

SAP – The World's Leading Business Software Company

Rainer Zinow, Senior Vice President SAP Cloud, SAP SE
Frankfurt am Main, September 9, 2014

The SAP logo is located in the bottom left corner of the slide. It consists of the letters 'SAP' in a bold, white, sans-serif font, set against a blue rectangular background that is slightly tilted to the right. The background of the entire slide is a photograph of a cable-stayed bridge with two tall, dark pylons and numerous stay cables, viewed from a low angle looking down the length of the bridge towards the horizon under a clear blue sky with a few wispy clouds. A car is visible on the bridge deck in the distance.

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

Industry Trends and SAP's Mid Term Strategy

Transformational technologies offer significant potential to drive business innovation in the enterprise software space

Cloud



- Abundance of cost-effective computational power and storage
- Lower Total Cost of Ownership
- Quick and easy implementation

Mobile



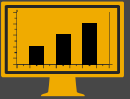
- Preferred access point for business applications in the future
- 15 billion web-enabled devices in 2013

Social



- Connected business and social networks
- 1 billion people on Facebook
- Social media is the new game plan

Big Data



- Data doubling every 18 months - Real-time analytics for behavioral and predictive insights
- Explosion of unstructured data
- Internet of Things

“ More than 60% of CEOs expect **15-50% of their earnings growth** in the next 5 years to come from technology-enabled business innovations. ”

McKinsey study, 2013

The world is changing



- Rising middle class (2.5x by 2030) resulting in resource constraints
- Emerging markets as growth drivers (China, Russia, Middle East, Africa)

