

# SAP – The World’s Leading Business Software Company

Adaire Fox-Martin  
President, SAP Asia Pacific Japan



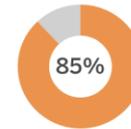


# 1 SAP – a truly global company

# SAP is the world's leading business software company,



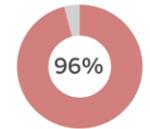
Energy & Natural Resources



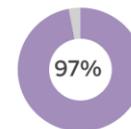
Consumer Products



Life Sciences



Discrete Manufacturing

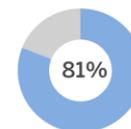


Public Services

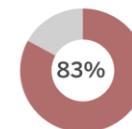


**25+ Industries**

Financial Services



Retail



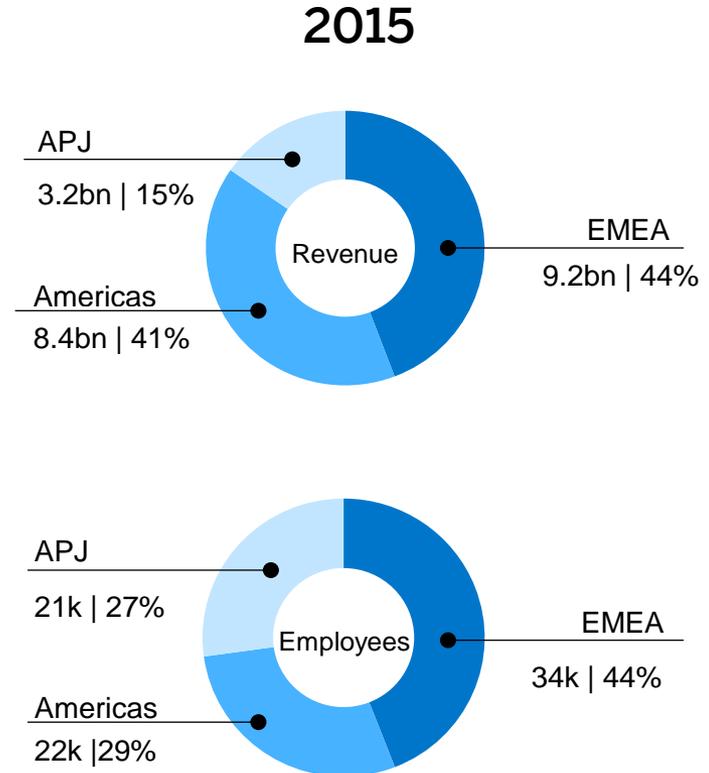
Services



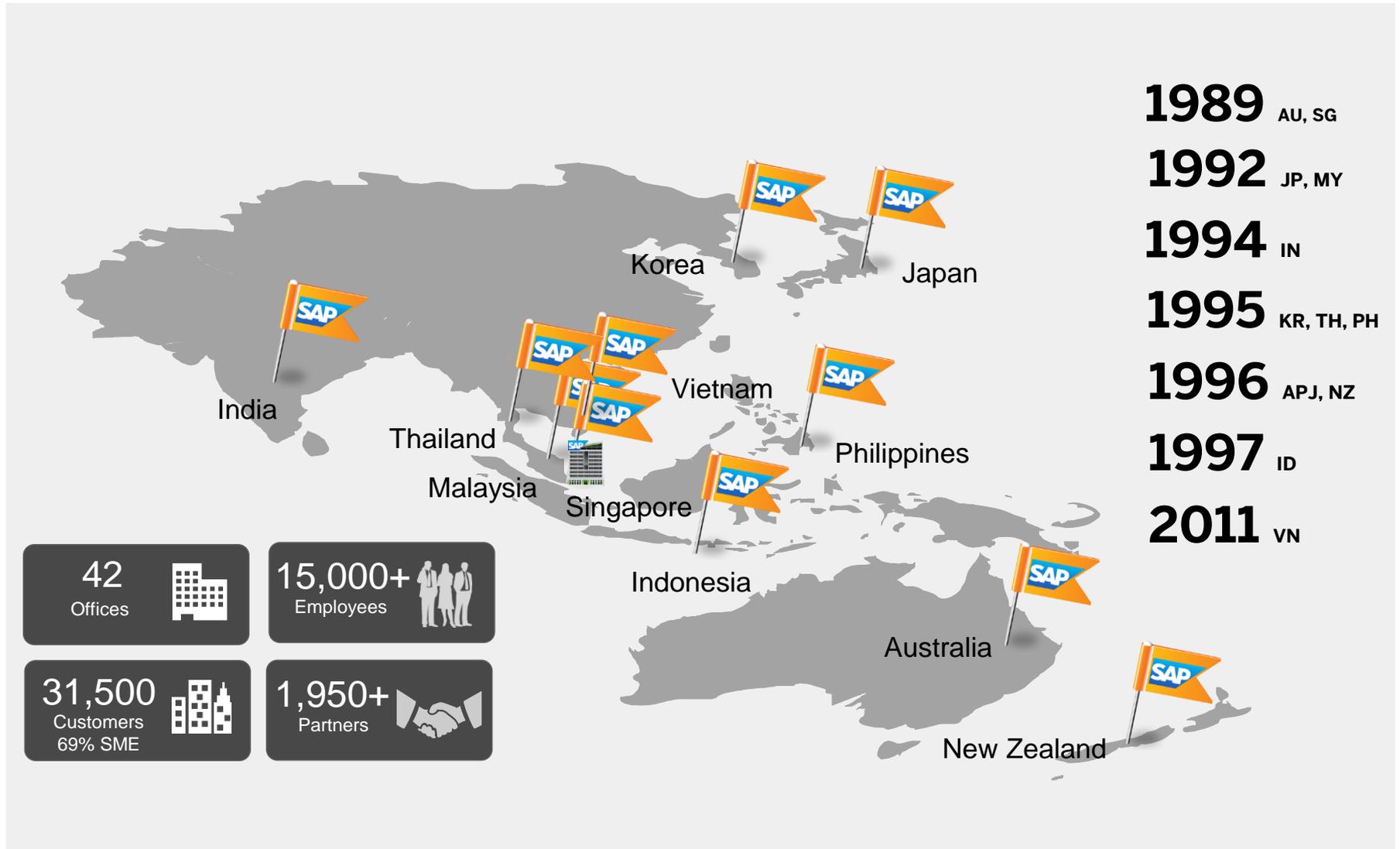
Percent Global 2000 that Run SAP

# ...a truly global company

- **76%** of the world's transaction revenue touches an SAP system
- SAP touches **\$16 trillion** of consumer purchases around the world
- **78%** of Asian companies in the Global Forbes 2000 are SAP customers
- Every 60 seconds, our customers in Asia generate **\$17.3 million** of global private sector GDP



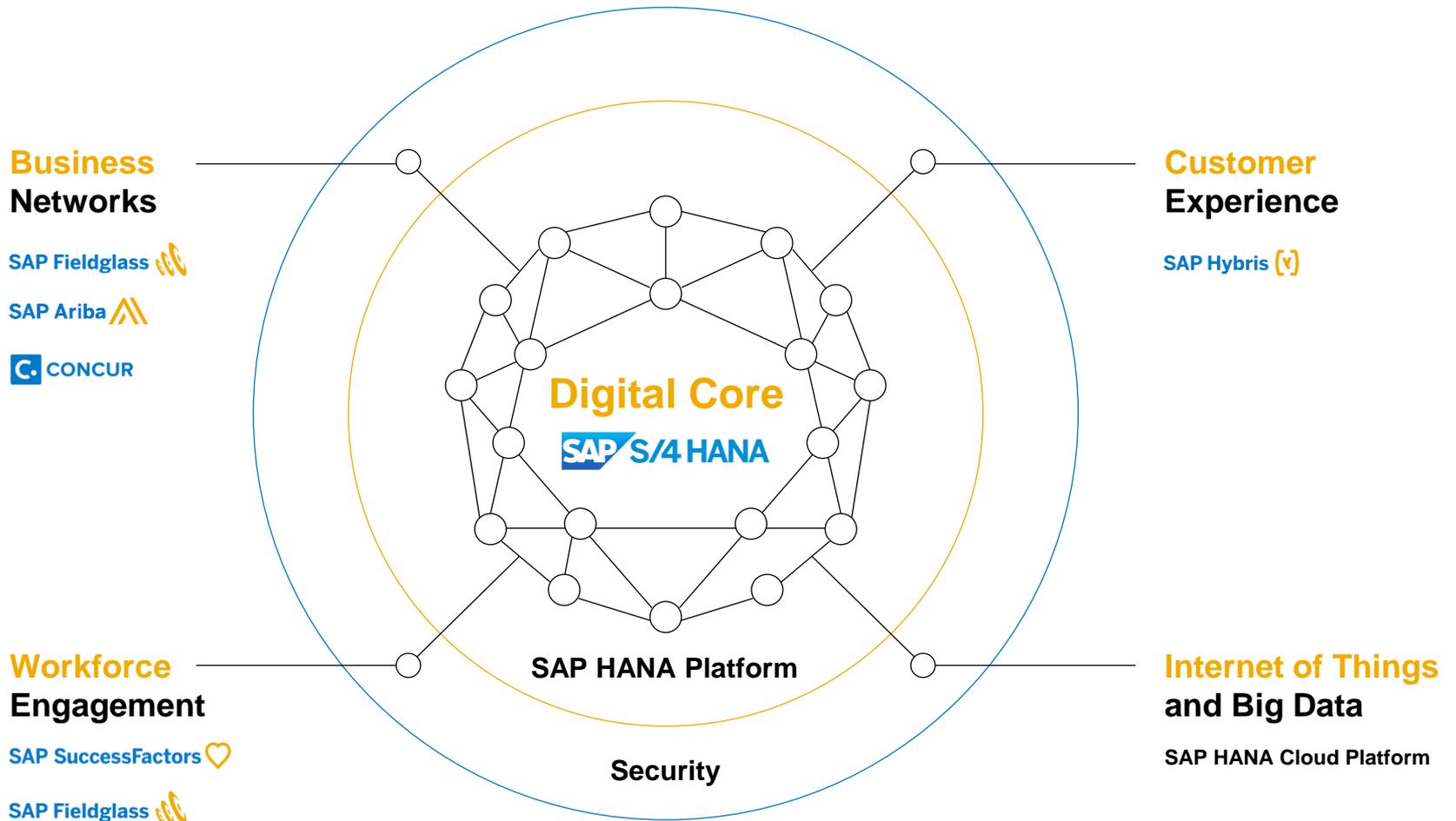
# Close to thirty years of success in Asia Pacific Japan





