Financial Analyst Program

SAPPHIRE NOW Orlando

June 3, 2014

Agenda and Safe Harbor

Stefan Gruber, Head of Investor Relations

Agenda

1.30 – 1.35 pm	**Welcome** Stefan Gruber
1.35 – 1.50 pm	**Business and Financial Model – Solid Core and Fast-Growing Cloud** Luka Mucic, Head of Finance, Global Managing Board Member
1.50 – 2.10 pm	**Leading the Way to Industry Cloud** Simon Paris, President Industry Cloud **Followed by brief Q&A**
2.15 – 2.30 pm	**Product and Innovation Strategy** Bernd Leukert, Executive Board Member
2.30 – 3.00 pm	**Executive Q&A** Bill McDermott, Werner Brandt, Rob Enslin, Bernd Leukert, Luka Mucic

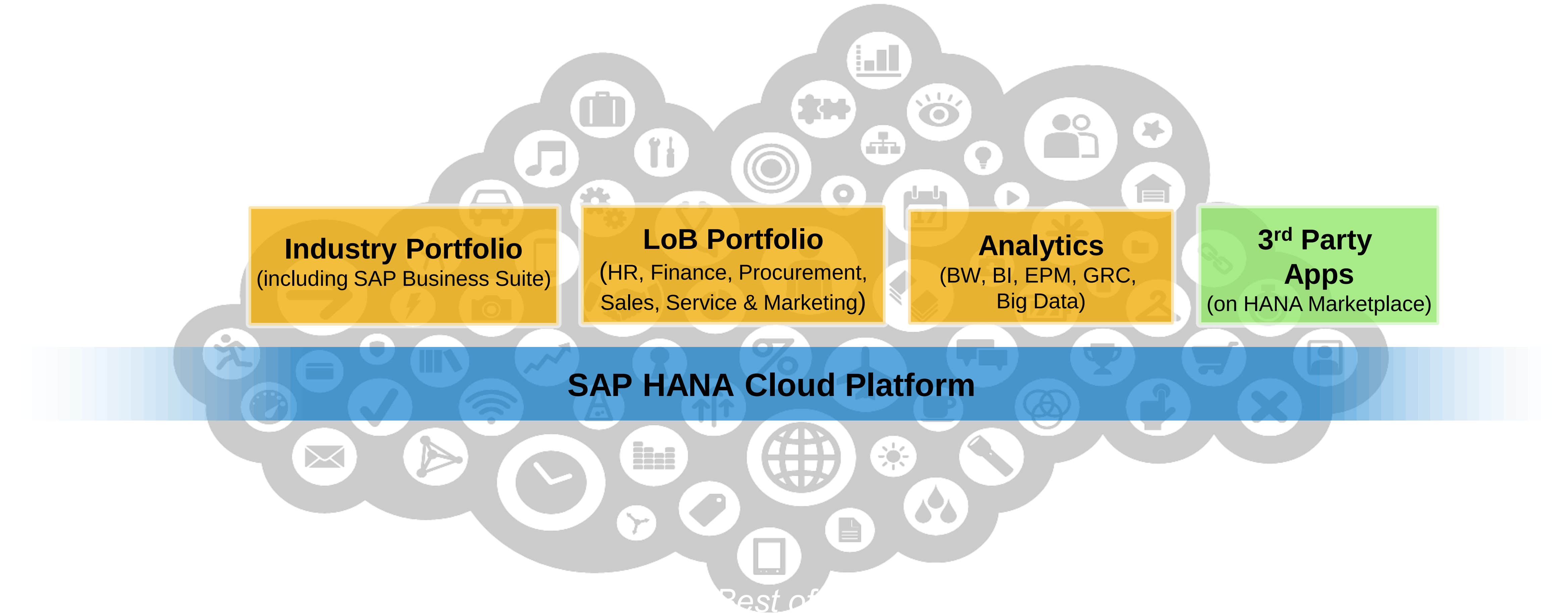
Safe Harbor Statement

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.

