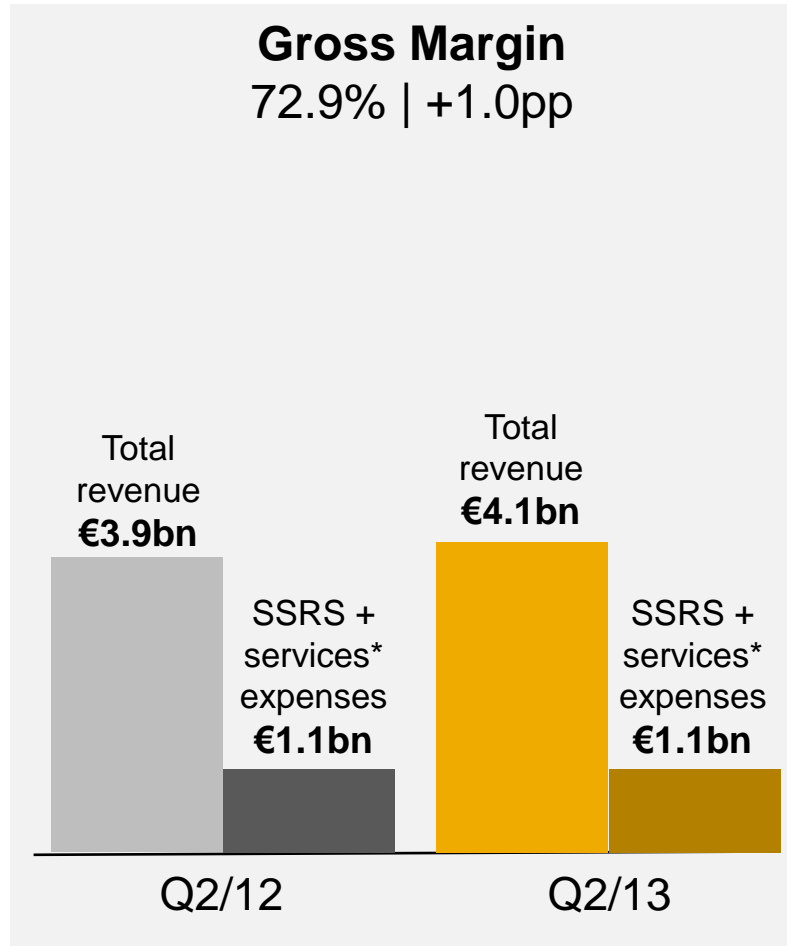
## IFRS operating margin:

- Operating margin decreased slightly by 0.1 percentage points to 21.3% (H1 2012: 21.4%)

