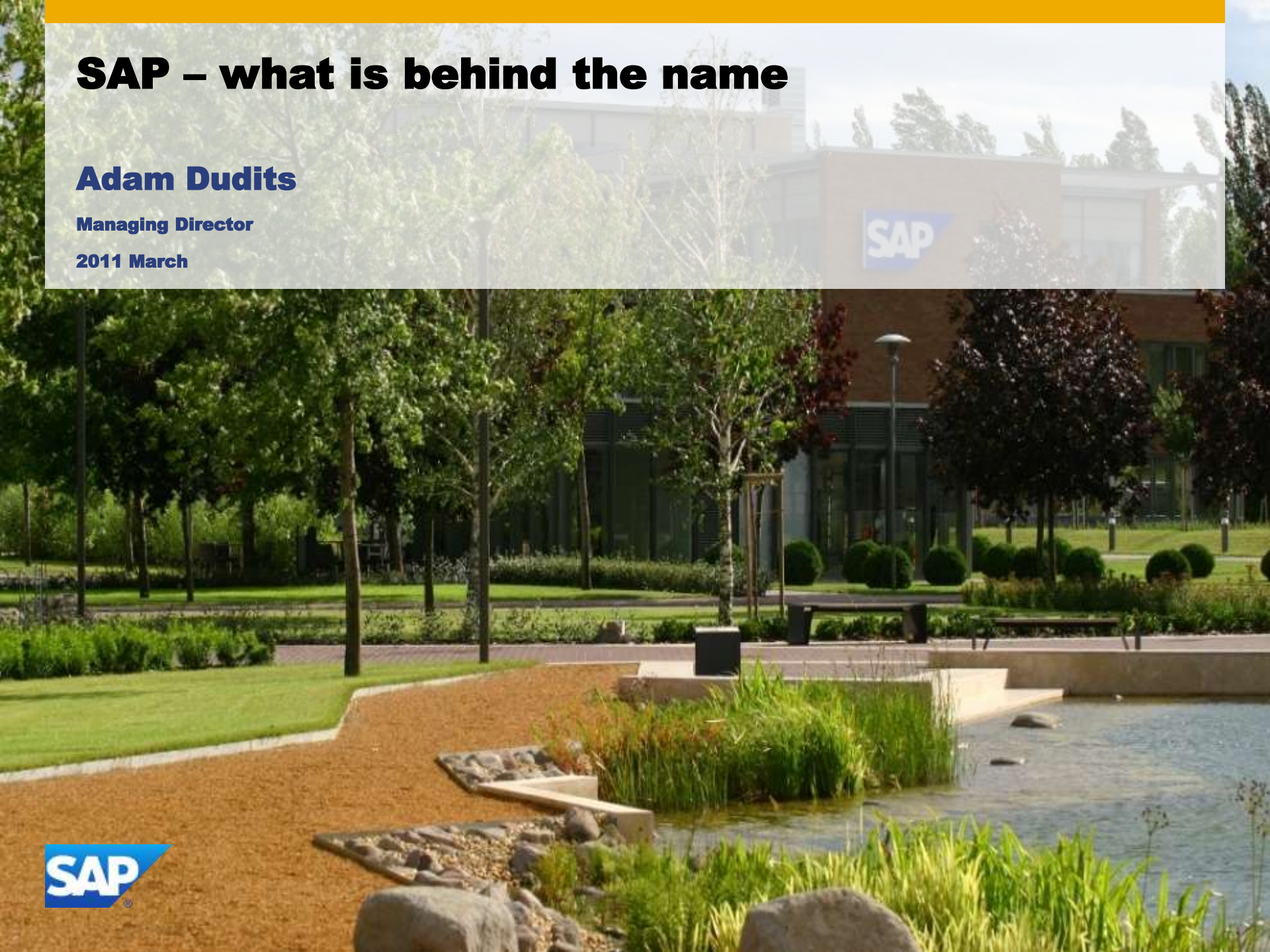


SAP – what is behind the name

Adam Dudits

Managing Director

2011 March



SAP Helps the World Run Better.

SAP Customers....