Business and Financial Model – Solid Core and Fast-Growing Cloud

Luka Mucic, Head of Finance, Global Managing Board Member

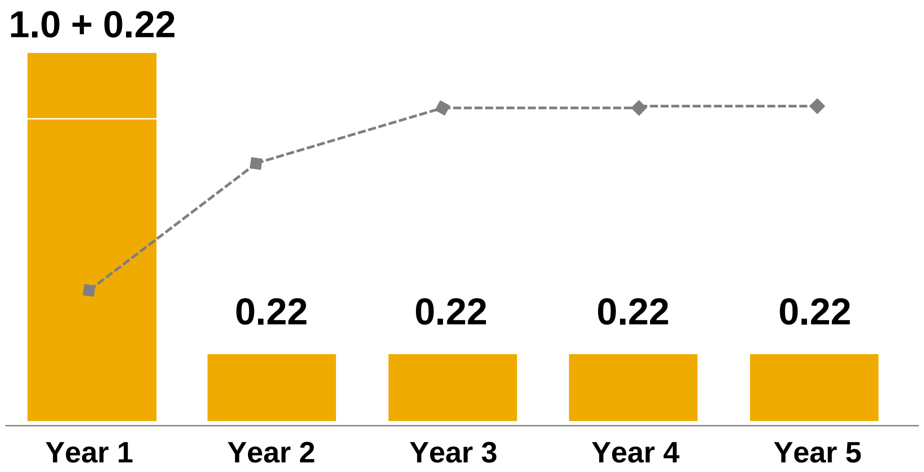
Our cloud vision – SAP Cloud powered by SAP HANA



Shift to cloud subscription model
What it looks like for a typical deal

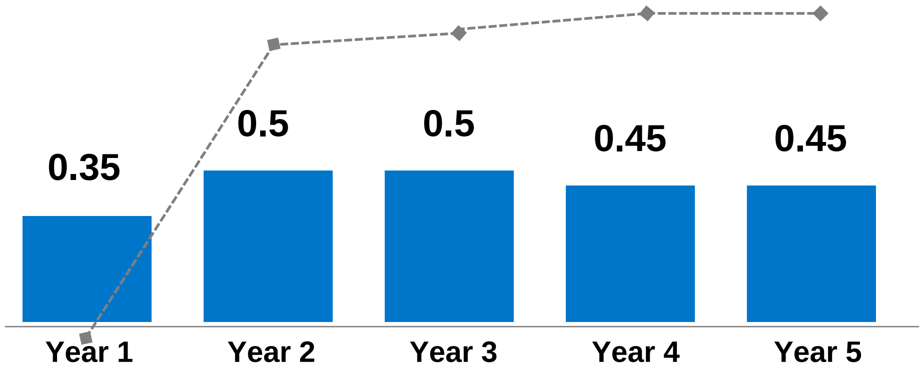
OnPremise model simulation

Typical software contract value €1m, 22% maintenance (Enterprise Support)



Cloud subscription model simulation

Contract value €1.35m (due to less discounts), three years contract duration, provisioning and revenue recognition starts 3 months later