# Gross margin improved by 100 bps

## Q2 2013

Non-IFRS, Q2/13

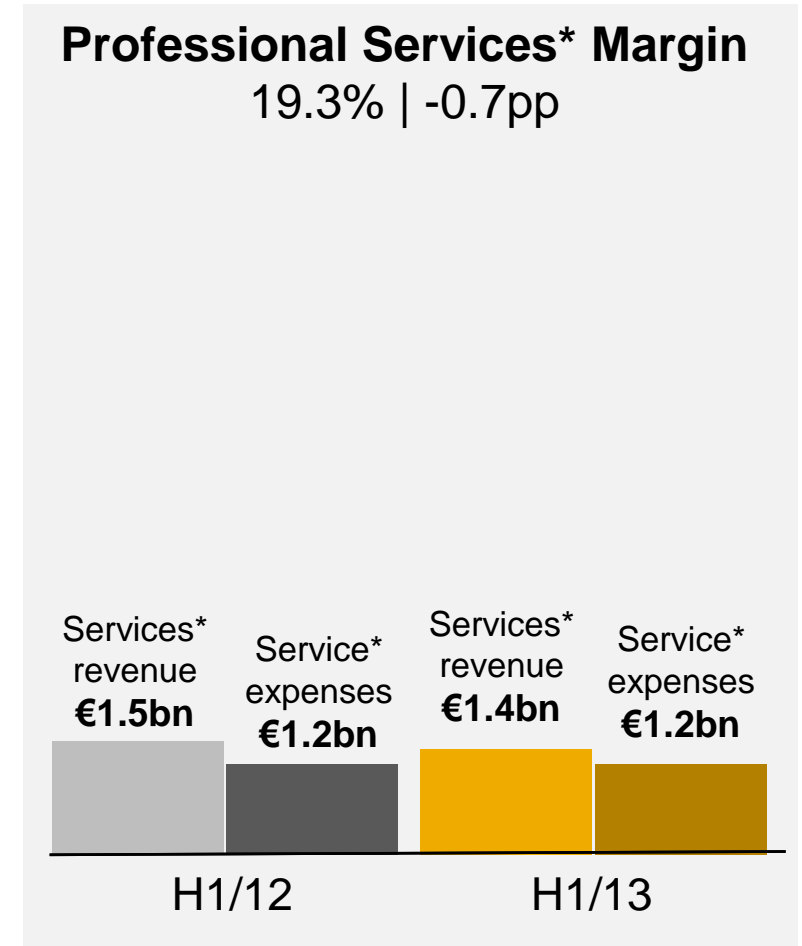
