Baader Investment Conference

Dr. Werner Brandt, CFO, SAP AG
Munich, September 24, 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

SAP's performance in fast moving markets

SAP's innovation strategy is leading the transition

Summary

SAP is driving innovations since 1972

Tightly integrated business solutions

SAP offers the most comprehensive portfolio of industry solutions that enables companies to focus their key business processes and activities on assets and operations while monitoring risk and compliance.

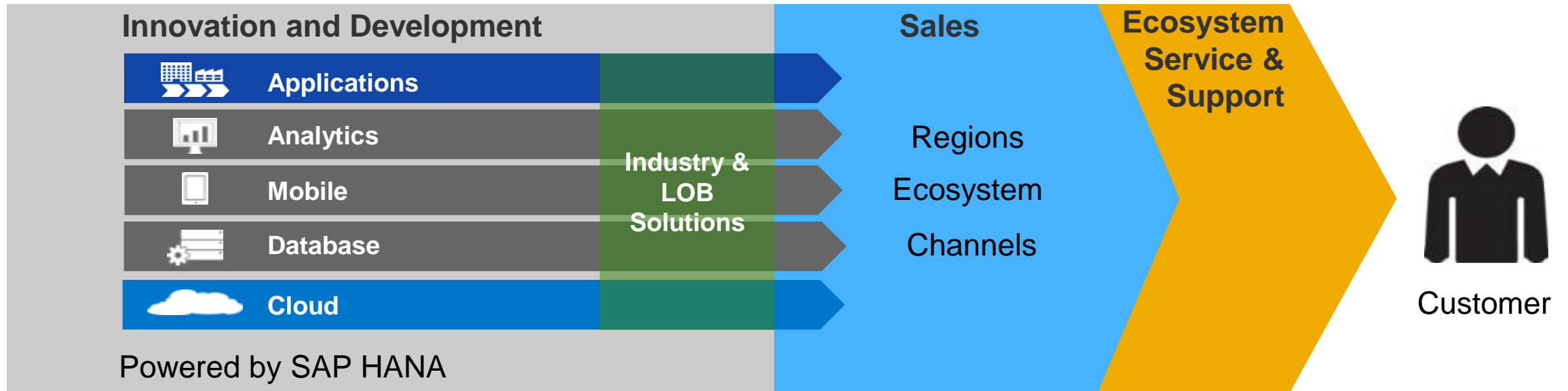**Key breakthrough innovations**

The SAP solution portfolio is based on the most innovative technology – including SAP HANA, mobile solutions, analytics, and cloud solutions. This technology supports business process optimization and efficiency at the lowest possible cost.

40 years of delivering value – SAP is #1 in ERP

With more than 40 years of experience and nearly 50,000 customers, SAP ERP is a proven, trusted solution. It supports the world's largest organizations as well as small and midsize companies in 25 different industries, with 37 languages and 45 localizations.

