

Financial Analyst and Investor Program

CeBIT 2014, March 10, Hanover

Introduction

Stefan Gruber, Head of Investor Relations

Agenda

12:00 – 12:05 pm	Welcome Stefan Gruber, Head of Investor Relations
12:05 – 01:15 pm	SAP Cloud Strategy – Simplifying Work Sven Denecken, Vice President Cloud Strategy
01:15 – 02:30 pm	Simplifying the Core with SAP HANA – The Future of SAP Business Suite Bernd Leukert, Member of the Global Managing Board, Head of Application Innovation Stefan Sigg, Senior Vice President SAP HANA Product & Development
02:30 – 03:30 pm	Middle & Eastern Europe – A Growth Market Michael Kleinemeier, President Middle & Eastern Europe (MEE) Region
04:00 pm	Guided Tour SAP Stand, Hall 4
07:00 pm	SAP Dinner – Influencer Reception

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.

SAP Cloud Strategy – Simplifying Work

Sven Denecken, Vice President Cloud Strategy

The right mix



cloud



managed



on prem

Accelerating in the Cloud

While others have been talking about the cloud, SAP has quietly transformed itself into a force to be reckoned with

>35M

Industry's largest base of Cloud users

More business professionals use Cloud solutions from SAP than from any other vendor on the planet.

>30

Industry's most comprehensive Cloud portfolio

Market-leading public apps (#1 in HCM, Procurement, Business Networks and Social Collaboration) covering all lines of business

>12M

The leading social business platform

More users than Chatter, Yammer, etc.

>1.4M

The largest and most global business network

Over one million connected companies in 190 countries transacting over half a trillion in commerce annually. - the size of any other business network

>2M

Largest business Cloud deployments

Some with more than 2 million users.