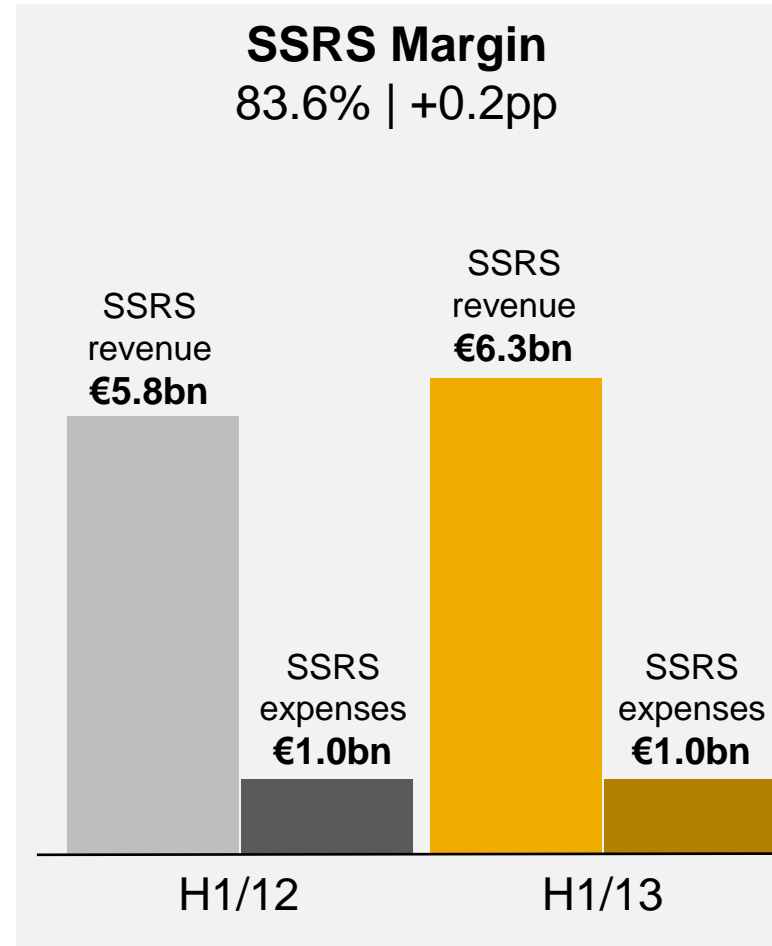
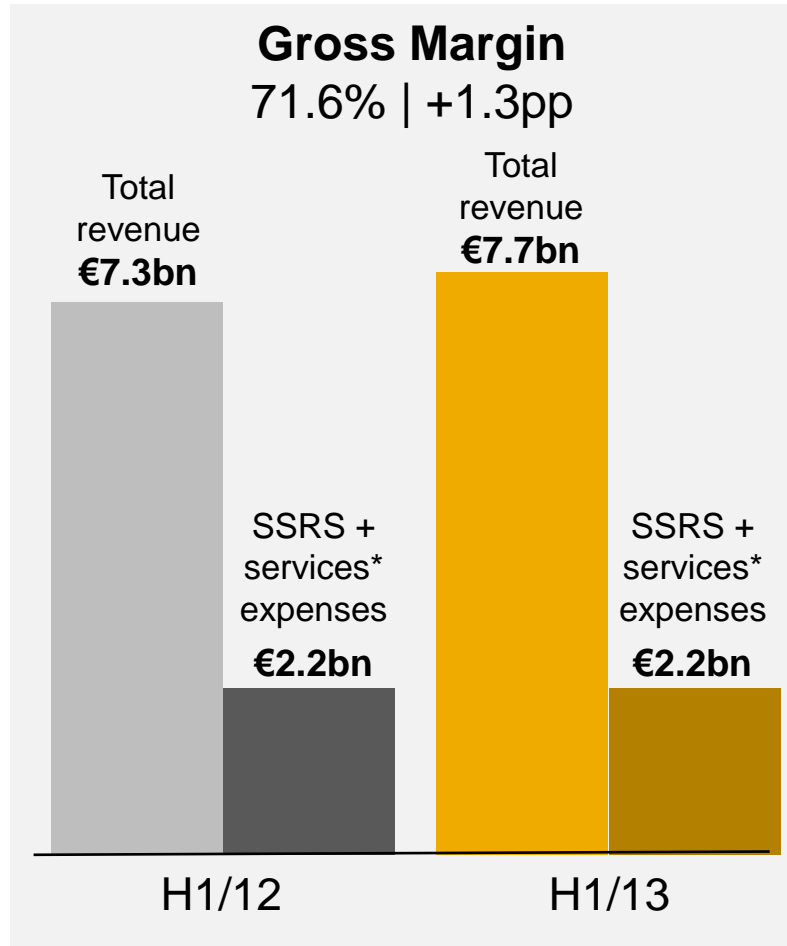