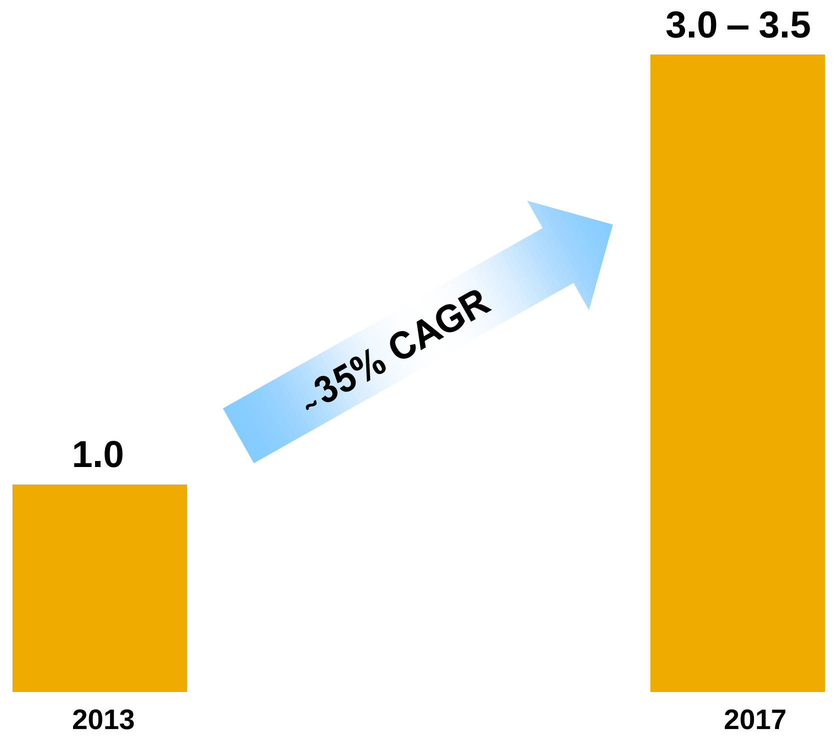
SSRS Revenue
Deal Margin

Impact of the shift to cloud on mid-term outlook

Powerful mix shift to high growth, high margin predictable recurring revenue

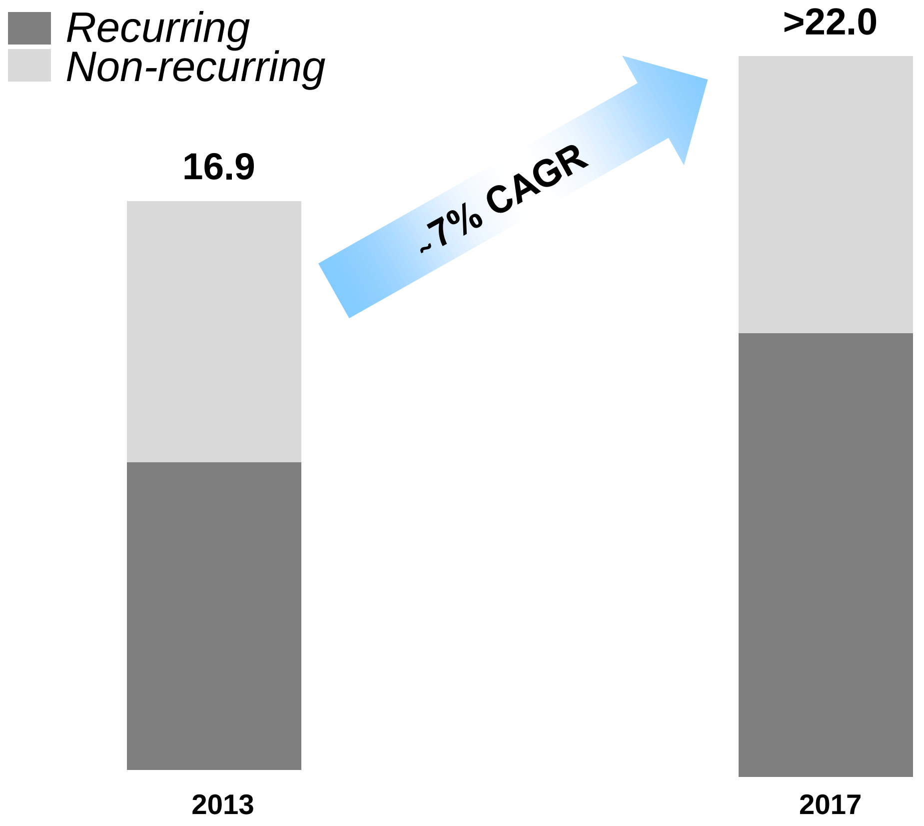
Cloud revenue ambition

Total Cloud revenue (b€)



Combined total revenue ambition

Revenue in b€



Note: non-IFRS at constant currencies

Strategy for simplification

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

SAP reiterated its outlook for the full year 2014 (unchanged from outlook provided Jan 21, 2014)

