

SAP – The World's Leading Business Software Company

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The SAP logo is located in the bottom left corner of the slide. It consists of the letters 'SAP' in a white, bold, 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 on the bridge deck. The sky is a clear, bright blue, and the sun is visible as a bright, hazy orb in the upper left quadrant, creating a lens flare effect. The bridge deck has a dark asphalt surface and metal railings on both sides. A few cars are visible in the distance on the bridge.

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.

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

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

Cloud



- Lower Total Cost of Ownership
- Quick and easy implementation
- Constant access to innovation

“ 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

Customers seek outcomes not products

Rethinking business models

Influence buying
behavior

Deliver a 360 view of
the customer

Improve overall
engagement

Grow lifetime
value

Increase operational
efficiency

Enable employees to
develop themselves

Align people with
goals and objectives

Increase customer
satisfaction

Reduce COGS

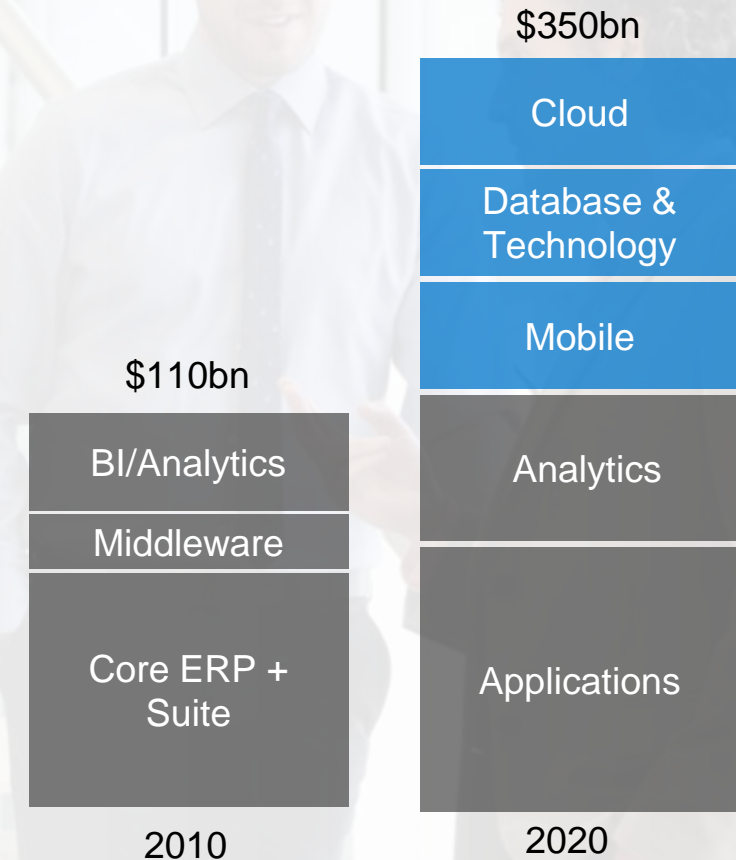
Accelerate time to
productivity

Deliver 360° view of
spend and vendor
relationships

Discover new
business
opportunities

Foundation of a winning strategy

SAP's addressable market



SAP position*

€1.2bn run rate** #1 in no. users*** #2 in cloud rev. fastest growing cloud vendor at scale
fastest growing database
#1 in mobile
#1 in analytics
#1 in applications