\* Professional services and other services

# Gross margin improved by 130 bps

## H1 2013

Non-IFRS, H1/13

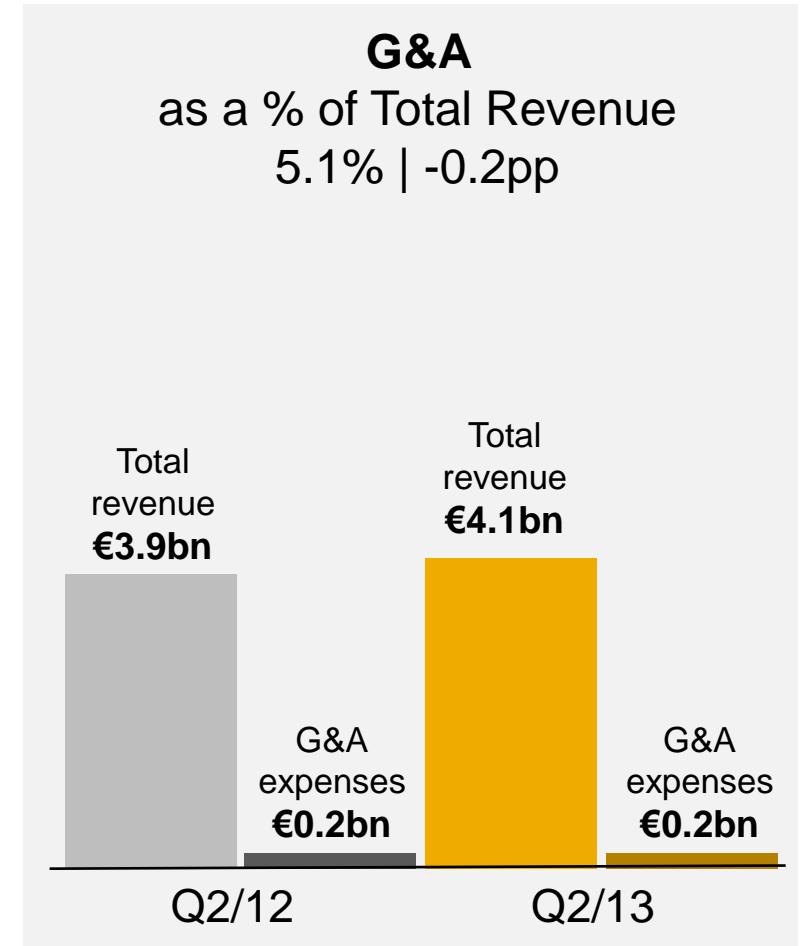
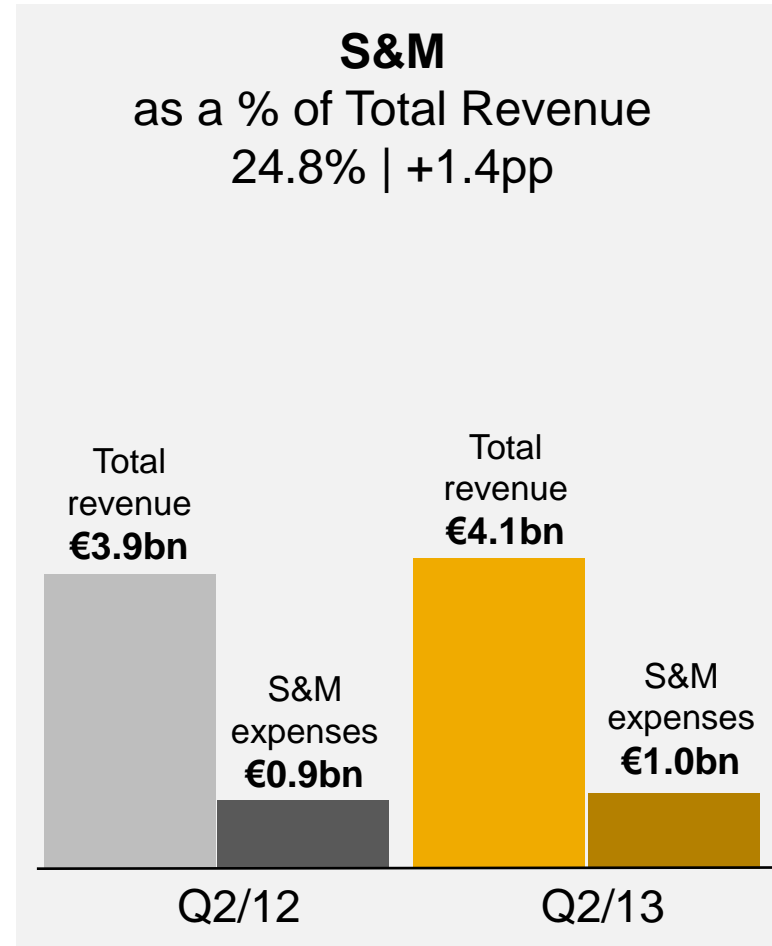
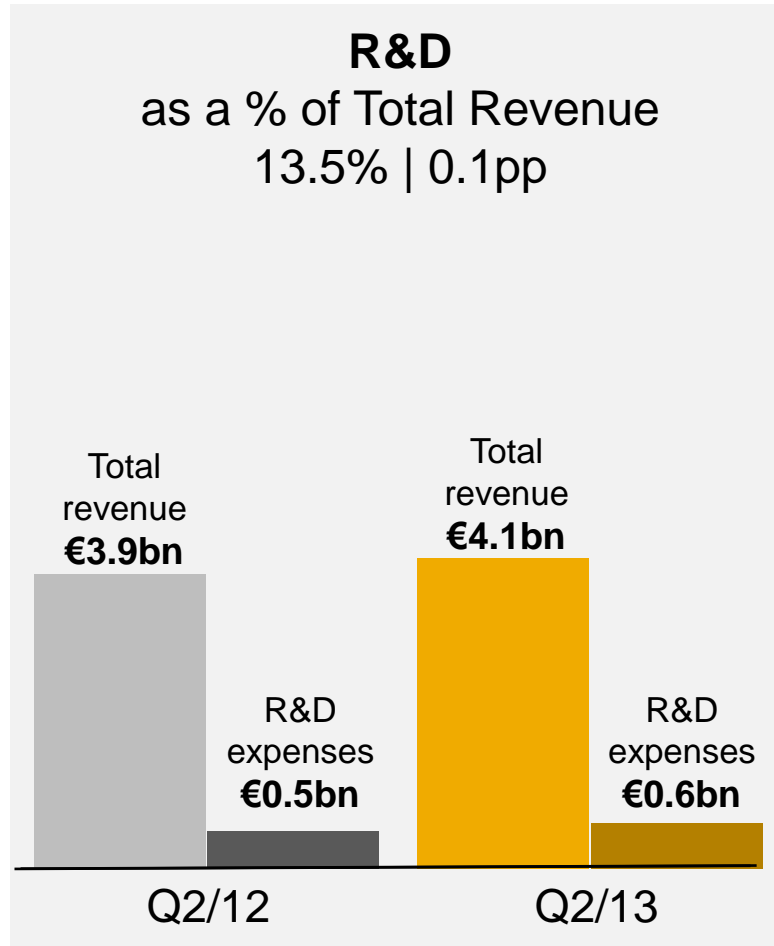