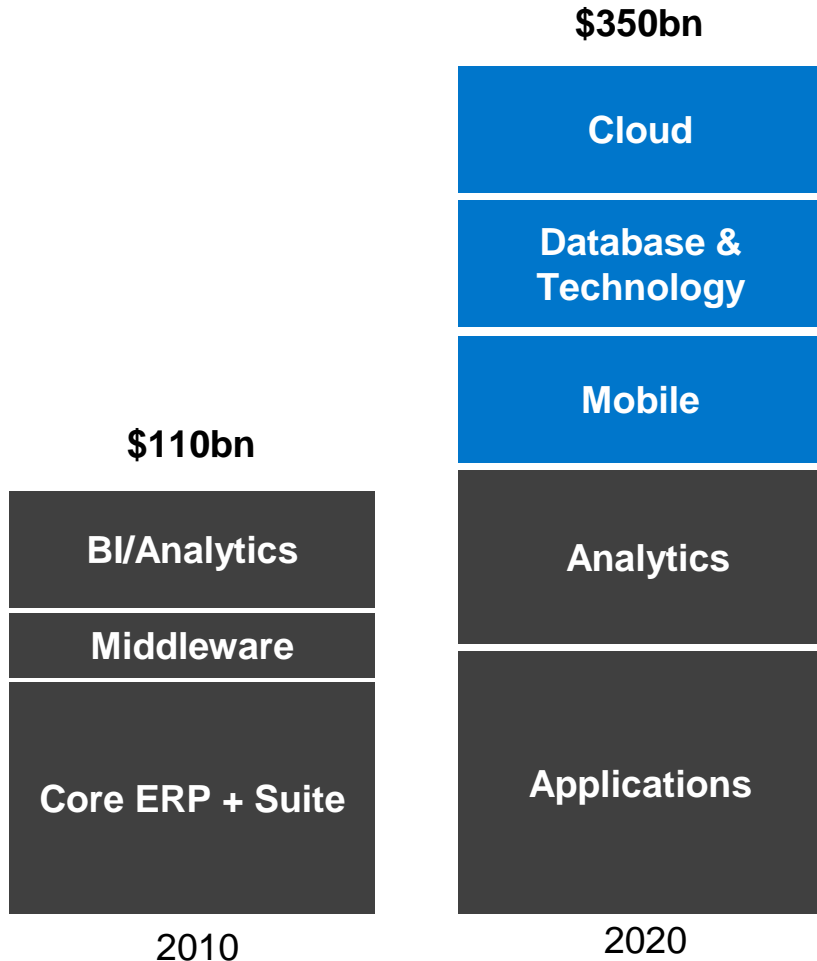
Customer needs are changing



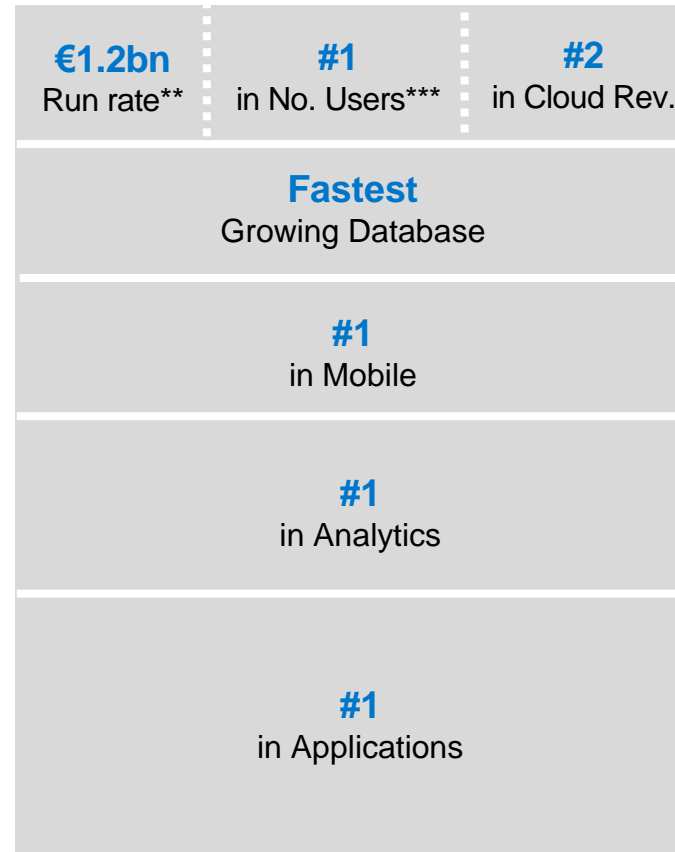
- Instant use, instant value
- Superior user experience
- New business models emerging (real-time connectivity)
- Choice of consumption options
- Innovative software solutions

Foundation of a winning strategy

SAP's Addressable Market



SAP Position*



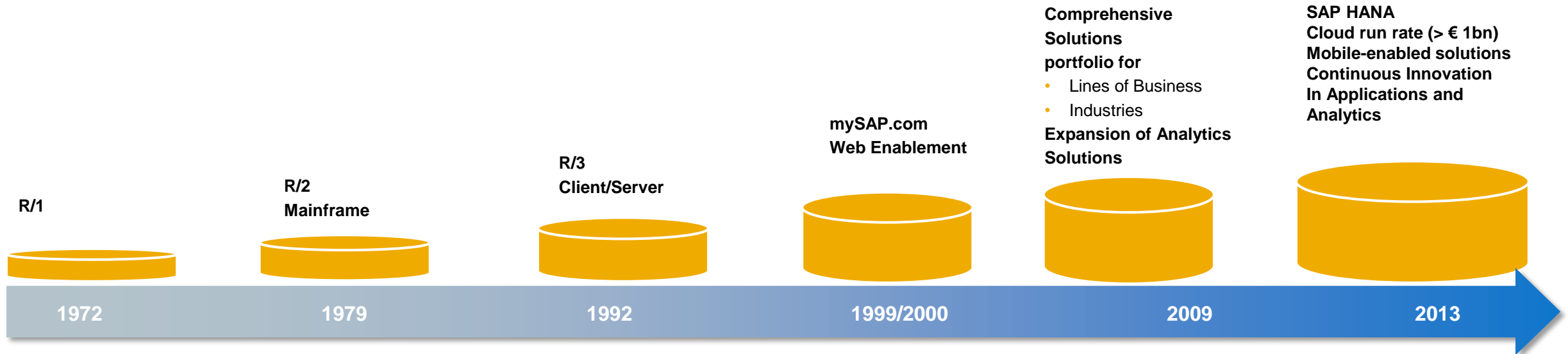
Innovation and M&A drive the expansion of our addressable market



* As of 2013 **The annual run rate is calculated by taking the Q2 2014 cloud division total revenue and multiplying it by 4 *** >35m users as of Dec. 31, 2013