In-memory computing

SAP Business Warehouse on SAP HANA

SAP Business Suite powered by SAP HANA

Cloud

Mobile

Client/Server

R/3 **mySAP.com**

One Step Business

Mainframe

R/1 **R/2**

| 1972 | 1979 | 1992 | 1999/2000 | 2013+ |

Creating customer value by offering an end-to-end value chain

Innovation and Development

| | | Sales | Ecosystem Service & Support |

- Applications
- Analytics
- Mobile
- Database

Industry & LOB Solutions

Regions

Ecosystem

Channels

- Cloud

Powered by SAP HANA

Customer

**Transforming key technologies
into solutions for industries and lines of business**

Today megatrends reshape the world

Mobile

+1bn

smart
phones

2013

Big data

44x

data volume growth

2009-2020

Cloud

80%

of new software built
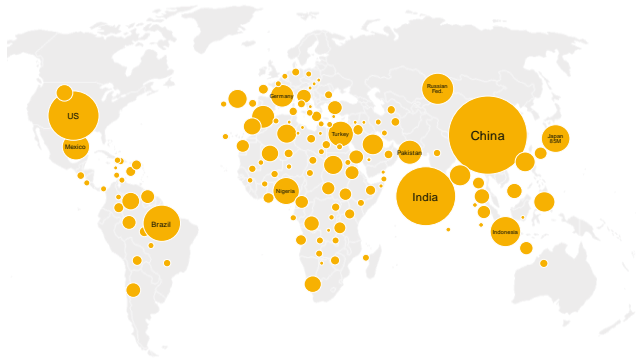in the cloud

2013

Social

200

million tweets
a day
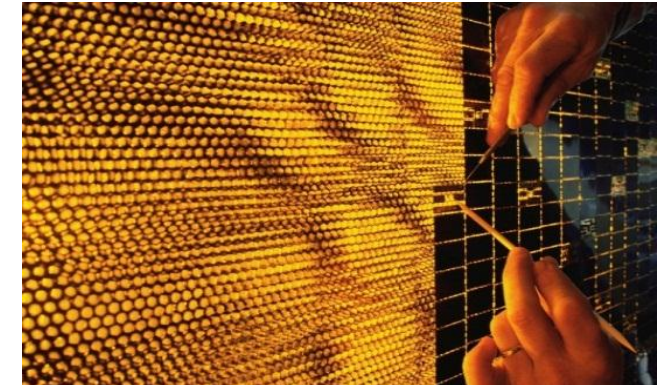
2013

SAP needs to address a "New Reality"

Our world is changing

- Rising middle class (2.5x by 2030) resulting in resource constraints
- BRICs driving new economic balance / large scale urbanization

Our customer needs are changing
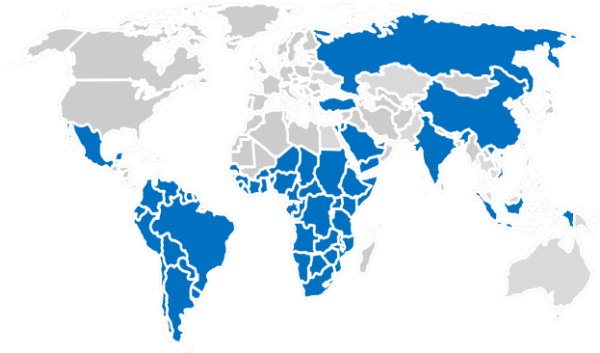
- Instant use, instant value
- Real-time connectivity
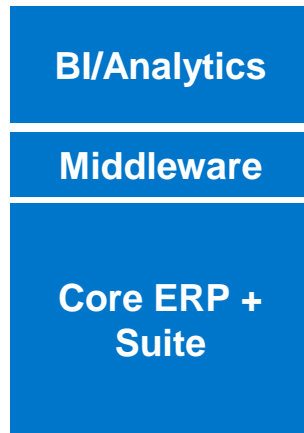- Focus on the "segment of one"

Our industry is changing

- Consolidation underway
- "PERFECT STORM": Cloud, Big Data, Mobile, Social, and Collaboration reaching maturity at the same time

Doubling SAP's addressable market through innovation

$230bn

$110bn

2010	2015
BI/Analytics	Cloud
Middleware	Database & Technology
Core ERP + Suite	Mobile
	Analytics
	Applications
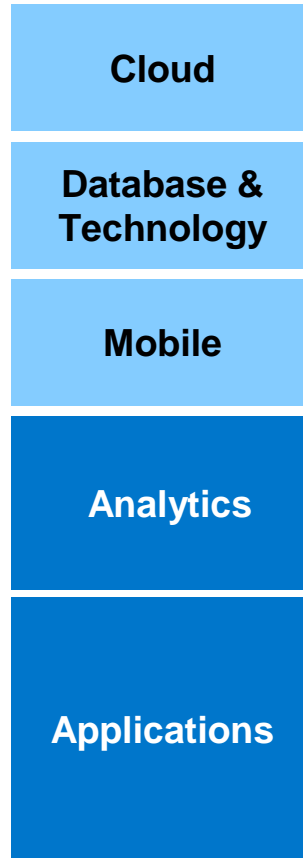
successfactors BUSINESS EXECUTION SOFTWARE
CROSSGATE
SAP Business ByDesign
ARIBA Better Commerce.