\* Professional services and other services



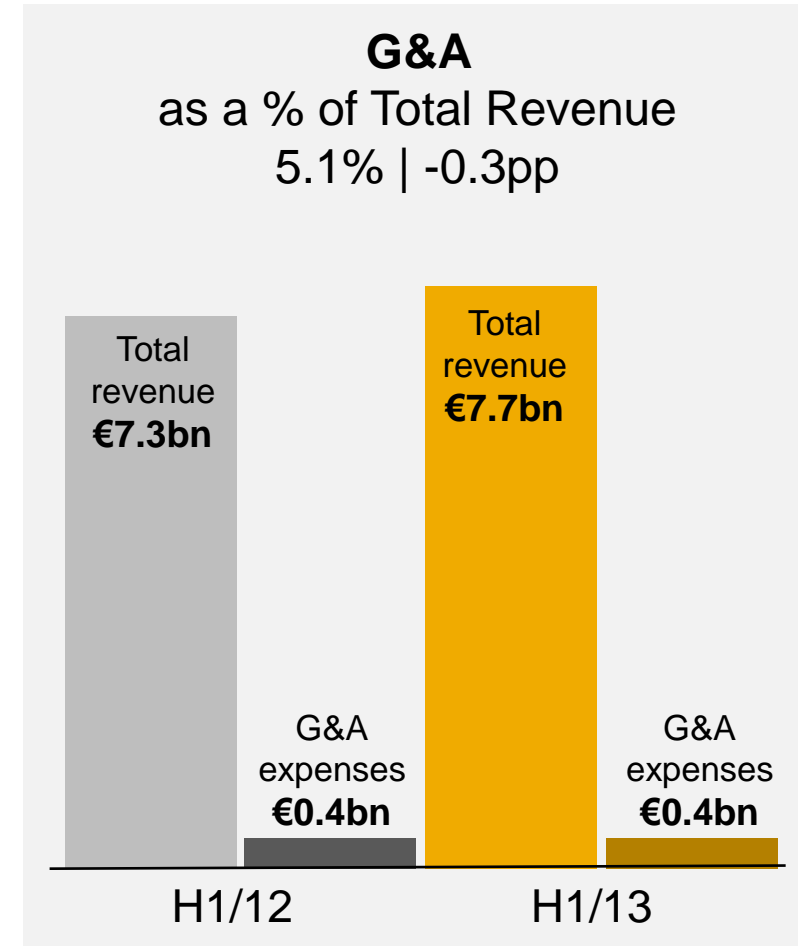
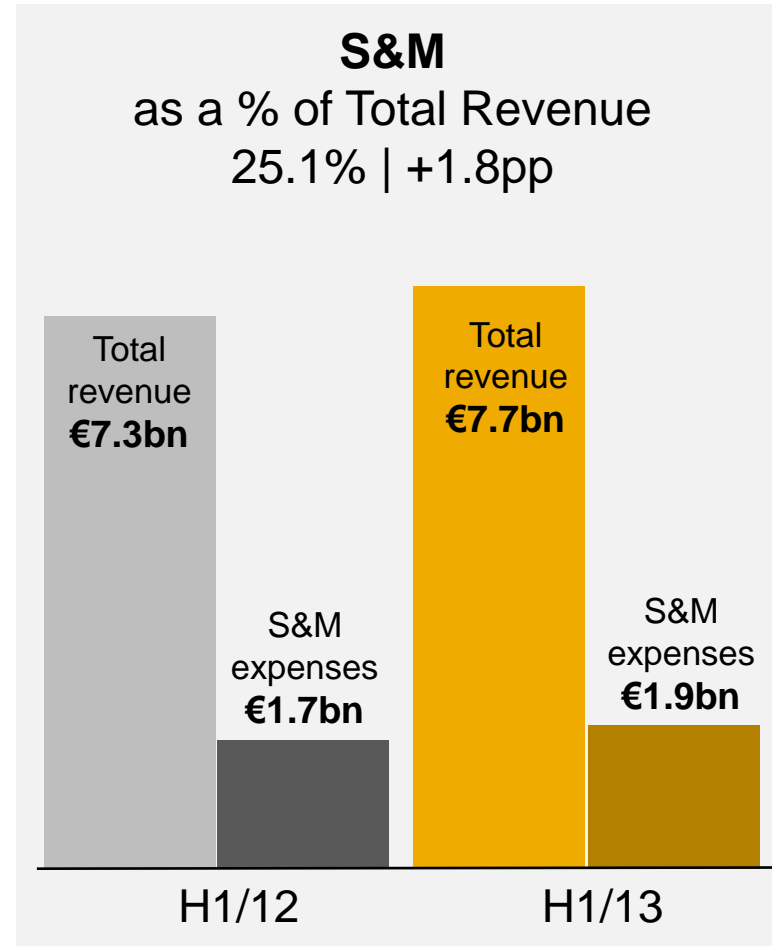
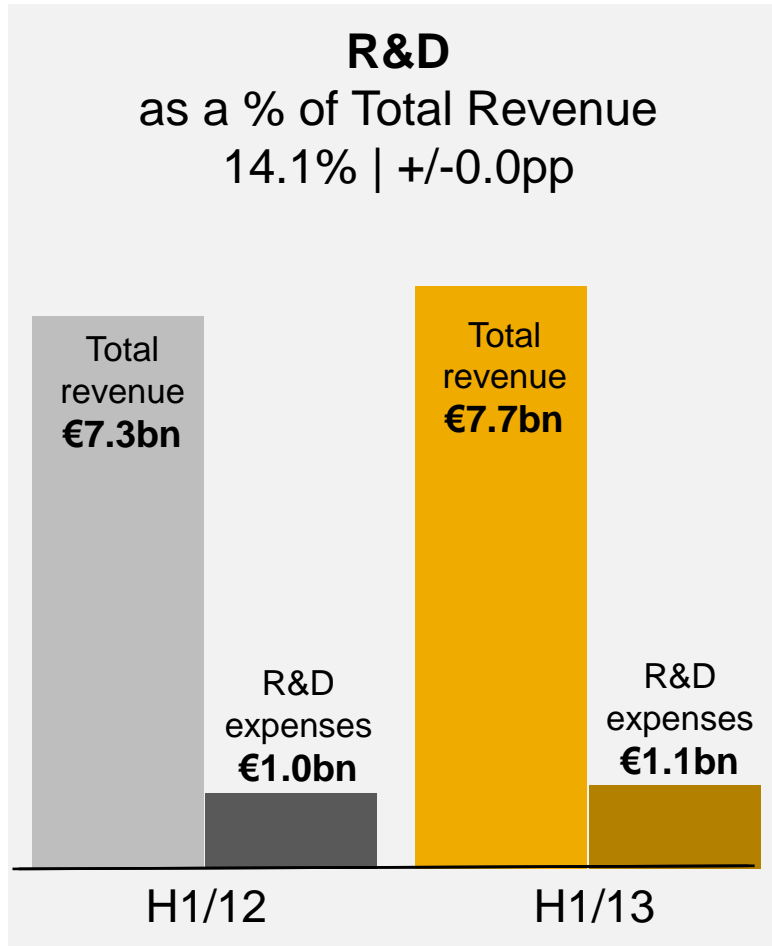
# S&M to total revenue ratio increased 140 bps but down sequentially by 60bps showing results of efforts taking advantage of investments