Value-enhancing innovation strategy has consistently kept SAP at the forefront of technology

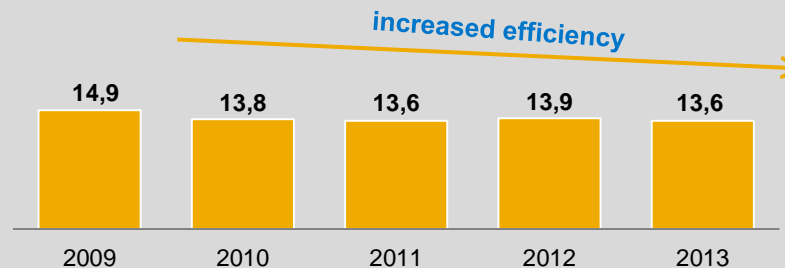
SAP is Driving Innovations Since 1972...



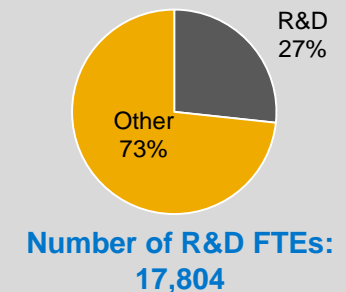
...Through sector leading R&D capabilities

- 42 years of innovation without disruption in mission-critical software
- Well-established R&D organization enables continual efficiency improvements
- Worldwide footprint (14 labs in 12 countries)
- SAP has over 5,500 patents globally without being dependent on any patent in particular

R&D spend (% of sales)