SAP HANA   **SYBASE**   **NetWeaver**

SYBASE   **Syclo**   Gateway

SAP BusinessObjects   Visual Intelligence   BPC

BW on SAP HANA   Predictive   GRC

SAP Business Suite on SAP HANA   Best in class industry solutions

RIGHT HEMISPHERE

Source: IDC, CMI, strategy reviews with consulting firms, team analysis

Our market position is stronger than ever

Applications	Analytics	Mobile	Database & Technology	Cloud
#1	**#1**	**#1**	**#4**	**#3**
extending leadership	growing again	accelerating	fastest growing	accelerating
12.5%	18.1%	10.5%	3.9%	3.8%
13.3%*	**18.3%***	**11.1%***	**4.5%***	**4.3%***

*Market share growth from 2011 to 2012

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

Non-IFRS Software and cloud subscription revenue reached €1.2bn and grew 7% at cc

- SAP HANA software revenue achieved €102m (+21 % yoy)

Revenue in € millions

Quarter	Revenue	Growth
Q3/10	1.947	+13%
Q4/10	2.258	+20%
Q1/11	2.352	+17%
Q2/11	2.587	+20%
Q3/11	2.692	+18%
Q4/11	3.722	+13%
Q1/12	2.626	+10%
Q2/12	3.142	+15%
Q3/12	3.212	+13%
Q4/12	4.266	+13%
Q1/13	2.937	+14%
Q2/13	3.347	+10%
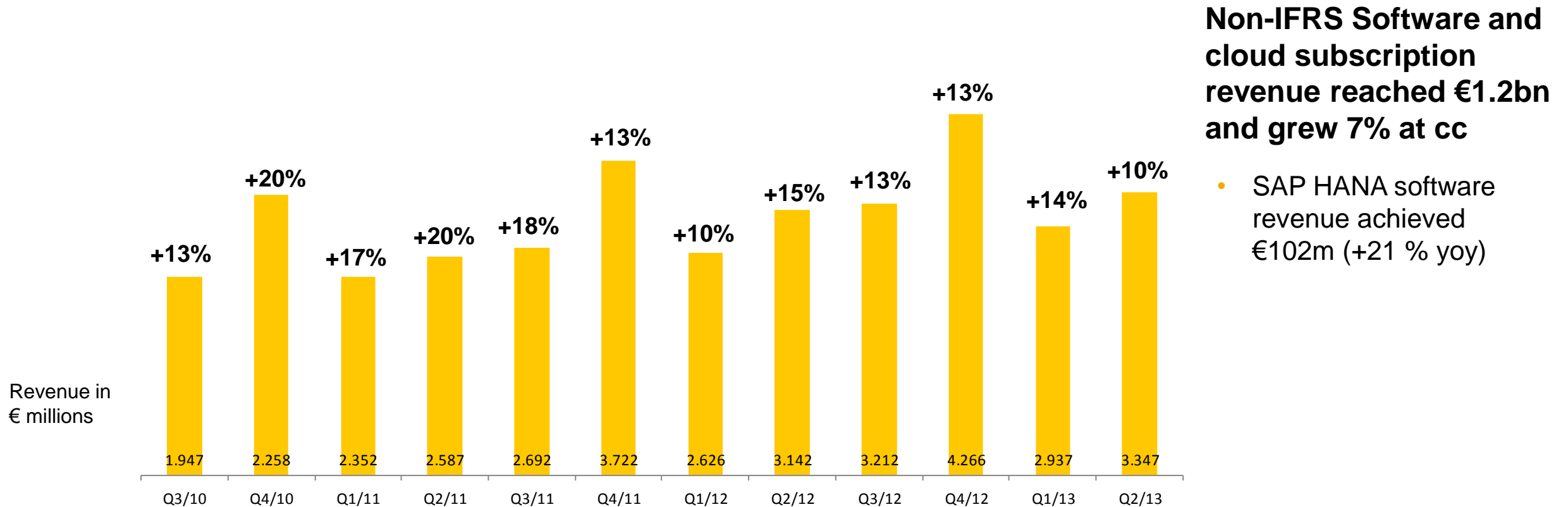
Cloud is gaining momentum