Public, private and managed service offerings

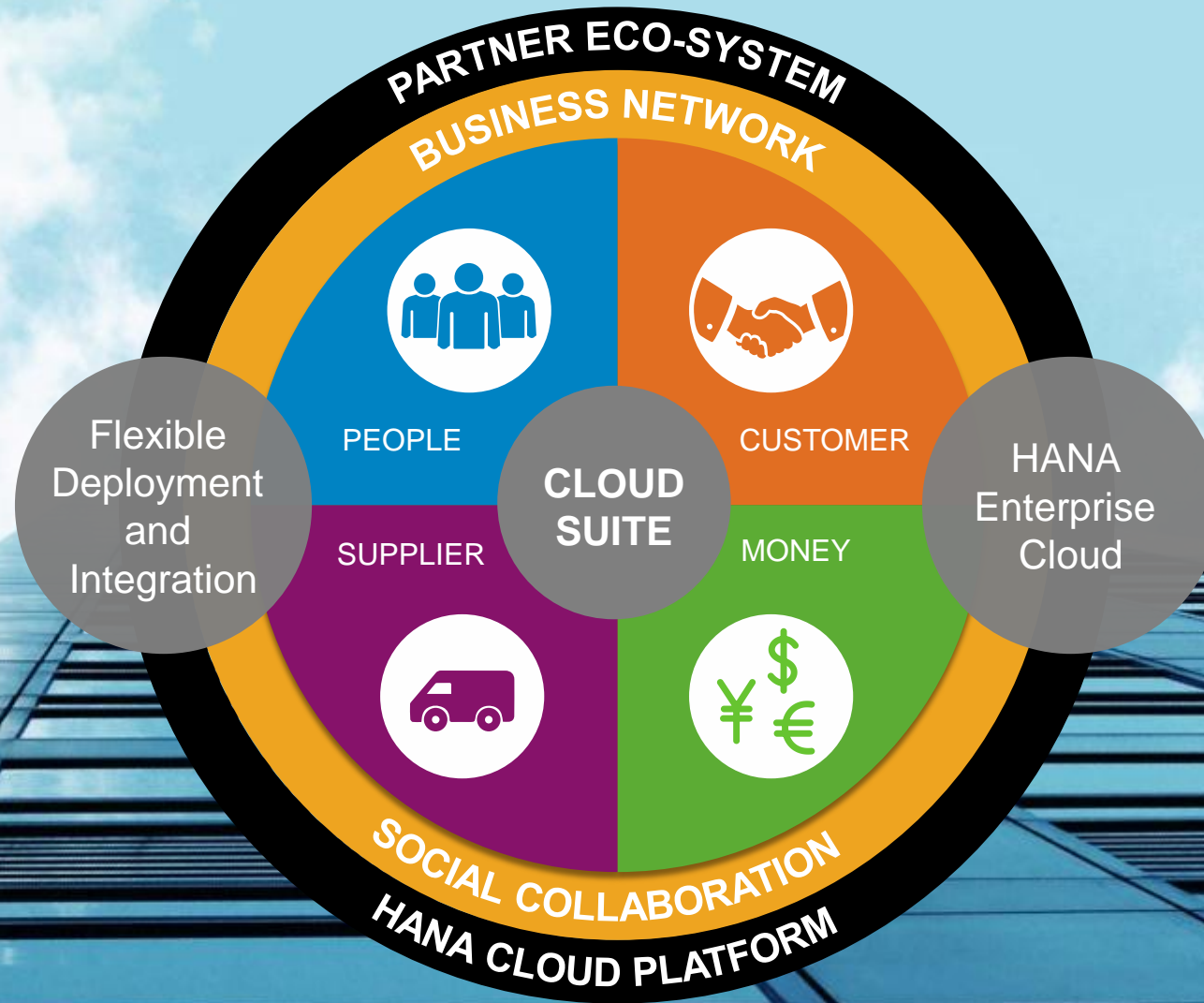
>€1B

Annualized run rate in Cloud business

Just three quarters into new structure

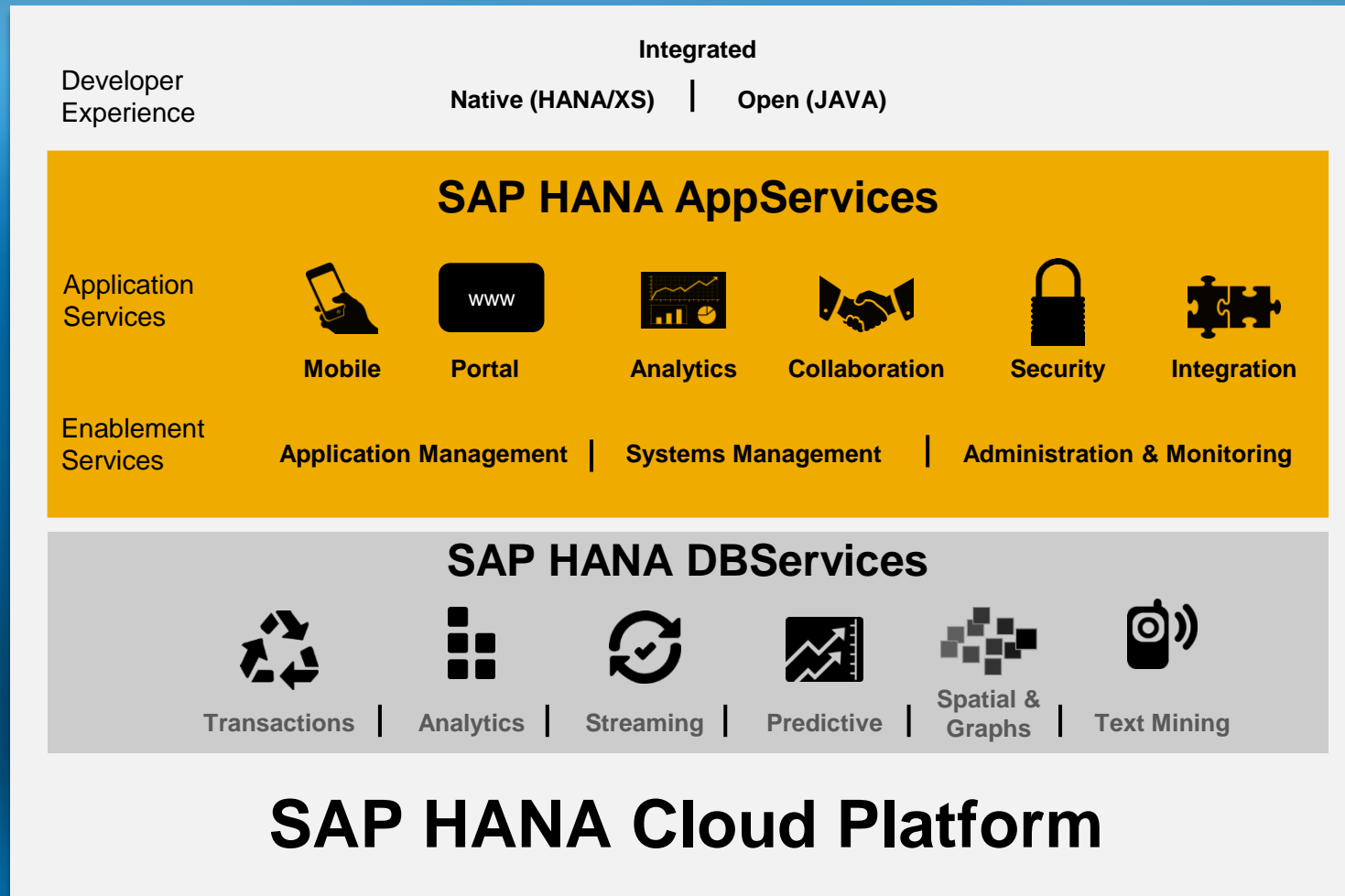
...