...process 2.5 billion
utility bills per year



...manage 50 million
bank accounts



...produce 2.2 million
tons of chocolate





1 **SAP Today**

2 Our Vision for Customers

3 Leading by Example

4 Facts and Figures

SAP Today

53,500+

SAP employees worldwide

120

countries

25

industries

37

languages

75

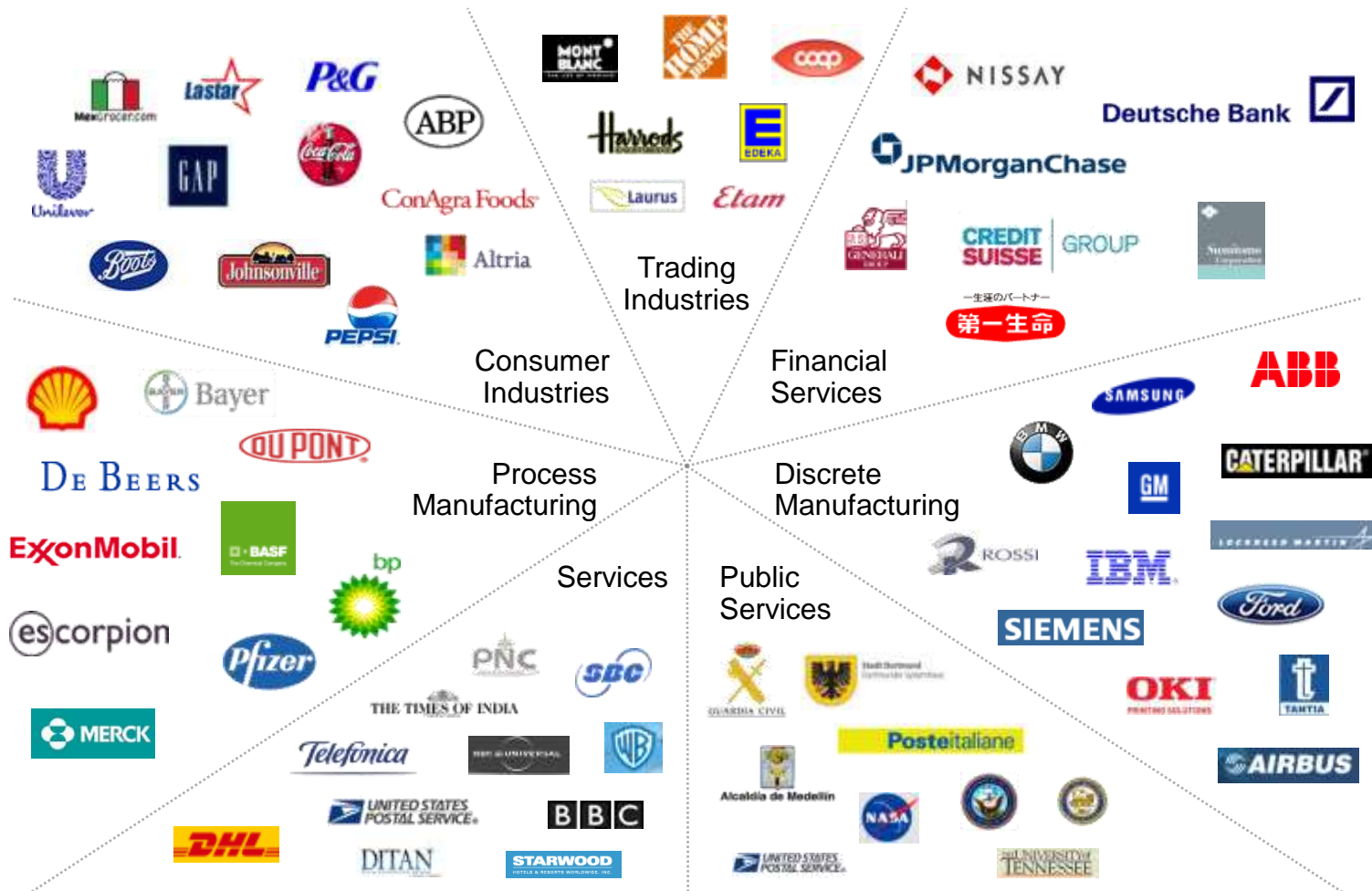
country offices

1,200+

services partners worldwide



Leading Companies Trust Our Industry Expertise



1 SAP Today

2 Our Vision for Customers

3 Leading by Example

4 Facts and Figures

New Demands of Business Software



Instant use and
instant value
everywhere



Lower
total
IT cost



Enable
sustainable
growth

“The ultimate customer is the business consumer.”