Non-IFRS Software & cloud subscription revenue reached €1.2bn and grew 7% at cc

Quarter	Software Revenue*	Cloud Subscription Revenue*
Q3/10	694	4
Q4/10	1.546	4
Q1/11	615	4
Q2/11	838	4
Q3/11	875	4
Q4/11	1.779	6
Q1/12	637	35
Q2/12	1.059	69
Q3/12	1.026	80
Q4/12	1.937	159
Q1/13	657	167
Q2/13	982	183

+166% yoy — Cloud Subscription Revenue*

-7% yoy — Software Revenue*
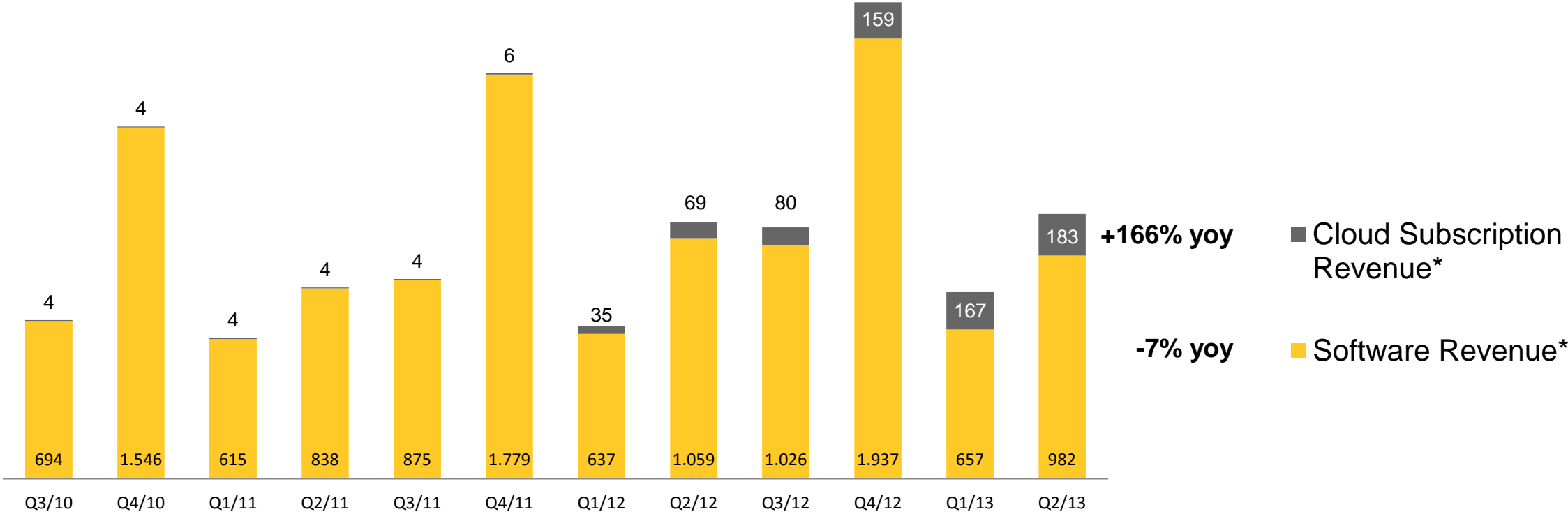
* Non-IFRS

Solid top and bottom line growth in H1/13 – Improved efficiency in core business with cloud business being on its way to profitability

Total revenue	**€7.73bn** +6% / +9%@cc
Software	**€1.64bn** -3% / +/-0%@cc
SSRS	**€6.28bn** +9% / +12%@cc
Operating Margin	**27.4 %** -0.2pp / +0.4pp@cc
Additional FTE's	**515** thereof 269 from acquisitions

Strong growth momentum from key innovations in H1/13

- ✓ HANA €188m – FY/13 target €650-700m
- ✓ Cloud momentum continued
  - Cloud subscriptions and support: €350m (+238%)