SAP Cloud Strategy: Cloud Built for Business



SAP HANA Cloud Platform – Overview

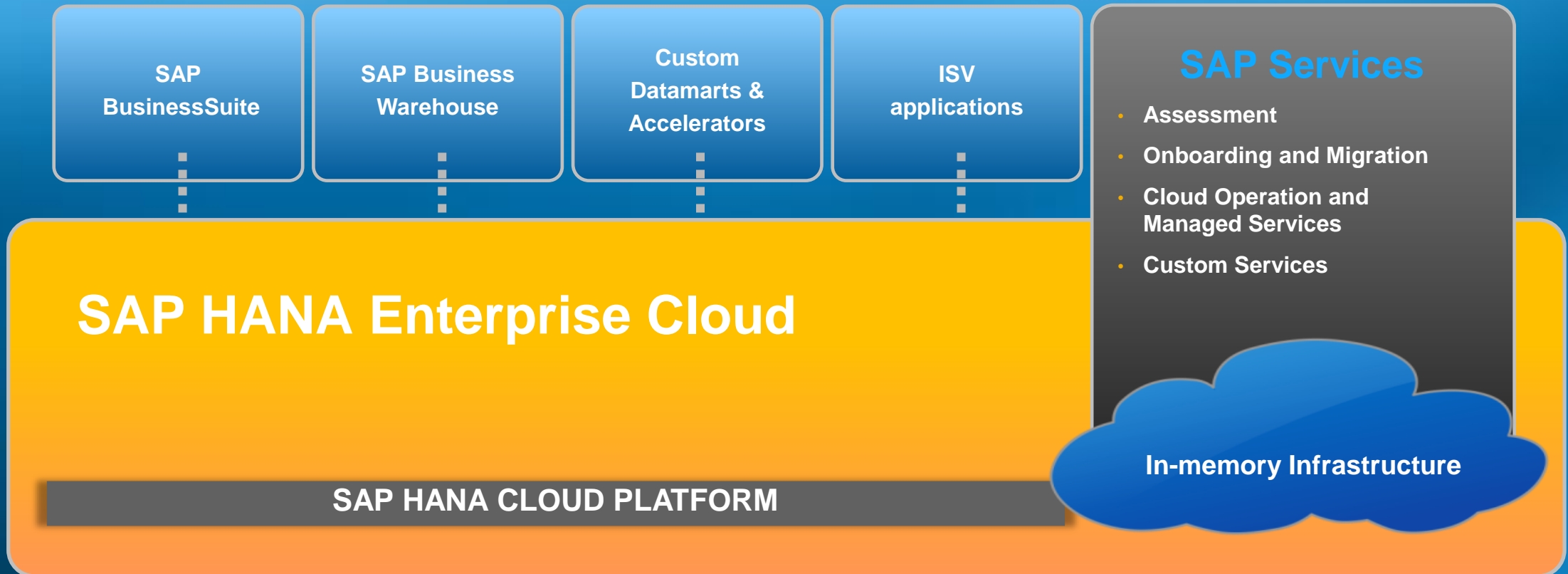
PaaS



SAP HANA Enterprise Cloud - Private Cloud

Managed Cloud = Cloud Infrastructure + Managed Services

laas



SAP Cloud: Delivering Value to Business

SAP Cloud for Customer, Social media Analytic & Channel Management

Track and monitor social media activities. Draw competitive advantage from "Big Data", grow consumer insights, increase customer loyalty. Handle social media requests. End-to-end integration into customer service process

SAP Cloud for Customer, Sales

Engage and mobilize B2B Field sales and gain customer 360; Account, Lead and Opportunity Management for non-regulatory items (standard materials); pre-packaged integration to Suite

People Collaboration – SAP Jam

Bring together people, information, applications and processes to solve business-critical issues and drive results.

HCM Cloud – SuccessFactors

Business success requires the right people on the right projects. An aging workforce requires succession planning. Align Strategy with Execution, Workforce Planning, Learning

Business Networks and Supplier Cloud – Ariba

Increase Sourcing efficiency; Participate in Collaborative Business Networks; Decrease Invoice cycle time 2X; Significantly reduce supplier 1.1 communications, reduce invoice exceptions