Non-IFRS, Q2/13



# S&M to total revenue ratio increased mainly due to additional sales headcount in H1 to capture growth opportunities

Non-IFRS, H1/13



# Agenda

Income Statement

**Balance Sheet and Cash Flow Analysis**

Outlook and Additional Information

# Balance sheet, condensed

## June 30, 2013, IFRS

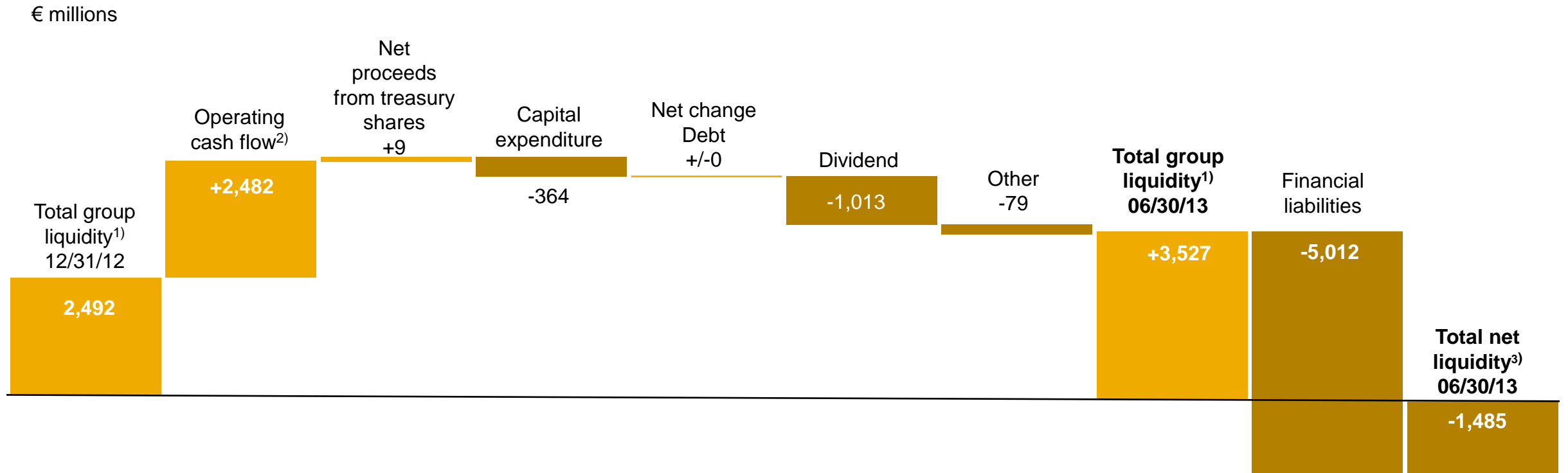
| <b>Assets</b><br>€ millions                       | 06/30/13      | 12/31/12      |
|---|---------------|---------------|
| Cash, cash equivalents and other financial assets | 3,681         | 2,631         |
| Trade and other receivables                       | 3,379         | 3,917         |
| Other non-financial assets and tax assets         | 716           | 450           |
| <b>Total current assets</b>                       | <b>7,776</b>  | <b>6,998</b>  |
| Goodwill  | 13,333        | 13,227        |
| Intangible assets                                 | 2,996         | 3,234         |
| Property, plant, and equipment                    | 1,751         | 1,708         |
| Other non-current assets                          | 1,637         | 1,543         |
| <b>Total non-current assets</b>                   | <b>19,717</b> | <b>19,711</b> |
| <b>Total assets</b>                               | <b>27,494</b> | <b>26,710</b> |

| <b>Equity and liabilities</b><br>€ millions | 06/30/13      | 12/31/12      |
|---|---------------|---------------|
| Financial liabilities                       | 883           | 870           |
| Deferred income                             | 3,125         | 1,386         |
| Provisions                                  | 624           | 843           |
| Other liabilities                           | 3,164         | 3,449         |
| <b>Current liabilities</b>                  | <b>7,797</b>  | <b>6,547</b>  |
| Financial liabilities                       | 3,859         | 4,446         |
| Provisions                                  | 330           | 361           |
| Deferred income                             | 62            | 62            |
| Other non-current liabilities               | 1,068         | 1,123         |
| <b>Non current liabilities</b>              | <b>5,319</b>  | <b>5,991</b>  |
| <b>Total liabilities</b>                    | <b>13,116</b> | <b>12,538</b> |
| <b>Total equity</b>                         | <b>14,378</b> | <b>14,171</b> |
| <b>Equity and liabilities</b>               | <b>27,494</b> | <b>26,710</b> |