All numbers non-IFRS

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

Americas – Software & cloud +18%*
- Cloud in North America already contributes more than 25% of overall software & cloud subscription revenues
- Driven by excellent growth in software and cloud in Latin America

EMEA – Software & cloud +3%*
- Even in light of continued market uncertainty in Europe, we saw a solid performance in EMEA
- High single-digit software growth in Germany and growing strong double-digits in Africa and the Middle East

APJ – Software & cloud -7%*
- Below expectations, mainly due to continued macroeconomic challenges
- Trend consistent with what our competitors and partners experienced

* 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.
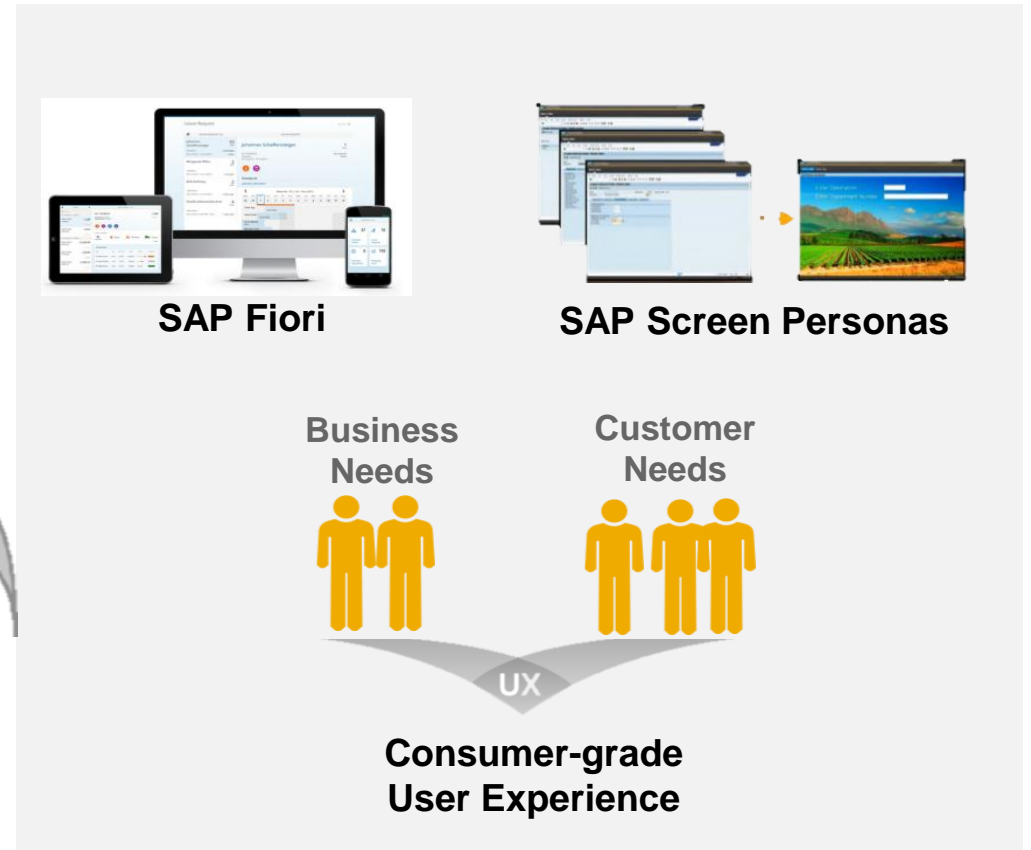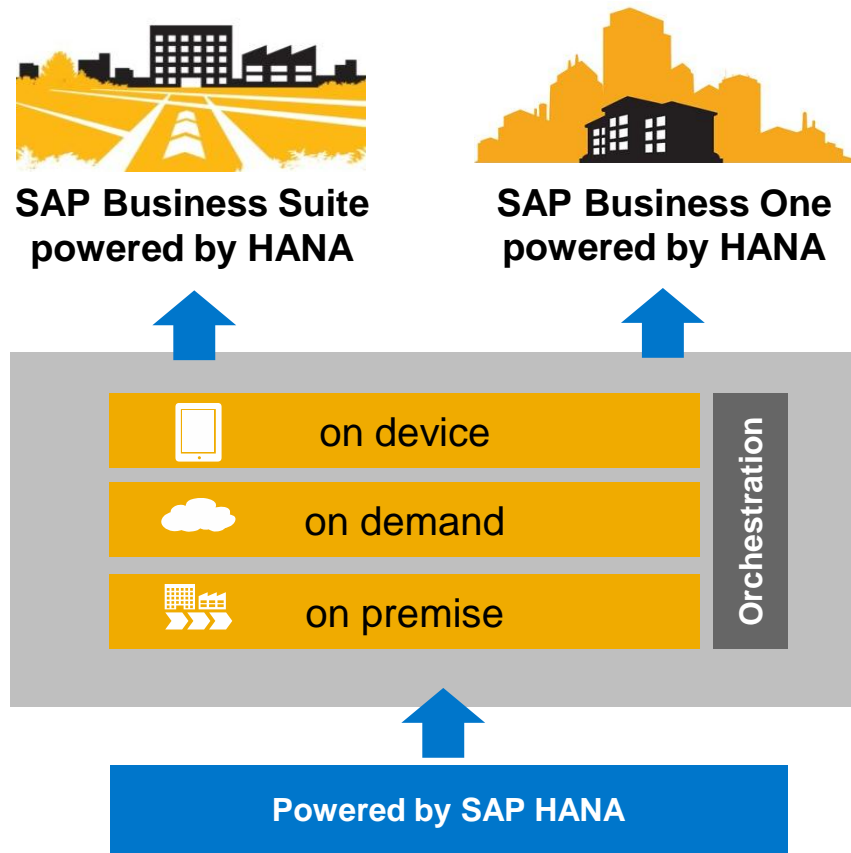
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Summary