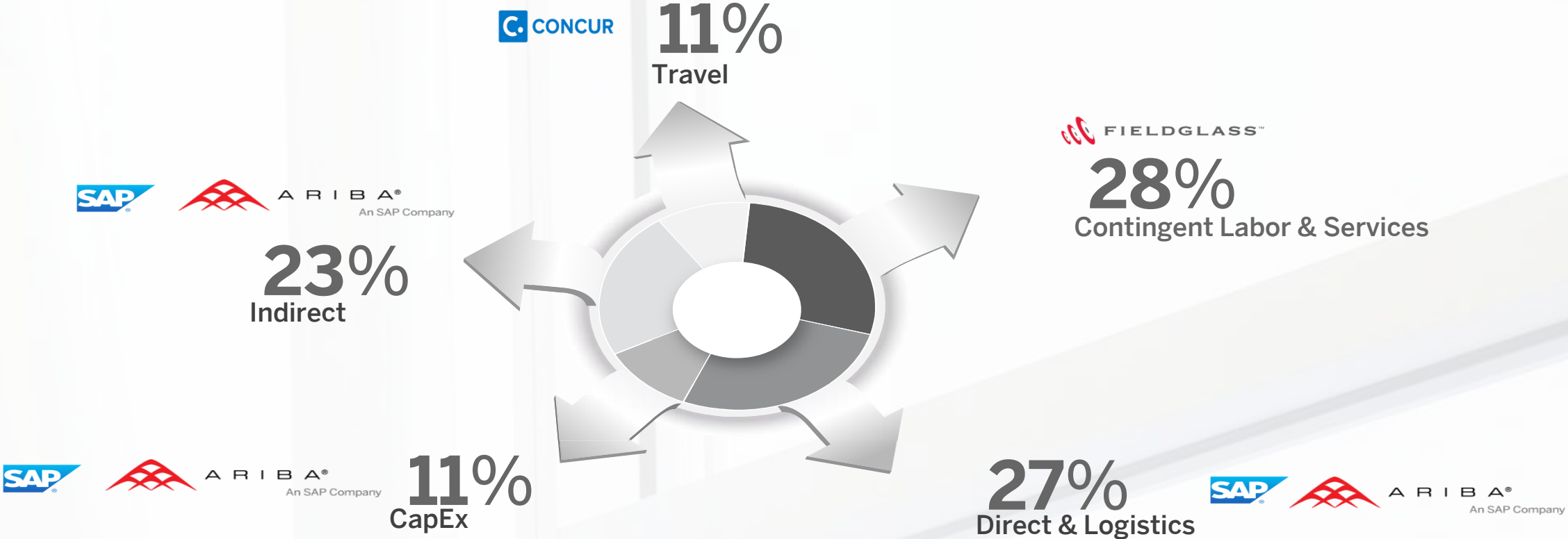
Innovation and M&A drive the expansion of our addressable market

SFSF 2012 Ariba 2012 C4C hybris 2013 Fieldglass 2014 Concur 2014/15 ^e
Sybase 2010 SAP HANA
Sybase 2010 Syclo 2012
BusinessObjects 2008 SAP Lumira
SAP Business Suite powered by SAP HANA Geographic expansion SAP Business Suite for 25 Industries (e.g. core Banking, transportation management) Line-of-business specific solutions Rapid Deployment Solutions

* 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 C4C: SAP Cloud for Customer

SAP is expanding the world's largest Business Network to innovate the future of business within and between companies – and people

SAP Business Network differentiates the Cloud –
Driving value by leveraging business networks to reduce costs and increase collaboration



Source: Spend Categories for Global Top2000

Concur – a perfect fit with our key strategic initiatives: Run Simple, Cloud and Network

Concur's solutions and network platform help the individual traveler 'Run simple' by transforming complex processes in travel and expenses

Business metrics:

- Global corporate T&E spend \$1.2 trillion annually
- Concur spend >\$50bn
- After completion combined SAP's Business Network spend >\$600bn annually
- #2 independent SaaS company with 23,000 customers and 4,200 outstanding professionals
- 25 million active users
- Once deal closes SAP's total combined cloud users > 50 MILLION

**SAP will be the undisputed business network company –
with the most cloud users of any cloud company in the world**

Revenue:

- Non-GAAP Revenue run-rate* >\$700M
- 84% of revenues is in U.S., the global scale of SAP is a major game changer
- Only ~30% of Concur's customers run SAP

Growth:

- High-growth business with +28% yoy**

Profitability:

- Non-GAAP operating margin was 9.9%**

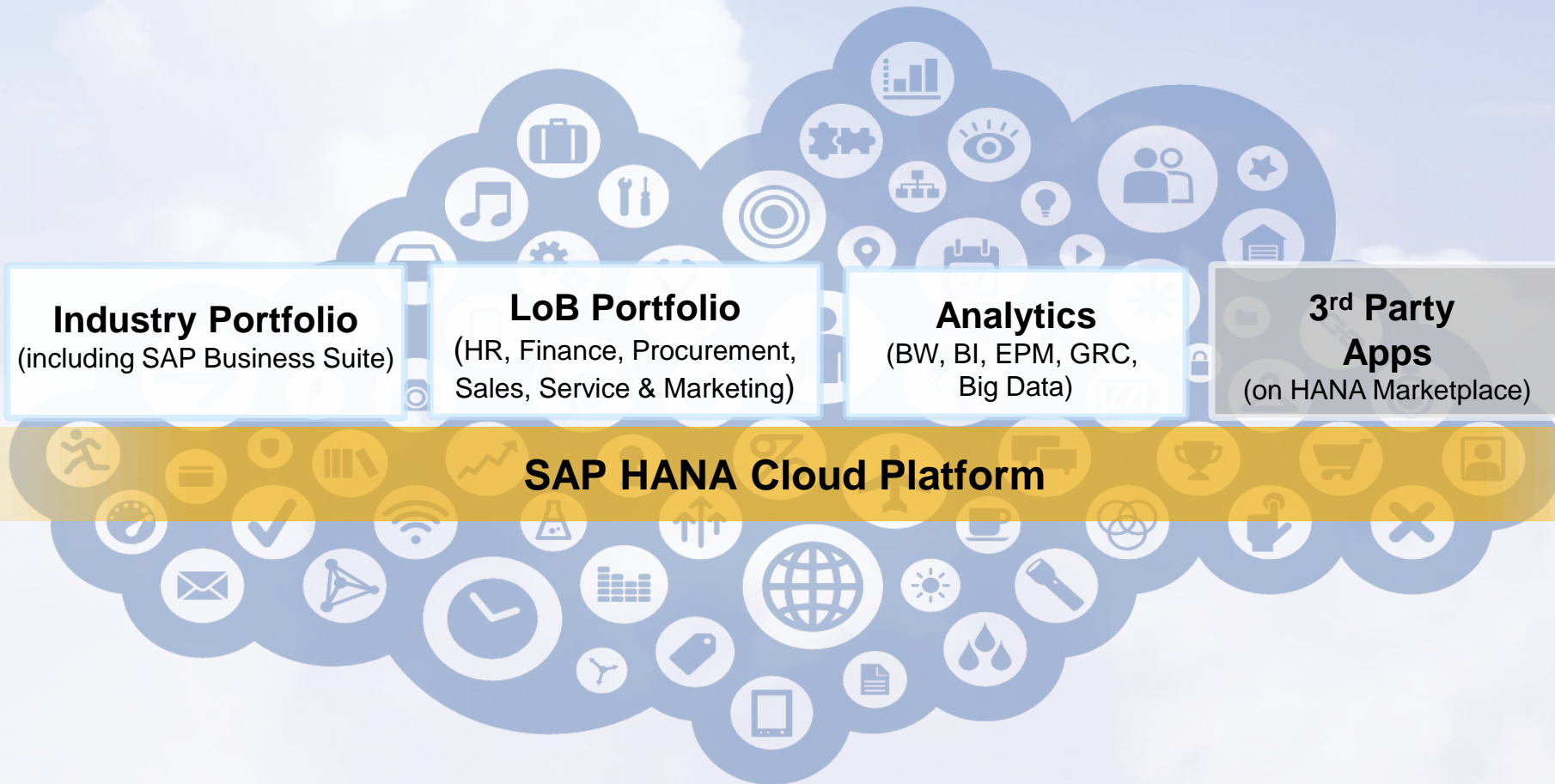
Terms of intended acquisition:

- Transaction anticipated to be closed in Q4/14 or Q1/15, pending shareholder and regulatory approvals
- Per-share purchase price: \$129, represents
 - a premium of 20% to September 17 closing price and 21% to 1 month volume-weighted average price
 - a premium of 28% to the closing price on September 2, 2014, the day before the Bloomberg article indicating that Concur was exploring a sale
- Funded from a credit facility agreement of up to €7bn to cover purchase price, target debt refinancing and acquisition-related costs
- SAP has undergone an external credit rating process with two agencies (investment grade: stable outlook, Moody's 'A2' / S&P 'A')

* trailing 12 month annual revenue, ** in latest reported quarter, end June 2014

What really differentiates SAP from the market?

