Investor Relations Conference

May 5, 2015 – SAPPHIRE NOW, Orlando, Florida

Welcome

Stefan Gruber, Head of Investor Relations
May 5, 2015 – SAPPHIRE NOW, Orlando, Florida

Agenda

The Perfect Enterprise

1:30 p.m.	**Welcome and Introduction**	**Stefan Gruber** Head of Investor Relations
1:35 – 1:50 p.m.	**Q1 Recap / Strategy Update**	**Luka Mucic** CFO and COO, Member of the SAP Executive Board
1:50 – 2:10 p.m.	**Business Network**	**Steve Singh** CEO Concur, Member of the SAP Global Managing Board
2:10 – 2:30 p.m.	**Technology Update**	**Quentin Clark** CTO, SAP
2:30 – 3:00 p.m.	**Executive Q&A Session**	**Bill McDermott, Rob Enslin, Bernd Leukert, Luka Mucic, Steve Singh, Quentin Clark**

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.
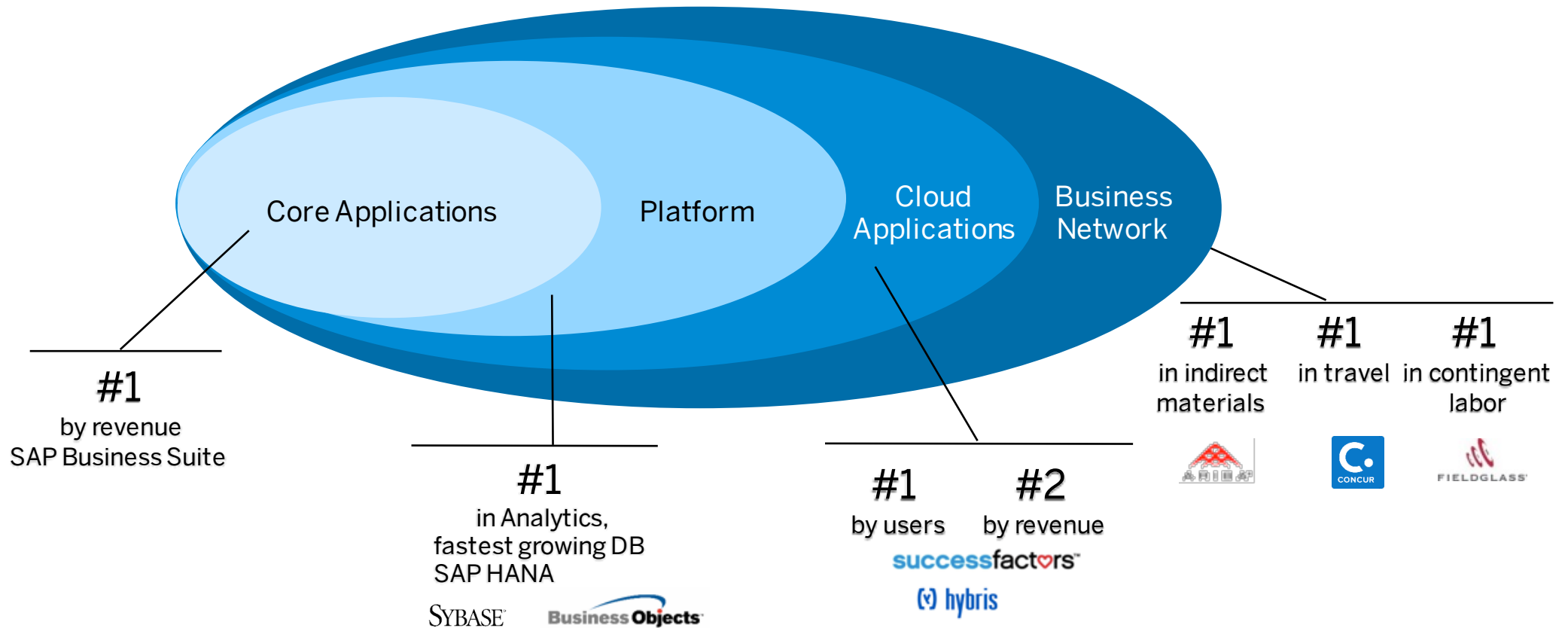
The Perfect Enterprise
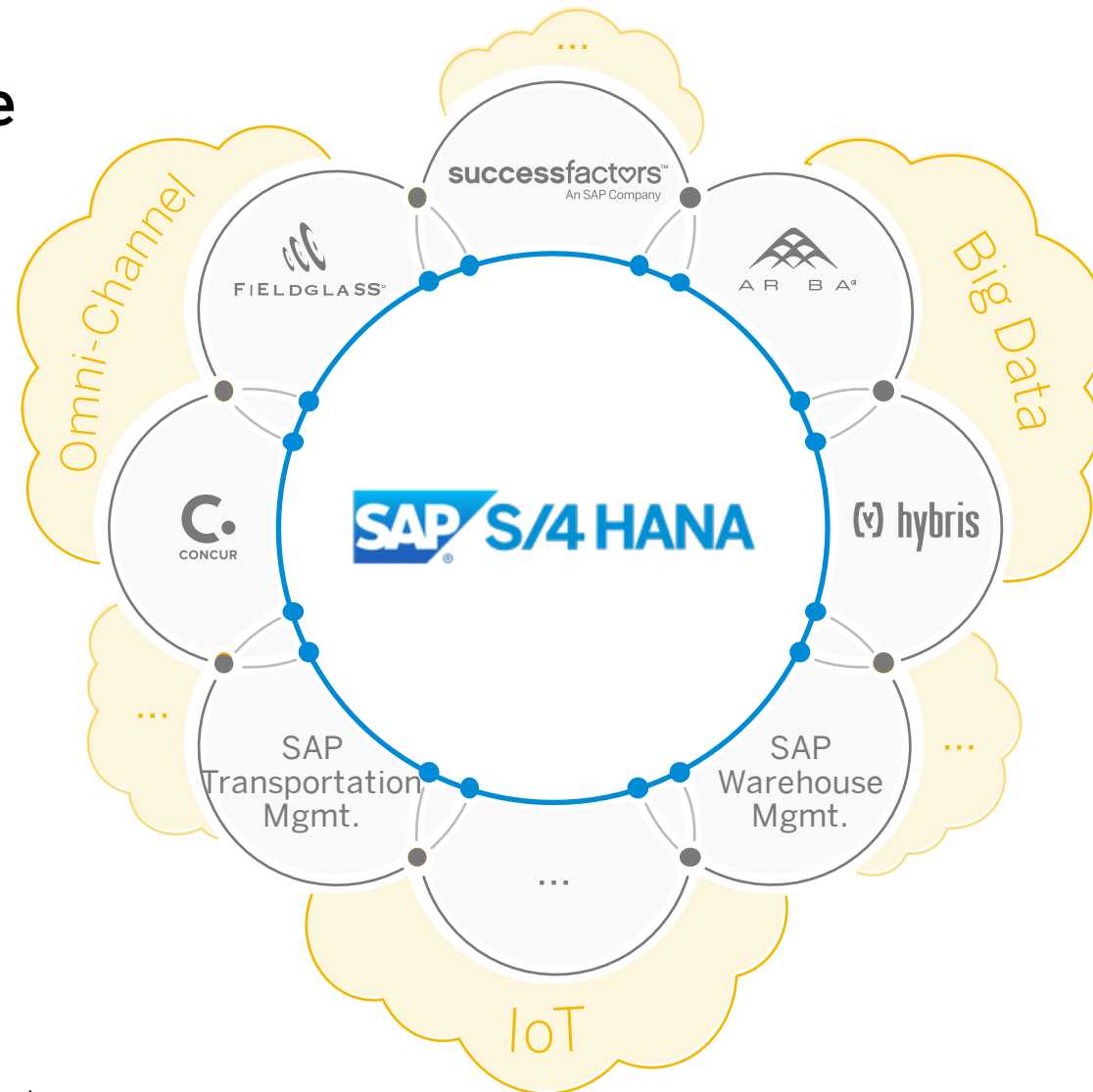
Luka Mucic, CFO, COO, Member of the Executive Board

Strategy is ever consistent since 2010

Tripled addressable market from $110B to over $350bn

Core Applications

Platform

Cloud Applications

Business Network

#1
by revenue
SAP Business Suite

#1
in Analytics,
fastest growing DB
SAP HANA

SYBASE Business Objects

#1
by users

#2
by revenue

successfactors

hybris

#1
in indirect
materials

ARIBA

#1
in travel

CONCUR

#1
in contingent
labor

FIELDGLASS

The perfect
integrated enterprise

Levers for increased effectiveness & efficiency across the different business models in SAP's organization