Applications
Innovation without disruption

SAP Business Suite powered by HANA

SAP Business One powered by HANA

Orchestration

- on device
- on demand
- on premise

Powered by SAP HANA

SAP Fiori

SAP Screen Personas

Business Needs

Customer Needs

UX

Consumer-grade User Experience

Analytics
Extend leadership through SAP HANA & Mobile

Make analytics available for anyone anytime anywhere

Cloud

Big Data

INFORM

Business Intelligence

Applied Analytics

Enterprise Performance Management

Predictive Analytics

ADAPT

Governance, Risk, and Compliance

ALIGN

Mobile

Social

Enterprise Information Management   **SAP HANA**   **Data Warehousing**

SAP HANA – History

Data Platform

Primary Persistence

Side Car

SAP Business Suite powered by SAP HANA

SAP BW powered by SAP HANA

SAP HANA Real-time operational analytics

Benefits:
Simplifications, flexibility, loading and query speed

Extreme Applications using HANA Application Services

Benefits:
Fast insights into business activity, high modeling flexibility

2011

2013

SAP HANA – Strategy today to 2015

Business Networks

Integrate, Simplify

Application Platform

Networks of Business Applications in one environment

Integrate HANA into all SAP applications

Simplification of application landscapes with SAP HANA

SAP HANA as development platform for all applications

Extreme Applications using HANA Application Services

Benefits:
Reduce the complexity of IT supporting core applications

Benefits:
High development efficiency for next generation applications

2012

2015

SAP HANA – Differentiators

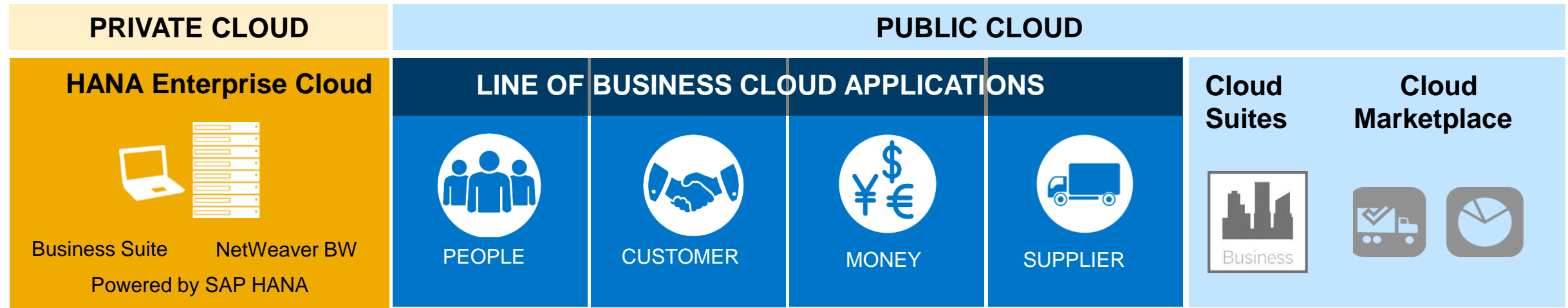|	