SAP Cloud for Travel & Expense

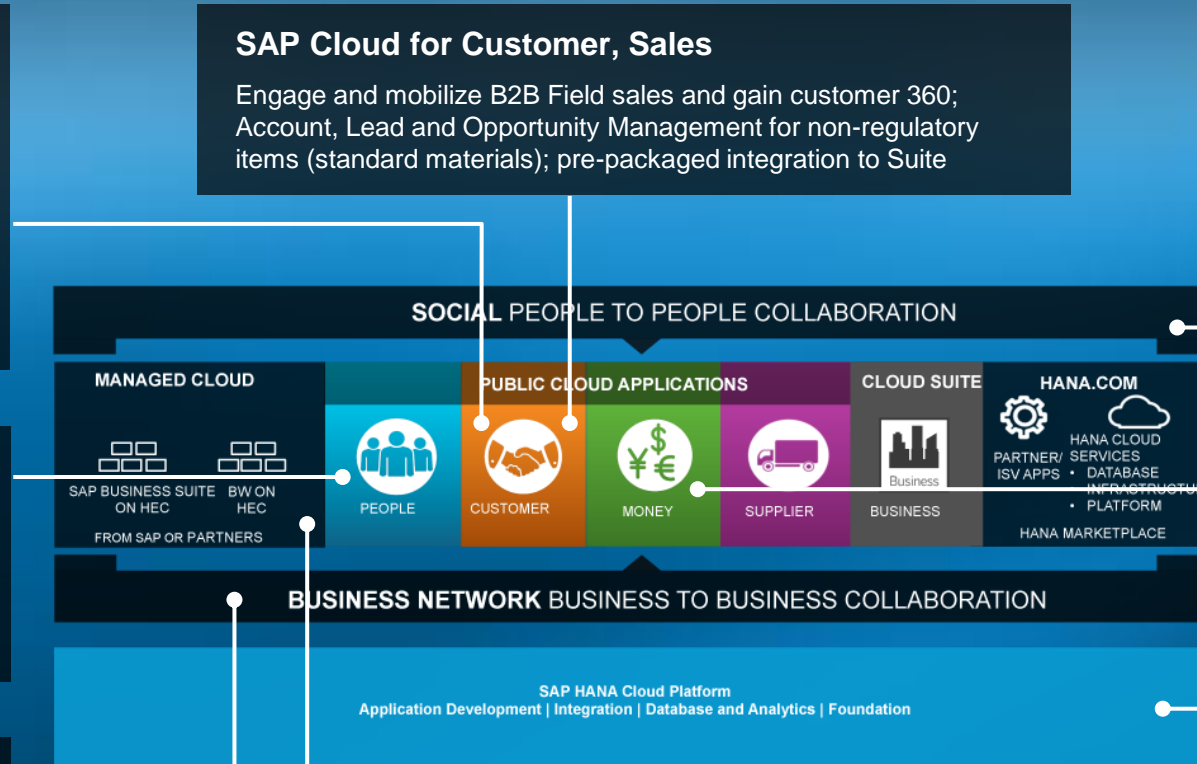
After salaries, Travel and Expense is the 2nd largest controllable expense. Businesses can easily achieve cost reductions and improve employees travel experience + faster reimbursements

HEC (HANA Enterprise Cloud)

- The value of a real-time enterprise powered by SAP HANA combined with the simplicity of the cloud. Petabyte-scale, elastic managed services for fast time to value without additional hardware or resource investments

SAP HANA Cloud Platform Driving Innovation for new markets:

FSN Financial Service Network
FSI Extension
Partner Add-ons



Best-run companies have spoken

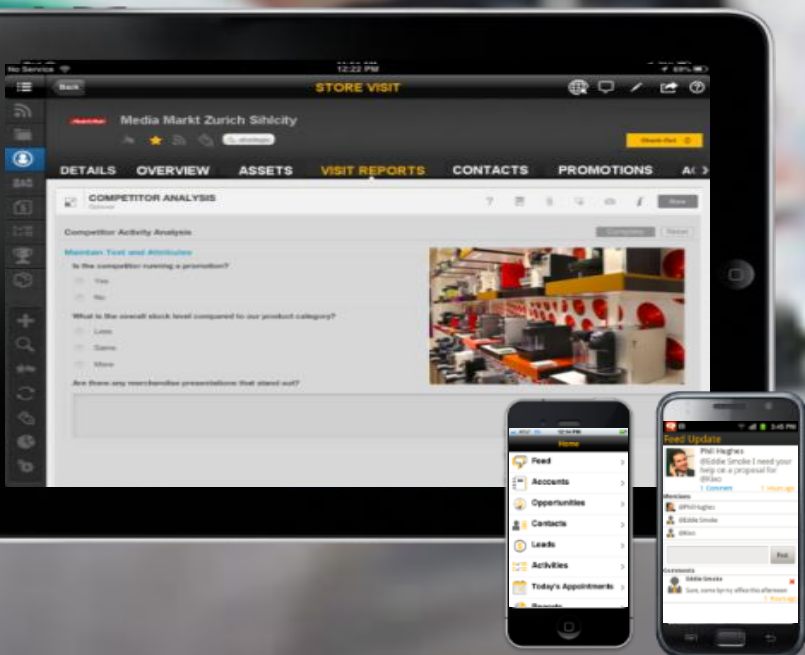
... T-Mobile ...

"A holistic picture,
in one shot - ROI
in the millions"

15% improvement in
productivity

Best-run companies have spoken

‘Nespresso maintains a direct dialogue with our consumers and Club Members. Worldwide they interact with us through an array of consumer contact points. **SAP Cloud** allows us to focus on delivering the ultimate coffee experience to our consumers’





Best-run companies have spoken

“SAP’s strategy harnesses the cloud to **deliver fast business value.**”

**accenture**

Best-run companies have spoken

“With the help of SAP cloud solutions, business velocity helps us turn customer vision into reality, faster.”

Roland Berger
Strategy Consultants



Engage and Empower Everyone

Anytime, Anywhere, wrapped in Social

The image displays a variety of business intelligence and social collaboration tools. The background dashboard includes:

- Upcoming Activities:** A list of tasks such as "Lunch with John with 3M at 12:00 PM" and "Internal prep for customer with Green Mile Inc at 1:00 PM".
- Performance:** A widget showing "87% To-go 40k USD QTD".
- Leads by Source - Last 12 Months:** A horizontal bar chart showing lead distribution.
- Pipeline:** A widget showing "125m" and "Next 3 Months".
- Lead Qualification Rate - Last 12 Months:** A pie chart showing a 60% rate.
- Average Sales Cycle - Last 12 Months:** A line graph showing sales cycle trends.
- Win Ratio:** A widget showing "60% Worth 155m USD QTD".
- Goal Status:** A grid showing progress for Business Process, Customer, Financial, and Innovation and Learning.
- Analytics Headline:** A chart showing "There are too many Vacant Positions in your group" with a trend line from 2009 to 2012.
- My Team:** A section with photos of team members.
- To Do:** A list of tasks including "1.1 Meeting 0 of 2 Completed" and "Approve Change Bonus Amount".
- Goal Status:** A grid showing progress for Business Process, Customer, Financial, and Innovation and Learning.