Our cloud vision with SAP Cloud powered by SAP HANA



SAP HANA offers a unique selling proposition

A differentiating platform and a great simplifier

Differentiators

- Real-time
- Massive simplification and scale
- Open
- More than a database
- Big data ready and proven

3,600

SAP HANA Customers

>1,200

SAP Business Suite on HANA Customers

1,500

Start-up companies building apps on HANA

>5,700

Trained SAP HANA partners



SAP offers broad choice to the customer

Unique end-to-end deployment options

Solutions

Packaged
Custom

Deployment

On Premise
Cloud

- Private
- Public
- Managed

Licensing

Perpetual
Subscription

Consumption

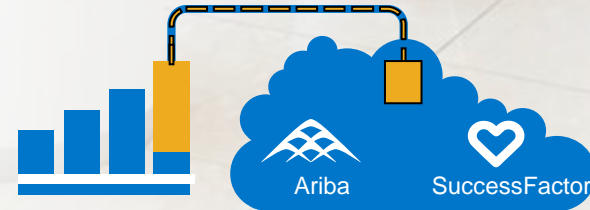
Desktop
Mobile

Flexible deployment options



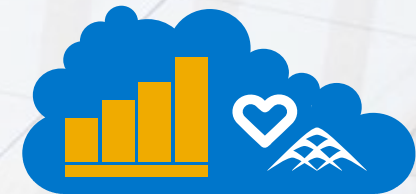
On Premise

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**

'Run simple.' strategy is resonating with cloud and SAP HANA at its core – simplify business experience & consumption for our customers



PROSPECT

- **One** digital experience
- SAP universal profile



SELL

- **One** solution per business problem
- **One** face to the customer



DELIVER

- **One** service
- Cloud delivery



SUPPORT

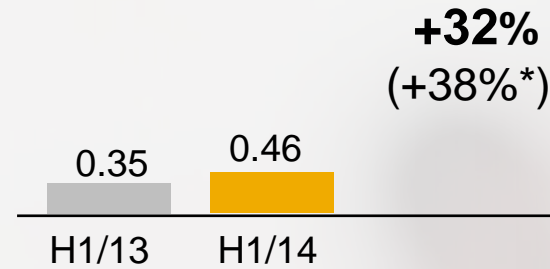
- **One** support
- SAP HANA as a platform

Strong cloud momentum and solid core business while transitioning to the cloud profitably is a top priority for SAP

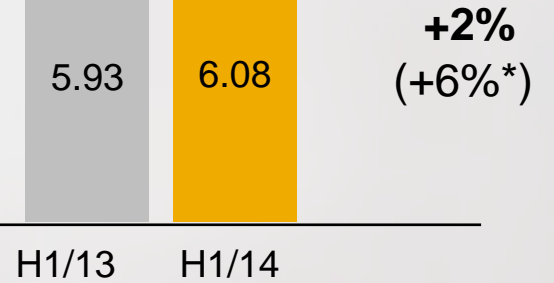
H1/14

With +8% SSRS revenue we delivered solid growth at the high end of FY outlook range and continue to improve our operating profit up 7% resulting in a margin expansion.*

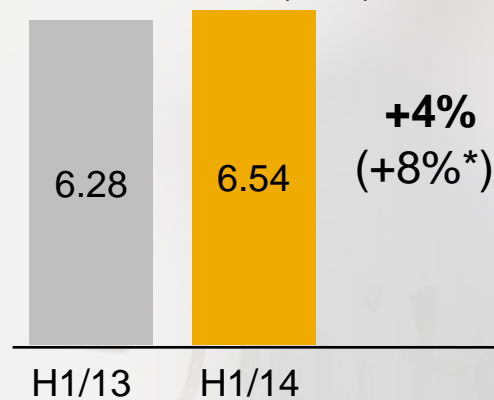
Cloud Subscriptions and Support Revenue (€ bn)



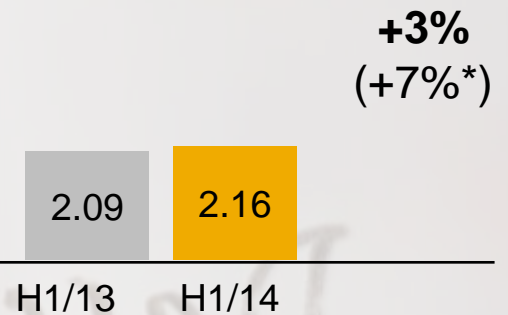
Software & Support Revenue (€ bn)



SSRS Revenue (€ bn)



Operating Profit (€bn)



All Numbers are non-IFRS; * non-IFRS at constant currencies

Summary

1

Market leader in applications, analytics, and mobile, 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 results and free cash flow generation

5

Solid balance sheet with conservative approach to leverage

6

Experienced and highly skilled management team