Real-Time	HANA is targeted at **business processes that require "real-time" insigh**t – no need for multiple copies of data which would add latency and increase storage requirements
Massive Simplification and Scale	**Massively simplified customer landscape** (reduced data storage by up to 10X and run business processes with 5X reduction in number of servers), **incredible speed** (1.5 million records per second node), handling of Gigabyte, Terabyte and Petabyte scenarios and thousands of concurrent users
Open	HANA has an **open market strategy** instead of vendor lock-in. SAP is giving customers **choice of hardware partners** as opposed to being locked into a single, expensive, closed stack
More than a Database	At its core the in-memory database HANA runs **both transactional (OLTP) and analytic workloads (OLAP)**. Real game changer is "under the hood": planning, predictive libraries, data services, text analysis, Hadoop integration, security, and more in one product. HANA is true "in-memory" - no separate caching of "hot" data in-memory
Big Data Ready and Proven	HANA is **Big Data ready** and **proven today**; collects and stores data cheaply through SAP's Hadoop integration, deriving insights at the speed of thought. HANA supports **all** data (structured, unstructured, text, social, machine, mobile); HANA has full High Availability / Disaster Recovery capabilities.

SAP Business Suite gaining new heights
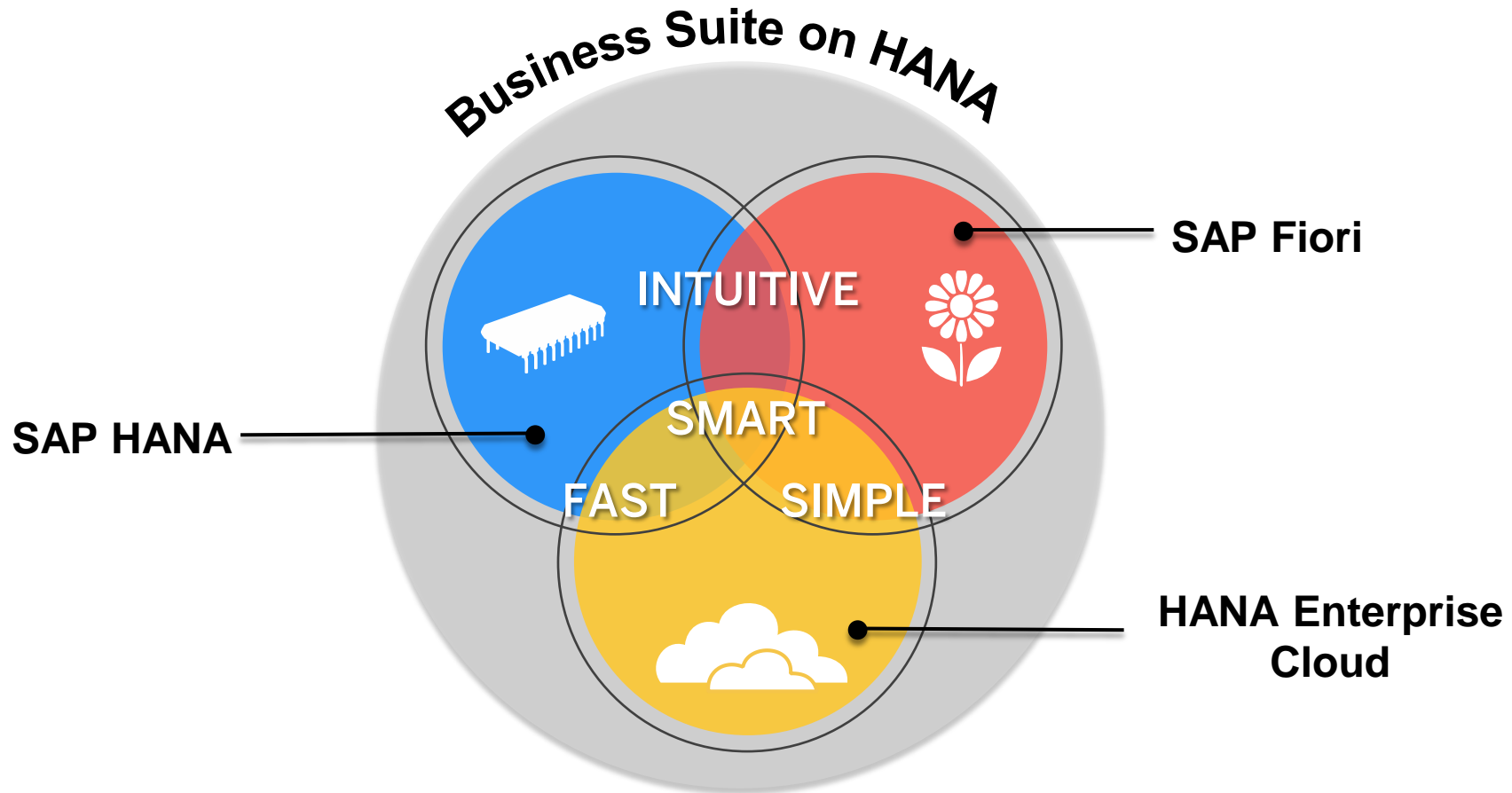
SAP recently went live on SAP ERP powered by SAP HANA operated in the SAP HANA Enterprise Cloud with more than with 65,000 ERP users