Mobile devices shown include:

- Tablet:** Displays a social feed for "successfactors" with posts like "SSF Mobile Summit May 17 02:00 PM" and "Remember to book meeting with Ursula".
- HTC Smartphone:** Shows an "Employee Change Request" initiated by Carla Grant on 09 August, 2011, with an "Approve" button.
- BlackBerry Smartphone:** Displays an "Org Chart" with names like Justin Rowe, Nazarin Sanli, and Michael Prinsio.
- iPhone:** Shows "2012 Goals" with progress bars for "Improve brand awareness by 5 points", "Expand sales team by 50 percent", "Ensure 50% of total revenue comes from products introduced in the last 3 years", and "Increase customer net promoter".

Looking Ahead: Engage Customers Wherever, Whenever, and However They Want to Buy

Bring the **right products and services** to market at right price and time

Detect and **resolve** customer issues before they happen

Identify and **prevent risks** across the supply chain

Project and **optimize** cash flows

The **Predictive Business:**
The **Next Wave of Business Performance**

Q&A

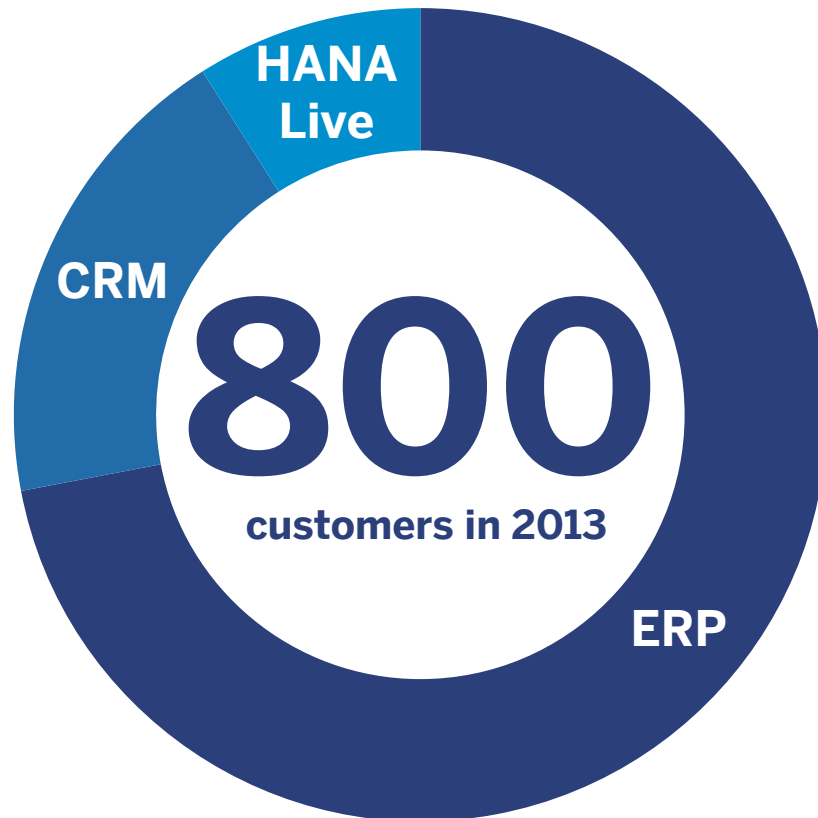


Simplifying the Core with SAP HANA – The Future of SAP Business Suite

Bernd Leukert, Member of the Global Managing Board, Head of Application Innovation
Stefan Sigg, Senior Vice President SAP HANA Product & Development