	SAP's Outlook FY 2014	**Basis for Comparison 2013**
Cloud subscription and support revenue (Non-IFRS at cc)	€950m – €1bn	€758m
Software and Software-related Service Revenue (Non-IFRS at cc)	+ 6% – 8%	€14.03bn
Operating Profit (Non-IFRS at cc)	€5.8bn to €6bn	€5.51bn

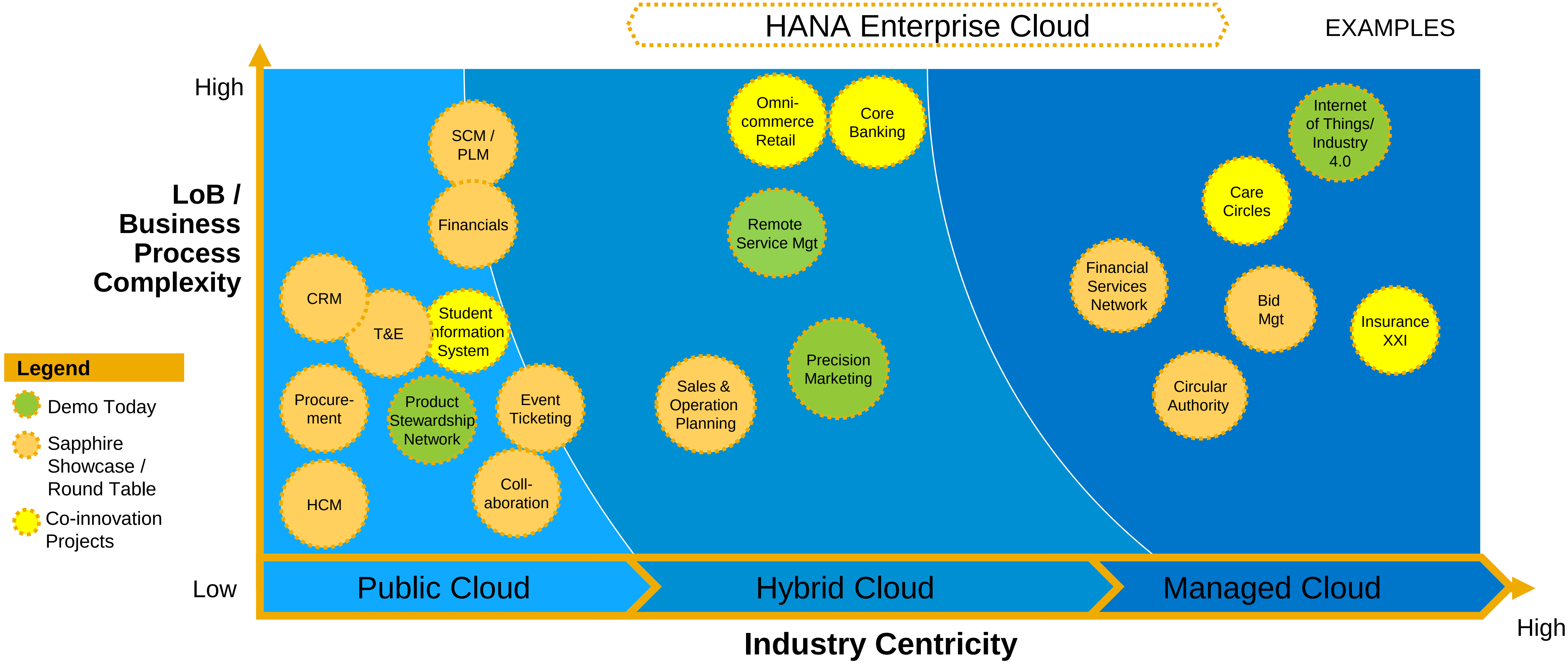
FX Effects:
If exchange rates remain at the March 2014 level for the rest of the year, the Company expects non-IFRS software and software-related service revenue and non-IFRS operating profit growth rates at actual currency to experience a negative currency impact of approximately 6 percentage points and 8 percentage points respectively for the second quarter of 2014, and of approximately 4 percentage points and 5 percentage points respectively for the full year 2014.