1 **Top line**
S/4 HANA
CEC
Strategic Industries

2 **Run Simple**

3 **End-to-end TCO focus for all of our cloud solutions**
(from solutions design through R&D to delivery)

4 **ONE Service**
one service portfolio, out of one global organization and under one contract
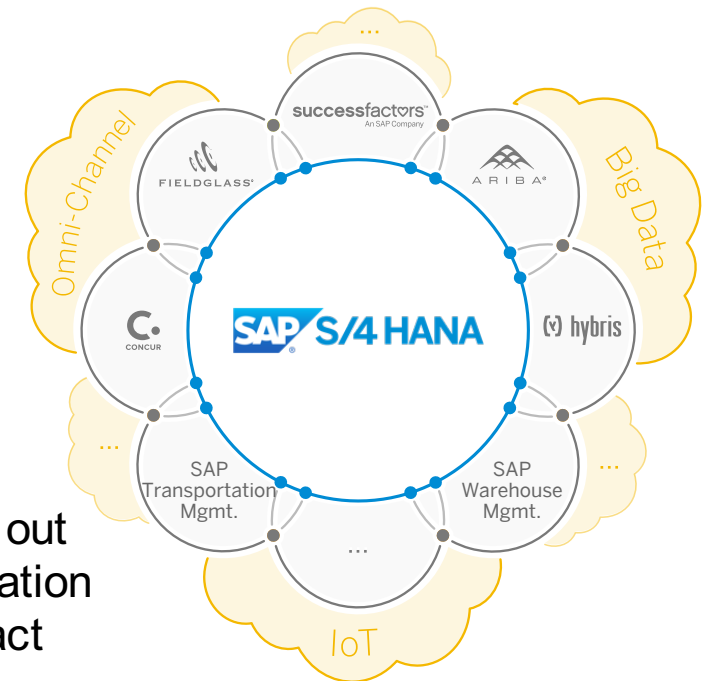
Good start in 2015

Fast Growth in Cloud

- **Cloud revenue**: +131% yoy to €509m (+95% @cc)[1]
- **New cloud bookings**: +121% to €120m[2]
- **Cloud applications total subscribers**: ~80 million
- **SAP Business Network**:
  - Total segment revenue +207% @cc to €368m
  - ~1.8m connected companies trade >$750bn of frictionless commerce[3] on this network.

Rock Solid Core

- **Stable core business**: Software & support revenue: +16% (+5% @cc)
- **SW revenue**: +12% (+1% @cc)
- **Resilient support revenue**: +17% (+7% @cc)

Cloud & Software
+24% yoy (+12% @cc)

1) For Q1/15, Fieldglass contributed €19m and Concur contributed €128m to SAP's Non-IFRS cloud subscriptions and support revenue at constant currencies.
2) New cloud bookings consist of all order entry of a given period that is expected to be classified as cloud subscription and support revenue and results from purchases by new customers and from incremental purchases by existing customers. The order amount must be contractually committed (i.e. variable amounts from pay-per-use and similar arrangements are not included). Consequently, due to their uncommitted pay-per-use nature Ariba and Fieldglass network transaction fees are not reflected in the new cloud bookings metric. Amounts included in the measure are annualized. Concur contributed €35 million to SAP's new cloud bookings in the first quarter.
3) Network spend volume is the total value of purchase orders transacted on the Ariba, Concur and Fieldglass Networks in the trailing 12 months.

OPEN
PLATFORM

INNOVATIVE
APPLICATIONS

CONNECTED
NETWORKS

BREAKTHROUGH

HANA

The Business Network Group

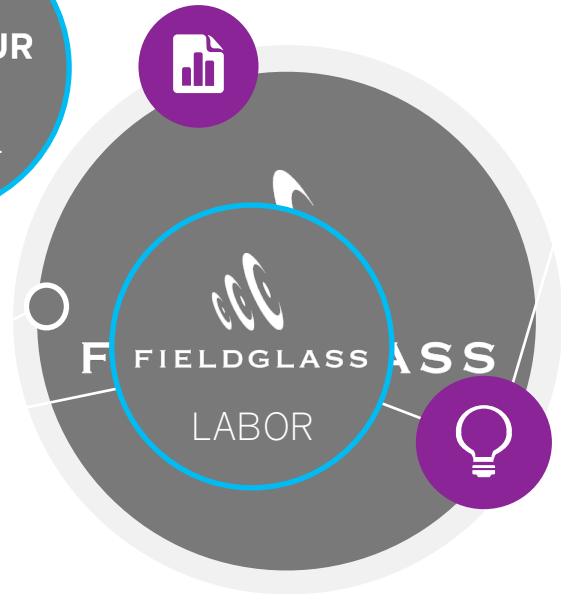Steve Singh, CEO, Concur, Member of the SAP Global Managing Board