Our Strategy: Innovate on a Stable Core

Deliver the World's Best Business Applications

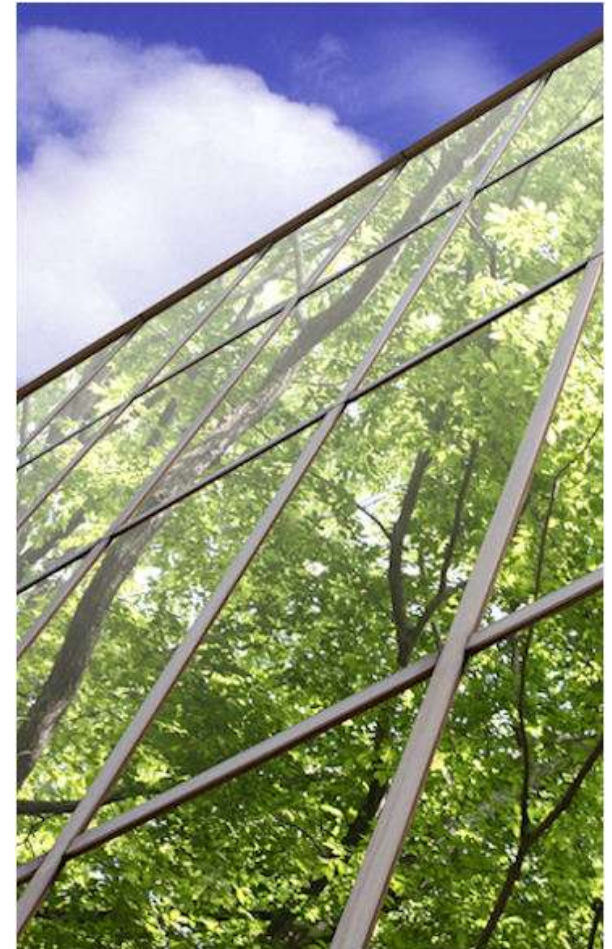
On Premise / On Demand /
On Device / Orchestration