Leading the Way to Industry Cloud

Simon Paris, President Industry Cloud

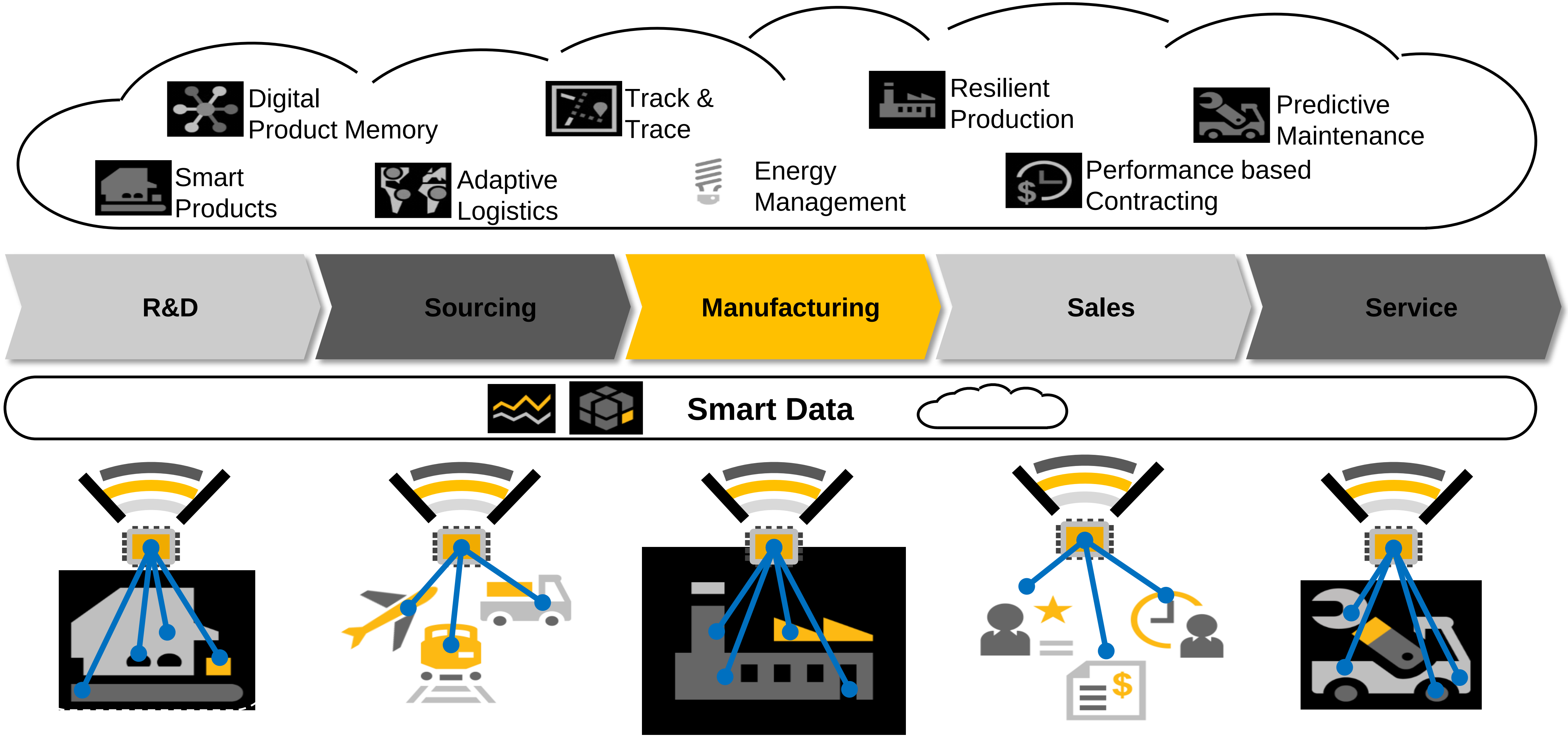
SAP leads the way to Industry Cloud

CONCEPTUAL



Watch a short video

Industrial companies go digital – New business models emerging based on deep cloud-based process and data integration