OPEN
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BREAKTHROUGH

HANA

CONCUR
TRAVEL

ARIBA
SUPPLY CHAIN

FIELDGLASS
LABOR

BUSINESS

FINANCIAL SERVICES

SAP BUSINESS NETWORK

HEALTH CARE

First 100 days update

Organization

- **Combined 3 businesses**
  ≈9,000 employees
- **Established management structure**
- **Set common vision**
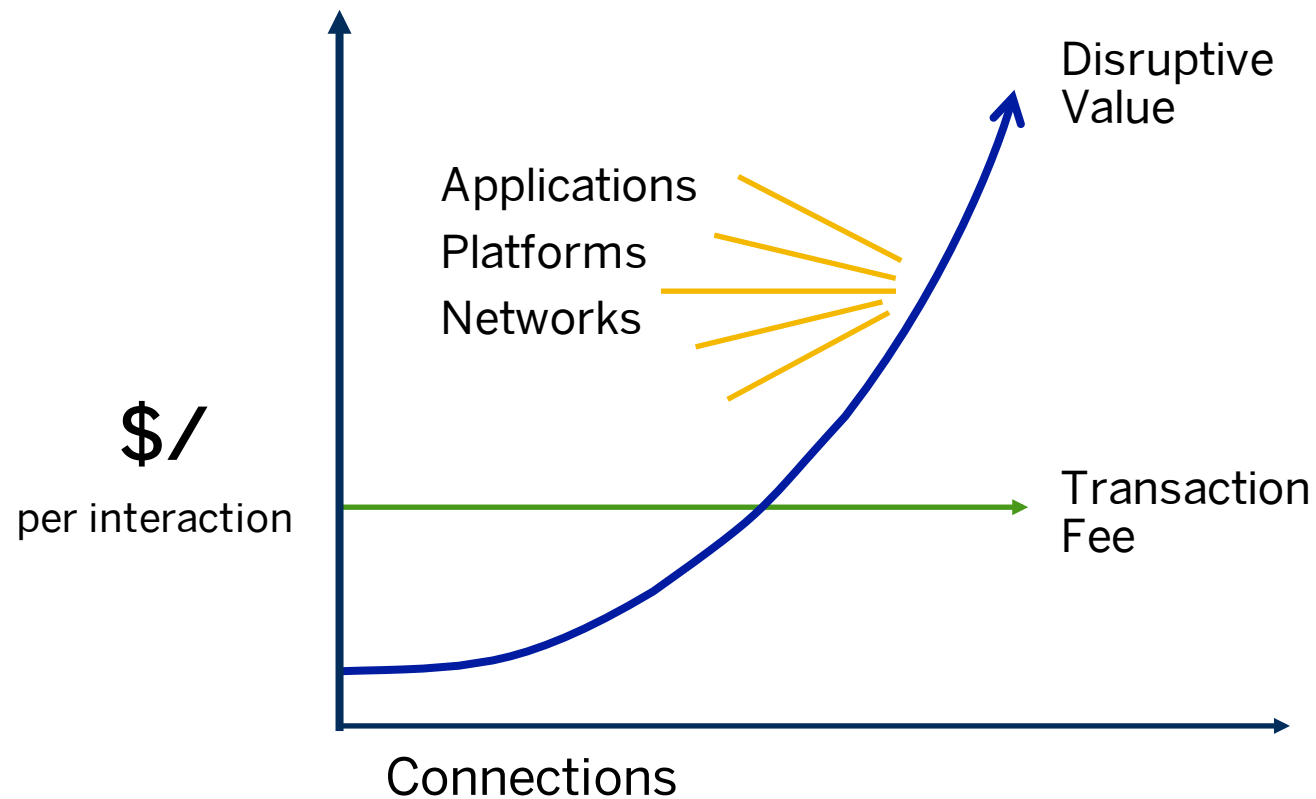- **Integrated P&L**
  €368m revenue in Q1