2013 R&D FTEs as % of total



SAP offers broad choice to the customer

Solutions

Packaged
Custom

Deployment

On Premise

Cloud

- Private
- Public
- Managed

Licensing

Perpetual

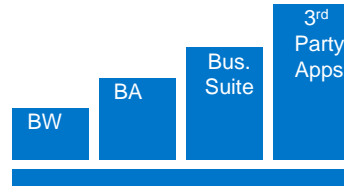
Subscription

Consumption

Desktop

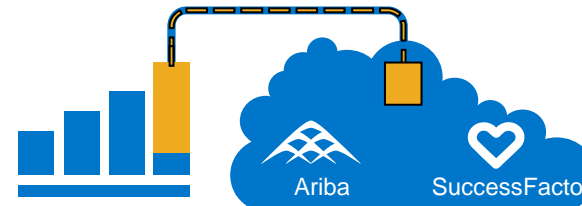
Mobile

Flexible deployment options



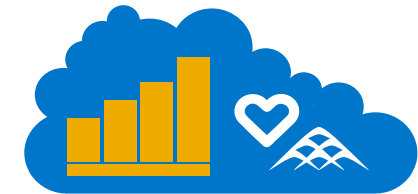
On Premise

Run all SAP solutions
on SAP HANA



Hybrid

Leverage SAP Cloud



Cloud

Build, run, deploy all
applications in the Cloud

**Complete, integrated functionality –
delivered the way customers want**

Suite on HANA has great momentum in the market

SAP HANA – A differentiating platform

Market Momentum Since Launch in Jan 2013*

100,000

Users on a single ERP on HANA system

> 5,700

Trained partners leveraging HANA

> 680

HANA live customers

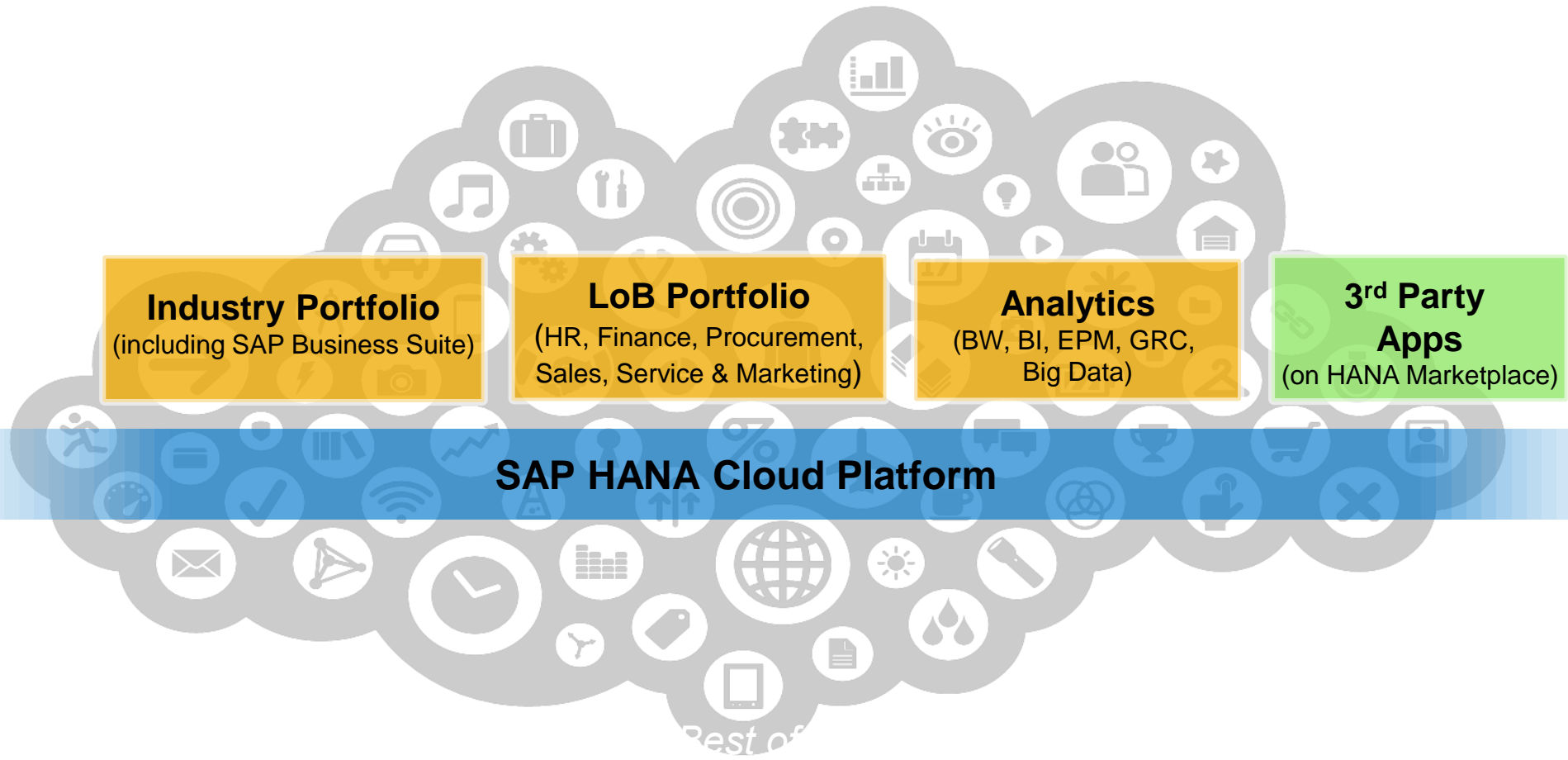
1,201

Suite on HANA customers

- **First** to bring transactions and analytics onto **single platform**
- **SAP Business Suite on SAP HANA** – next generation platform
- **Open architecture** – customer choice and eco-system friendly
- **Innovation without disruption**

* As of Q2 2014

Our cloud vision – SAP Cloud powered by SAP HANA



Strategy for simplification

Simplify everything, so we can do anything.



Simplified deployment model

- Move the 'core' to the cloud with SAP Cloud powered by HANA
- Acceleration in the public cloud in LoB
- ONE Cloud – “Suite of best of breed” Cloud
- Simplified On Premise

Simplified products

- SAP HANA Platform for all SAP products
- HANA as a platform for partners and innovation
- Mobile-first User Experience based on SAP Fiori

Simplified engagement

- Consistent digital experience across marketing assets
- Aligned GTM coverage model across Cloud and On Premise
- ONE face to every customer
- Streamlined best-in-class support model

Summary

1 Market leader in applications and analytics, part of the largest and fastest growing IT market segment

2 Sticky business model with high proportion of predictable, visible and highly profitable revenues

3 Track record of strong organic growth and value-enhancing innovation strategy

4 Strong and stable operating margins and free cash flow generation

5 Solid balance sheet with conservative approach to leverage

6 Experienced and highly skilled management team