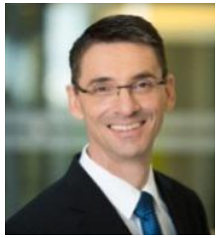


Industry centricity

Field and development alignment

Board Members

Rob
Enslin



Bernd
Leukert

Industries

Simon
Paris

Christoph
Behrendt

Industries

Strategic Industries

- **FSI**
- **Retail**
- **Public Services + Healthcare**
- **Telco**

Core Industries

- **Energy & Resources**
- **Discrete Manufacturing**
- **Consumer**
- **Services**

7 Primary Domains

- Development
- Industry Business Unit
- Sales
- Services
- Active Global Support
- Ecosystem & Channel
- Marketing & Comms

Integrated Operating Model

Unmatched industry expertise

by sub industry

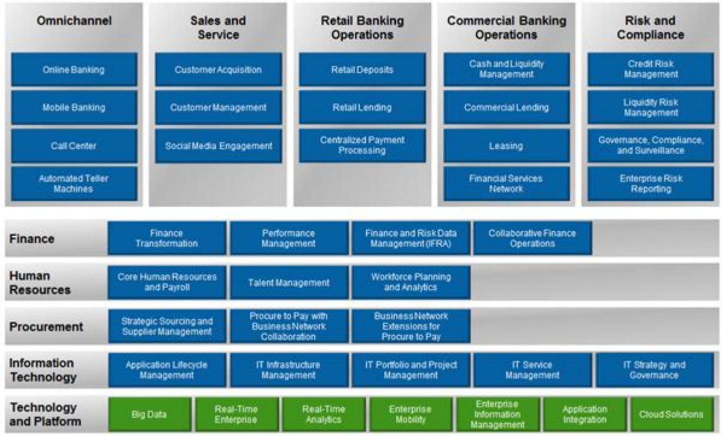
Industry Clusters

1. Services
2. Consumer products
3. Public Services & Healthcare
4. Manufacturing
5. Energy & Res.
6. Financial Services

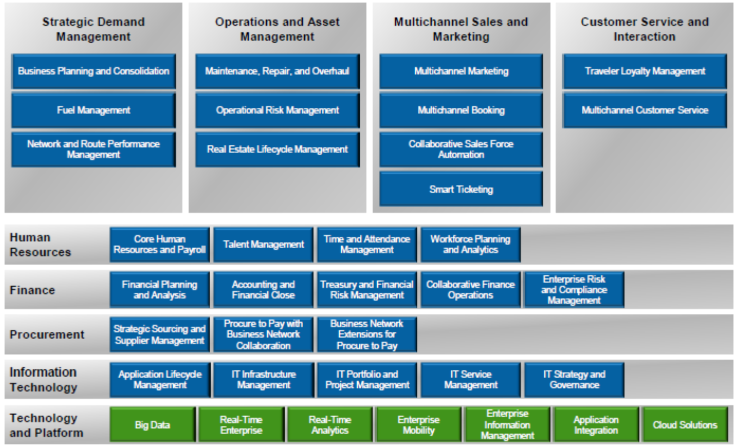
Industry Expertise

CP	Insurance
Utilities	Life Sciences
Public Sector	Telecom
High Tech	Eng. Const. & Ops
Oil & Gas	Mill Products
Retail	Healthcare
Mining	Aero. & Defense
Prof. Services	Media
Ind. Mach. & Comp.	Defense & Security
Automotive	Higher Educ. & Rsrch
Wholesale	Banking
Transportation & Logistics	Chemicals
Sports & Ent.	