SAP is leading the Cloud transition in the industry
SAP's Cloud strategy – Choice of public, private & hybrid cloud

PRIVATE CLOUD	PUBLIC CLOUD		

HANA Enterprise Cloud

Business Suite   NetWeaver BW

Powered by SAP HANA

LINE OF BUSINESS CLOUD APPLICATIONS

PEOPLE   CUSTOMER   MONEY   SUPPLIER

Cloud Suites

Business

Cloud Marketplace

BUSINESS NETWORK BUSINESS TO BUSINESS COLLABORATION

SAP HANA CLOUD PLATFORM
Application Development | Integration | Database and Analytics | Foundation

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SAP as the cloud company, driven by HANA, has never enjoyed a stronger business strategy nor a bigger market opportunity (1)

Operational success

- Three years of double-digit growth and gaining market share in a challenging environment
- Consistent focus on operating discipline

Cloud is a top strategic priority for SAP

- Broadest cloud portfolio in the market offering customers maximum choice and security in the cloud
- Seamless integration of any SAP cloud solution with existing on-premise applications
- HANA Enterprise Cloud – run SAP's entire applications portfolio in the private cloud
- With Ariba, SAP is the customer choice in the fast-growing segment of inter-enterprise cloud-based business networks

SAP as the cloud company, driven by HANA, has never enjoyed a stronger business strategy nor a bigger market opportunity (2)

SAP HANA, the platform for real-time business applications, continues to be major growth engine

- Strong interest in Suite on HANA (generally available since May 2013)
- Suite on HANA is the most modern business suite in the market
- Multi-year revenue growth opportunity

Core business applications offer solid growth opportunities as we bring innovative technologies with simplified consumption to our existing installed base, as well as net new customers.

IDC recently ranked SAP market share leader in the **mobile enterprise** management software market.

SAP's continued expansion of **partner & ecosystem** (>13,000 partners) is driving adoption of the core.

We believe the market has fundamentally changed with the transition to the cloud and in-memory technology and we are best positioned to help our customers with their transition.