Product

- **Focus on FY15 goals**
  Don't disrupt; customer satisfaction is #1
- **Identify near term integration/alignment**
- **Evaluate HANA opportunities**

Go to market

- Affirmed FY15 goals
- Update SAP teams on Business Network vision
- Focus on execution; leverage global SAP GCO
- Share opportunities; understand overlap

Opportunity for business networks technology disruption

Applications
Platforms
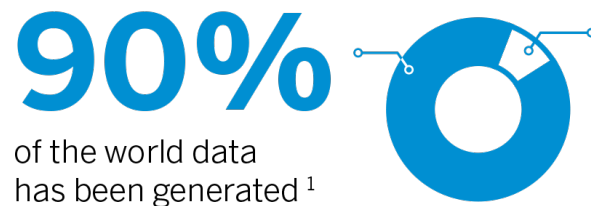Networks

$/
per interaction

Disruptive
Value

Transaction
Fee

Connections

Technology Update

Quentin Clark, CTO

The world is now digital

Last 2 Years

90%

of the world data
has been generated [1]

Next 2 Years

40%

Growth in adoption of business networks [2]

End of 2020

212B

"Things" will be connected [3]

By 2020

9B

mobile users
in the world [4]

In 2014

51%

of workloads processed in the cloud
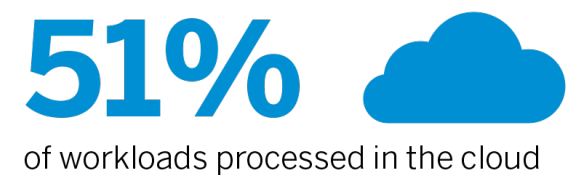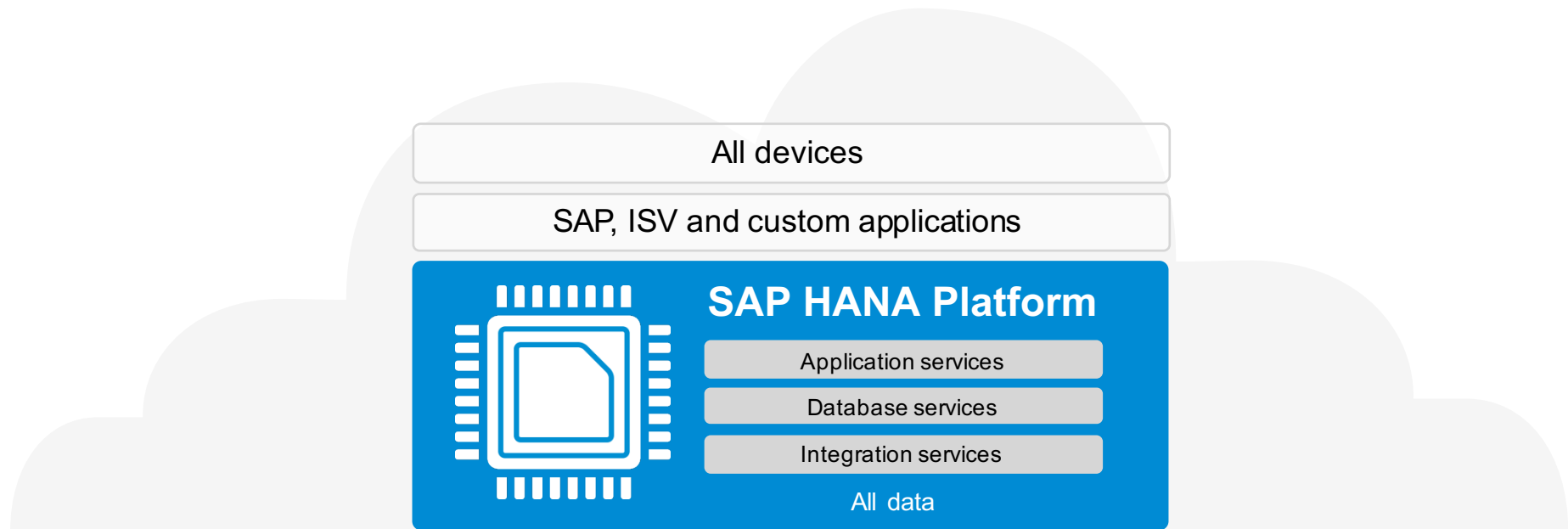
1 ScienceDaily. ScienceDaily, 22 May 2013