Sub Industry Value Map



Retail & Commercial Banking

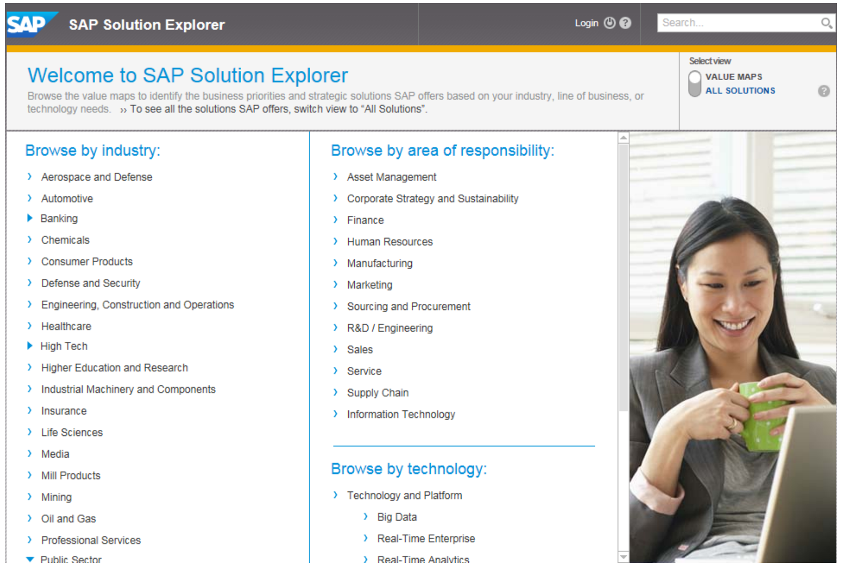


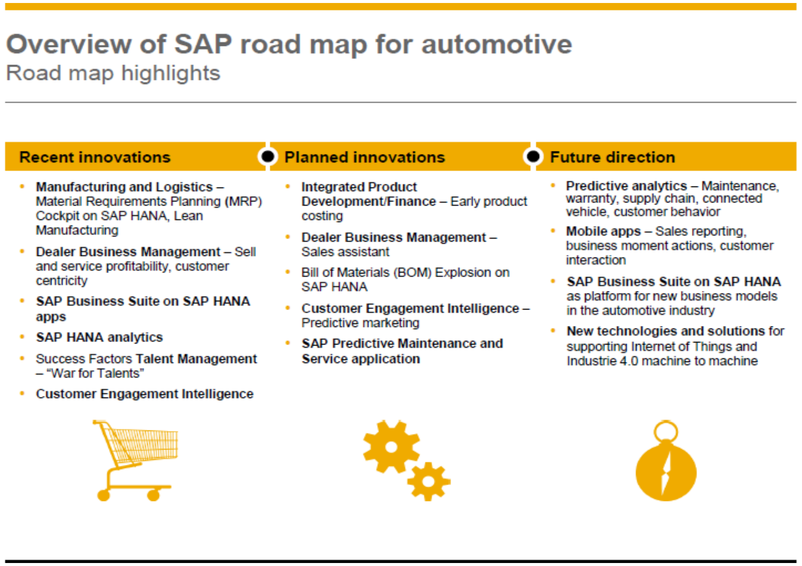
Passenger Travel and Leisure

SAP Solution Explorer

https://rapid.sap.com/se/

Solution Explorer & roadmaps





Solution Explorer

www.sap.com/solutionexplorer

Detailed Roadmap for every industry and solution area

Public source of information by Industry

Joint deliverable with development

In summary

SAP is the ONLY Technology Company in the World

- Field and development aligned by Industry
- Integrated, Consistent, Coherent
- Leveraged investment / agile innovation (Core to Cloud)
- Profitable, Reliable, Secure

SAP has / is the World's

- Deepest Industry expertise
- Leader in Cloud – TODAY
- Most significant customer base
- Largest distribution system
- Largest ecosystem

INDUSTRY CLOUD, TODAY, TOGETHER.

In summary

Every LoB

Every Industry

Every Cloud Model

Everywhere

TODAY, TOGETHER.

Product and Innovation Strategy

Bernd Leukert, Executive Board Member

SAP Product Strategy

Executive Q&A

Bill McDermott, Werner Brandt, Rob Enslin, Bernd Leukert, Luka Mucic