Suite on HANA has great momentum in the market

Market momentum since launch in Jan 2013



100,000

Users on a single ERP on HANA system

+7,600

Trained partners for Suite on HANA

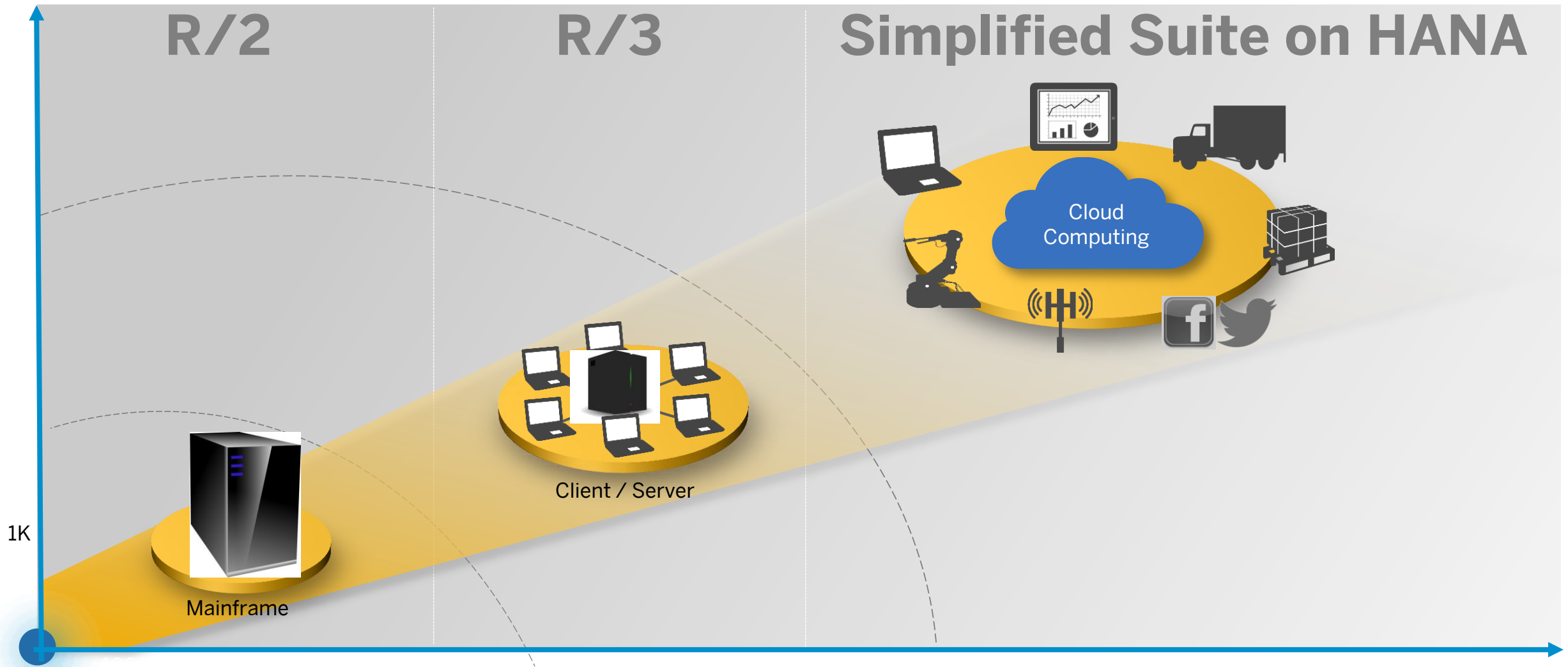
+250

Suite on HANA go-live projects

>50

Suite on HANA live systems

Cloud powered by HANA is the next wave in Enterprise Computing



SAP Business Suite on HANA is Cloud ready

The most attractive & modern suite of applications in the market

Massive Simplification enables Cloud Deployment

User Experience

- Fiori for any device

Application Simplification

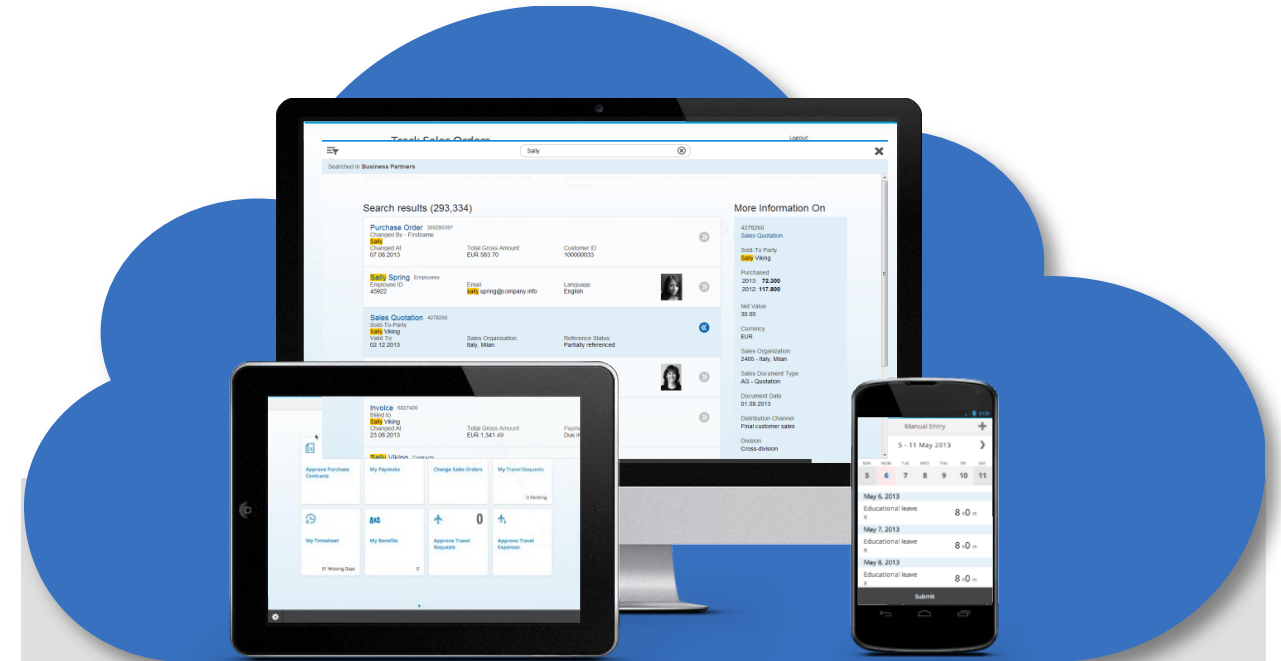
- Elimination of indices and aggregates
- Leverage in-memory capabilities