2 Technology Adoption Report: Business Networks, Ardent Partners, 2014

3 Internet of Things (IoT) 2013 to 2020 Market Analysis: Billions of Things, Trillions of Dollars, IDC, 2013

4 Statista, 2014

SAP HANA, the most advanced in-memory platform

All devices

SAP, ISV and custom applications

SAP HANA Platform

Application services

Database services

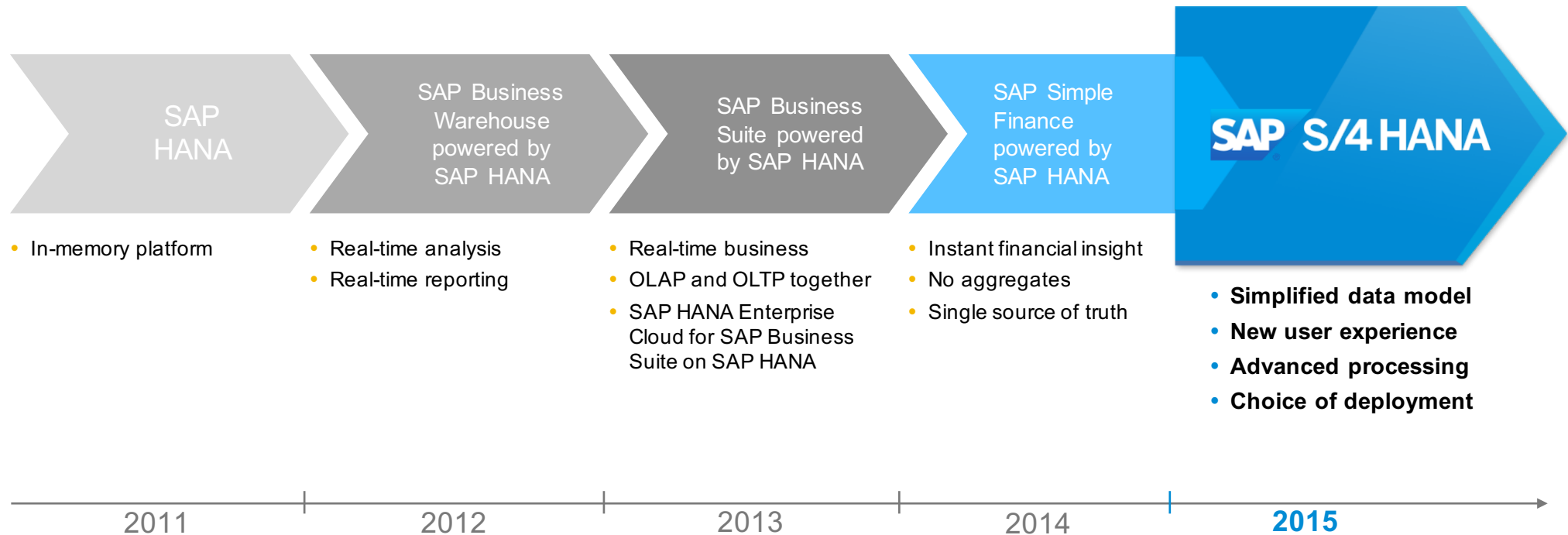Integration services

All data

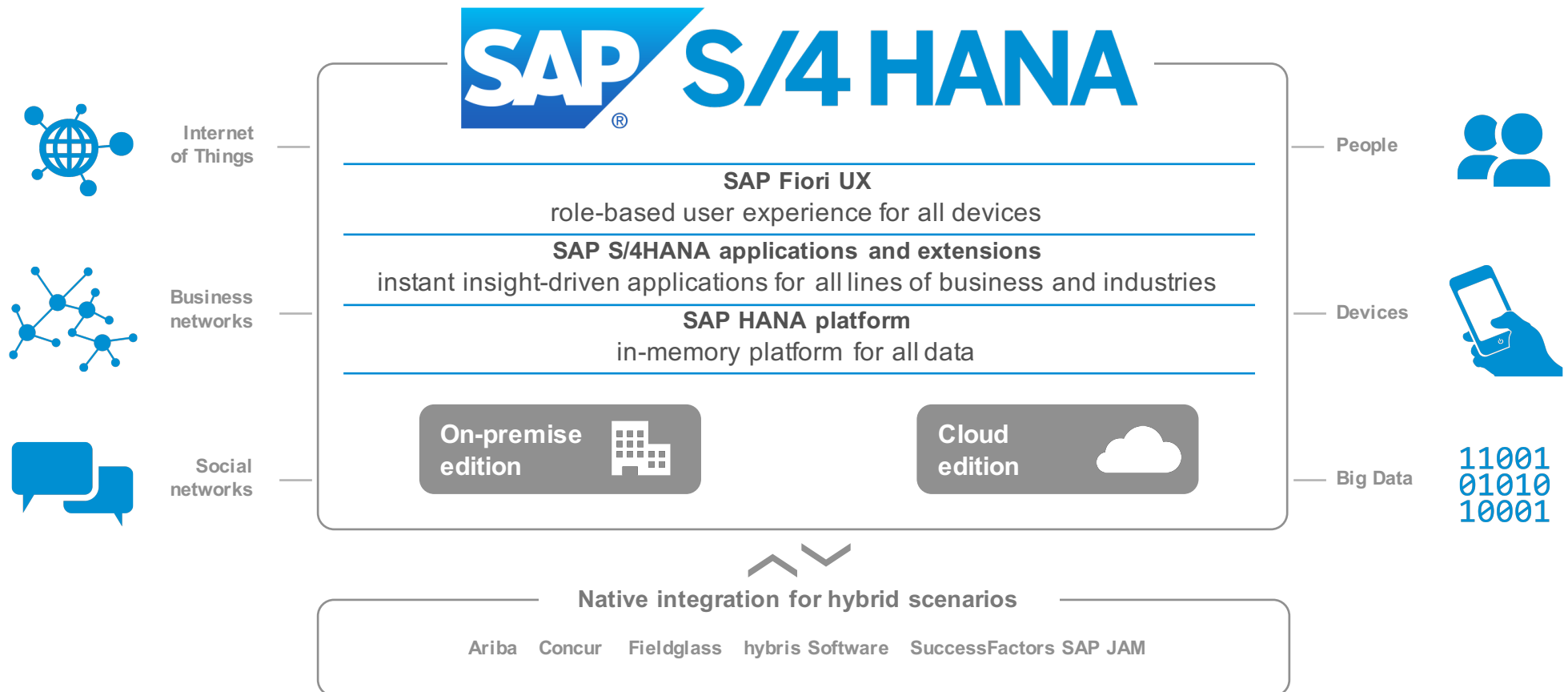| ONE OPEN PLATFORM | IN MEMORY ACID COLUMNAR STORE | OLTP AND OLAP TOGETHER | ADVANCED COMPRESSION | NO REDUNDANCY |

SAP HANA, our great simplifier for enterprise applications

| SAP HANA | SAP Business Warehouse powered by SAP HANA | SAP Business Suite powered by SAP HANA | SAP Simple Finance powered by SAP HANA | **SAP S/4 HANA** |

- In-memory platform

- Real-time analysis
- Real-time reporting

- Real-time business
- OLAP and OLTP together
- SAP HANA Enterprise Cloud for SAP Business Suite on SAP HANA

- Instant financial insight
- No aggregates
- Single source of truth

- **Simplified data model**
- **New user experience**
- **Advanced processing**
- **Choice of deployment**

2011　　　　2012　　　　2013　　　　2014　　　　**2015**

SAP S/4HANA, the next generation business suite

SAP S/4 HANA

Internet of Things

Business networks

Social networks

SAP Fiori UX
role-based user experience for all devices

SAP S/4HANA applications and extensions
instant insight-driven applications for all lines of business and industries

SAP HANA platform
in-memory platform for all data

On-premise edition

Cloud edition

People

Devices

Big Data

11001
01010
10001

Native integration for hybrid scenarios

Ariba   Concur   Fieldglass   hybris Software   SuccessFactors SAP JAM

SAP's platform opportunity
Be the platform for business applications

BEST CUSTOMERS

BUSINESS DATA

BUSINESS PROCESSES

SAP's UNIQUE POSITION

REAL-TIME

CONTEXTUAL

OPEN

NEXT GENERATION ECOSYSTEM – STARTUPS, DEVELOPERS, END-USERS, ISVs

Q & A

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HANA Cloud Platform

- EASY
  Partners, Developers, Analytics, Users

- COMPREHENSIVE
  Data, Runtimes, Mobility

- OPEN
  New and old standards

- INTEGRATED
  With SAP, outside SAP

- FOR BUSINESS
  Data Models, Business Actions