Accelerate Innovation

Deliver more business value
through new technologies

Expand Ecosystem

Partner to accelerate innovation
and expand market



SAP Product & Service Portfolio

SOFTWARE

Applications

Platform

Solutions for
Large Enterprises

Solutions for
SME

SAP BusinessObjects
Portfolio

Technology Platform

SERVICES

Software-Related
Services

Prof. Services &
other Services

Custom Development

Consulting

Support Services

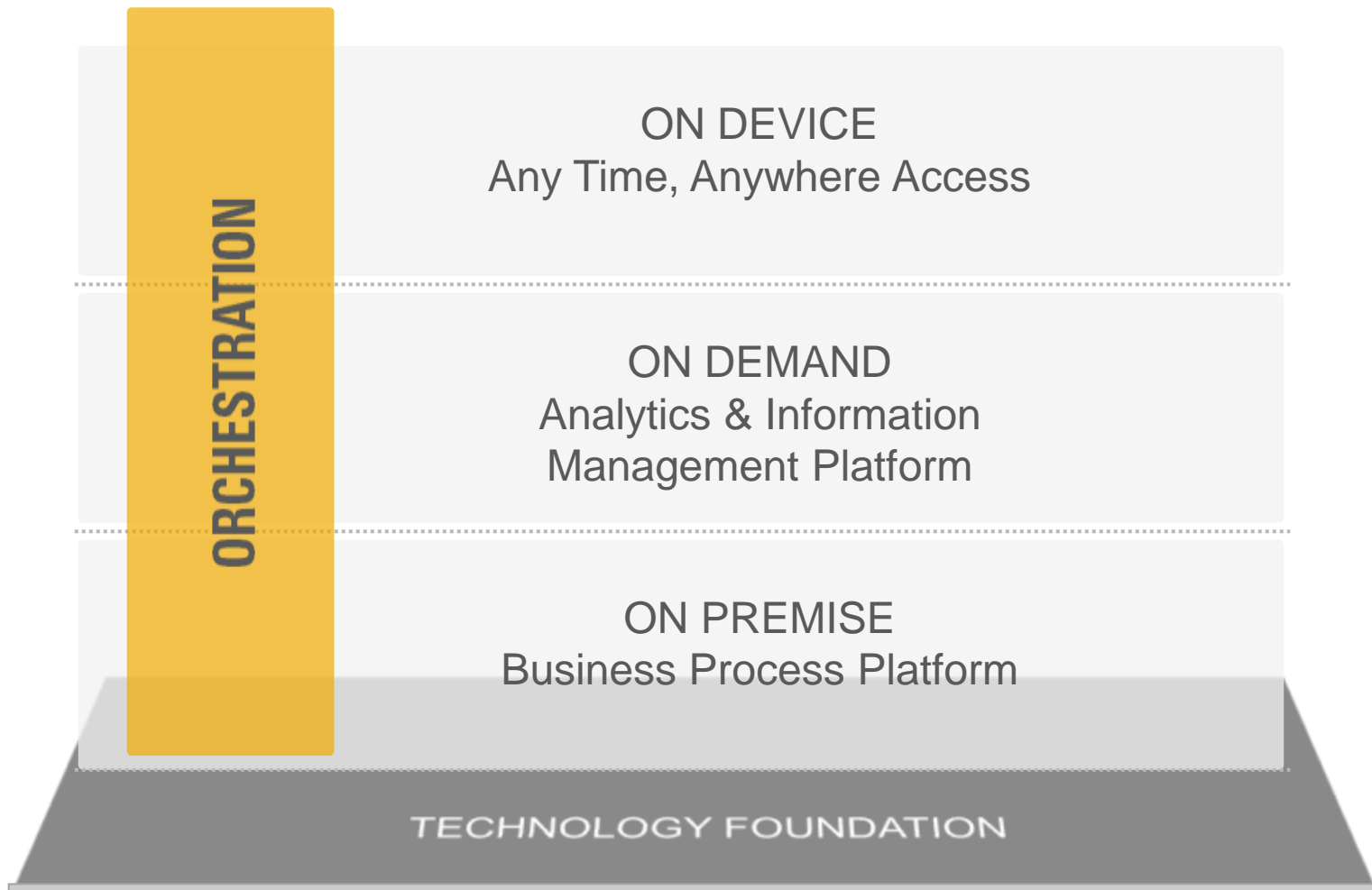
Education

On-Demand
Software Services

Managed Services ¹⁾

Managed Services ¹⁾

SAP Product Strategy



1 SAP Today

2 Our Vision for Customers

3 Leading by Example

4 Facts and Figures

Our Dual Strategy

Sustainability



Transform SAP into a role model for sustainability

Lead the market in providing sustainability solutions

Our Clear Purpose Initiatives

Corporate Social Responsibility

Education

Create educational opportunities and support innovative thinking.

Transparency and Governance

Fight bribery and corruption and enhance good governance.

Bridging the Digital Divide

Give disadvantaged communities access to the global market through technology.

Environmental Stewardship

Reduce our impact on the environment and help customers do the same.

SAP Solutions Help Customers Achieve Their Sustainability Goals



Sustainability Performance Management

Energy and Carbon

Product Safety and Stewardship

Sustainable Supply Chain

Environment, Health, and Safety

Sustainable Workforce

IT Infrastructure

Our Employees Share a Passion For



Empowered and Collaborative Employees are Our Foundation



82% of employees are proud to work for SAP

75% of employees believe in SAP's products and services

75% of employees recommend SAP as a great place to work

78% of employees believe in the values of SAP

Results of SAP's Employee Survey 2009

Commitment to Diversity



Key Diversity Statistics

124 nationalities worldwide

777 employees were on assignments abroad in 2008

Employee Networks	Supporting SAP Organizations
Business Women's Network (gender)	Global Diversity Office
Cultures@SAP (culture, race, ethnicity)	Diversity representatives in many locations
HomoSAPiens@SAP (sexual orientation)	Family@SAP e.V. (parents' association in Germany)
net45plus (older employees)	Representatives for Severely Disabled Employees in Germany (SBV)

Globally Recognized Employer of Choice



FORTUNE AMERICA'S MOST ADMIRED COMPANIES 2008



1 SAP Today

2 Our Vision for Customers

3 Leading by Example

4 Facts and Figures




Income Statement Overview

FY 2010

	IFRS			Non-IFRS			
			Δ%			Δ%	Δ%
€ millions, unless otherwise stated	2010	2009		2010	2009		at cc
SSRS revenue	9,794	8,198	19	9,866	8,209	20	13
- thereof SAP excluding Sybase	9,537	8,198	16	9,537	8,209	16	10
Professional services & other serv. rev.	2,670	2,474	8	2,670	2,474	8	2
Total revenue	12,464	10,672	17	12,536	10,683	17	11
Total operating expenses	-9,875	-8,084	22	-8,592	-7,756	11	6
Operating profit	2,589	2,588	0	3,944	2,927	35	23
Financial income, net	-67	-80	-16	-55	-80	-31	
Profit before tax	2,337	2,435	-4	3,699	2,772	33	
Income tax expense	-521	-685	-24	-1,005	-771	30	
Profit after tax	1,816	1,750	4	2,694	2,001	35	
Basic earnings per share, in €	1.53	1.47	4	2.27	1.68	35	

Strong Performance in 2010

SAP Exceeds Top Line Guidance

	SAP's Outlook* FY 2010	Actual Performance FY 2010	
SSRS Revenue (Non-IFRS at cc)	+ 9% – 11% +6% – 8% SAP excl. Sybase	+ 13% +10%	
Operating Margin (Non-IFRS at cc)	30% – 31%	30.5%	
Effective Tax Rate (IFRS)	27.5% – 28.5%	22.3%**	

* Status as of Q3 2010

** Impacted by ~5pp due to increased provisions for TomorrowNow Litigation

Cost Ratios

FY 2010, Non-IFRS