Landscape Simplification

- Co-Deployment

Componentization

- Core and optional



- Ease of Use
- Ease of consumption
- Ease of Integration
- Ease of Implementation
- Ease of Learning
- Increased productivity
- Increased usage
- Increased cost-efficiency
- Increased performance

SAP Business Suite on HANA is Cloud ready

New opportunities in Industry and LoBs

Simplification and Cloud enables new processes

- Most modern LoB functions
- Deepest functional and industry coverage
- New edge solutions in industry core processes (Oil & Gas)

New capabilities

- Predictive
- Machine-to-machine / Internet of things
- Simulation
- Decision automation



- Industry 4.0 / Smart Manufacturing with smart devices
- Smart metering
- Retail shelf optimization
- Real-time behavior based product recommendation
- Focus on Retail, Financial Services, Transportation, Public Sector

SAP Business Suite on HANA is Cloud ready

Commercial options give customers choice

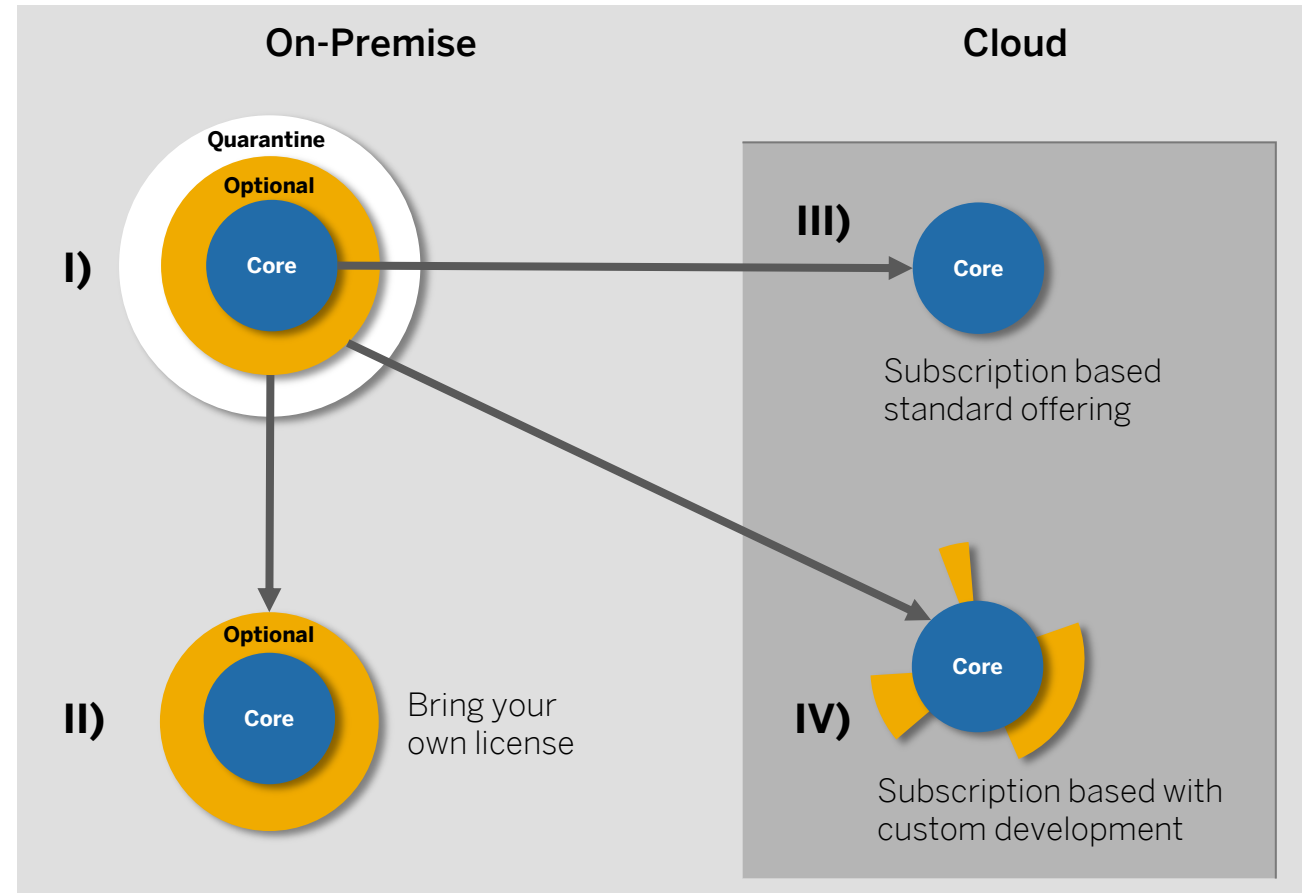
Cloud enables new business models

Only cloud vendor to offer both:

- Non-disruptive transition for the installed base
- And easy-to-adopt for net-new customers

Flexible licensing with subscription and license

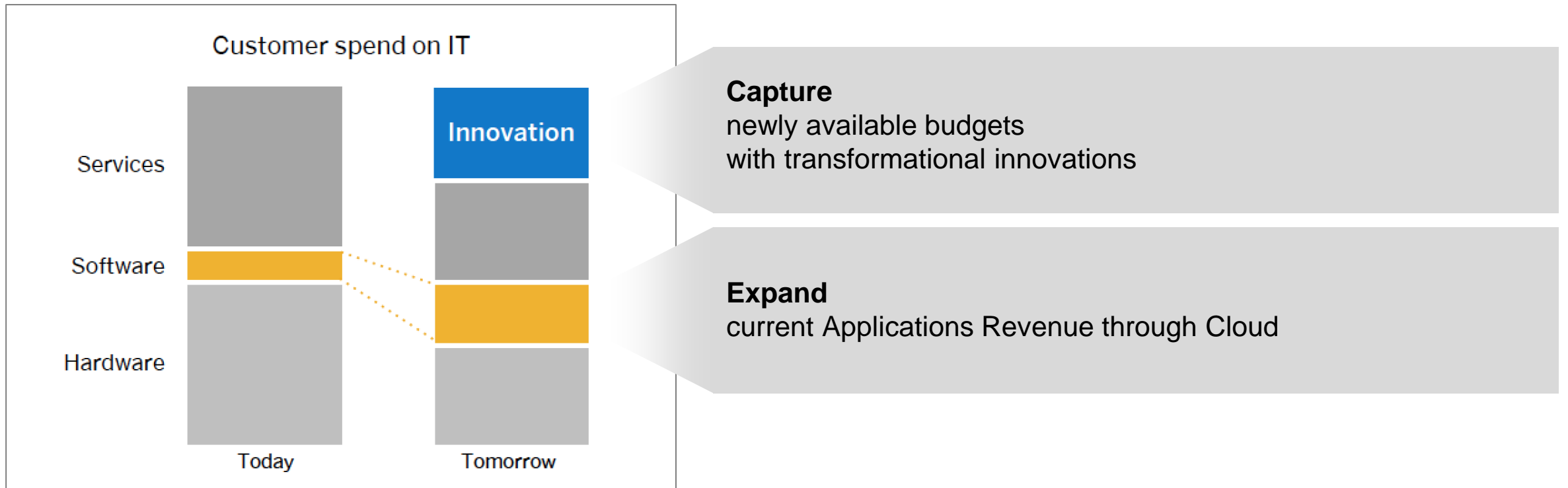
Any mix of On-Premise and Cloud deployment possible



Summary

Move to Cloud enables expansion in share of wallet

**New Opportunities:
Increase the share of Wallet**



Middle & Eastern Europe – A Growth Market

Michael Kleinemeier, President, SAP Middle and Eastern Europe



MEE

Middle & Eastern Europe

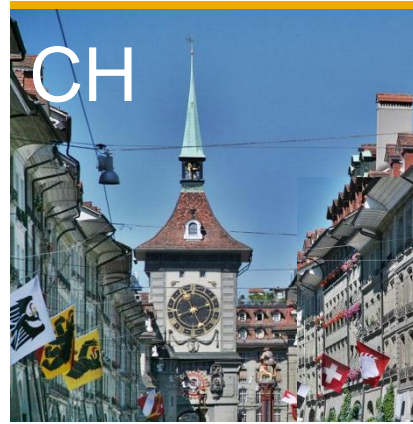


D + A + CH + CEE + CIS

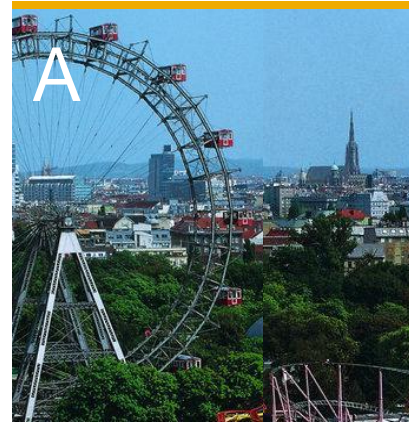
The five market units of MEE



Germany



Switzerland



Austria



Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan



Bulgaria, Croatia, Czech Rep., Hungary, Romania, Slovakia, Slovenia, Moldova, Poland, West Balkans (Albania, Bosnia & Herzegovina, Macedonia, Montenegro, Serbia)

Share of MEE Total Revenue

61%

15%

4%

14%

6%

TOP Industries

Oil & Gas, Metals & Mining, Banking, Public

Consumer/Retail, Process, Discrete, Financial Services

Financial Services, Public, IM&C

Oil & Gas, Metals & Mining, Banking, Public

Public, Utilities