# Operating cash flow in H1 2013 exceeded €2.4 billion – Highest number ever achieved in a first half

| € millions, unless otherwise stated             | 01/01/13<br>- 06/30/13 | 01/01/12<br>- 06/30/12 | Δ          |
|---|------------------------|------------------------|------------|
| Operating cash flow                             | 2,482                  | 2,400                  | +3%        |
| - Capital expenditure                           | -265                   | -275                   | -4%        |
| <b>Free cash flow</b>                           | <b>2,217</b>           | <b>2,125</b>           | <b>+4%</b> |
| Free cash flow as a percentage of total revenue | 29%                    | 29%                    | +/-0pp     |
| Cash conversion rate                            | 2.00                   | 2.17                   | -8%        |
| Days sales outstanding (DSO)                    | 62                     | 61                     | +1 day     |

# Total group liquidity increased up to €3.5 billion due to high operating cash flow and despite of dividend payment



1) Cash and cash equivalents + restricted cash + current investments

2) Business combinations, net of cash and cash equivalents acquired amounted to -€99m

3) Total Group Liquidity less financial liabilities (=bank loans, private placement transactions and bonds); corresponds with net liquidity 2 – for more details see second quarter and half year Interim Report

# Agenda

Income Statement

Balance Sheet and Cash Flow Analysis

**Outlook and Additional Information**

# SAP updated its outlook for the full year 2013

---

- SAP reaffirms its full year 2013 non-IFRS operating profit outlook to be in a range of €5.85 billion – €5.95 billion at constant currencies (2012: €5.21 billion).
- Although the difficult macroeconomic environment in particular in Asia Pacific Japan and the rapid transition to the cloud have resulted in lower software revenue expectations, SAP remains committed to be a double-digit growth company with at least 10% growth in non-IFRS software and software-related service revenue at constant currencies in full year 2013 (2012: €13.25 billion). This replaces the previous growth outlook for non-IFRS software and software-related service revenue of 11% – 13% at constant currencies and the underlying guidance for software and cloud subscription revenue.
- In addition, SAP reaffirms its outlook for the fast-growing innovation categories cloud and in-memory.
  - SAP continues to expect full year 2013 non-IFRS cloud subscription and support revenue of around €750 million at constant currencies (2012: €343 million) and
  - full year 2013 SAP HANA software revenue in a range of €650 – €700 million (2012: €392 million).
- SAP now projects a full-year 2013 IFRS effective tax rate of 24.0% – 25.0% (previously 25.5% – 26.5%) (2012: 26.2%) and a non-IFRS effective tax rate of 25.5% – 26.5% (previously 27.0% – 28.0%) (2012: 27.5%).



# Non-IFRS adjustments

| <b>IFRS Profit Measure</b>        | <b>Actual Amounts<br/>H1/2013</b> | <b>Actual Amounts<br/>H1/2012</b> | <b>Estimated Amounts<br/>for FY/2013</b> |
|-----------------------------------|-----------------------------------|-----------------------------------|--|
| Deferred revenue write-down       | €64m                              | €25m                              | €65m to €75m                             |
| Discontinued activities           | €0m                               | €-5m                              | < €10m                                   |
| Share-based compensation expenses | €109m                             | €181m                             | €350m to €390m                           |
| Acquisition-related charges       | €283m                             | €250m                             | €560m to €600m                           |
| Restructuring charges             | €31m                              | €4m                               | €50m to €70m                             |

# Explanation of non-IFRS measures

---

SAP has provided its non-IFRS estimates for the full-year 2013. For a more detailed description of all of SAP's non-IFRS measures and their limitations as well as our constant currency and free cash flow figures see [Non-IFRS Measures and Estimates](#) online.

Constant currency revenue figures are calculated by translating revenue of the current period using the average exchange rates from the previous year's respective period instead of the current period. Constant currency period-over-period changes are calculated by comparing the current year's non-IFRS constant currency numbers with the non-IFRS number of the previous year's respective period.

For a more detailed description of all of SAP's non-IFRS adjustments and their limitations as well as our constant currency and free cash flow figures see [Non-IFRS Measures and Estimates](#) online.