**2** SAP's strategy is to help customers win in the digital economy

# Only SAP can help businesses implement their digital strategy



# Our customers' success will help us deliver on our strategy and vision

Re-imagine  
Business models



SIEMENS

Re-imagine  
Business processes &  
work

Colgate



Help the world run better  
& improve people's lives

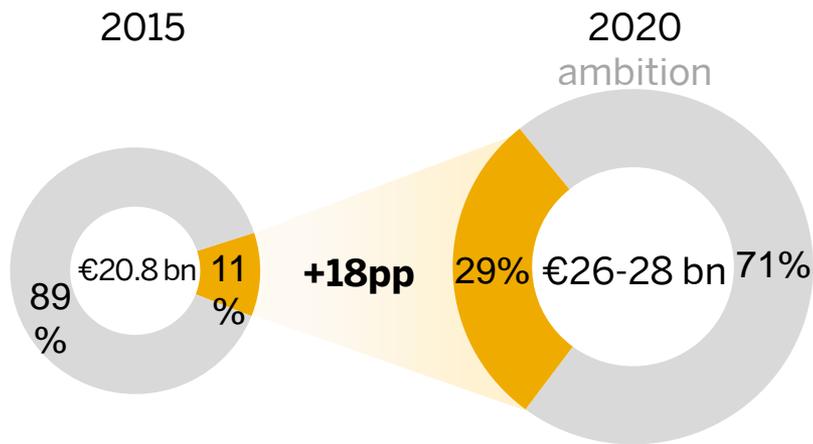




## 3 SAP's long-term financial ambition

# 2020 Ambition – a larger, stickier, more predictable business

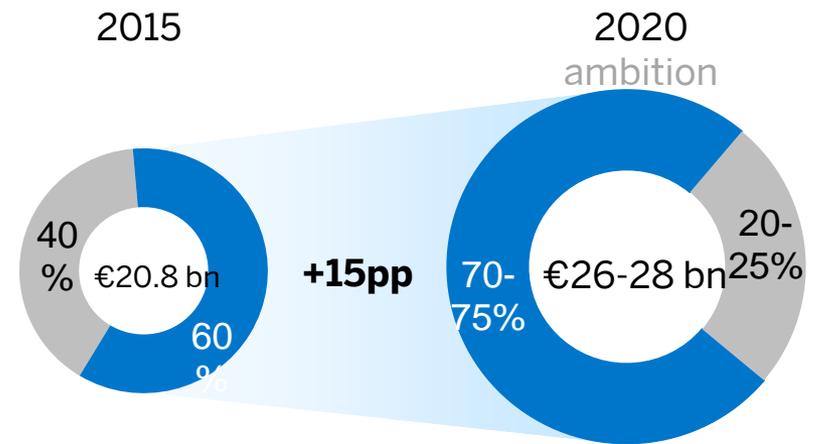
## Total revenue mix



Much larger cloud business in 2020 relative to core business – change in revenue mix weighs on blended operating margin for the group in short/medium term

- Cloud subscription and support revenue
- All other revenue

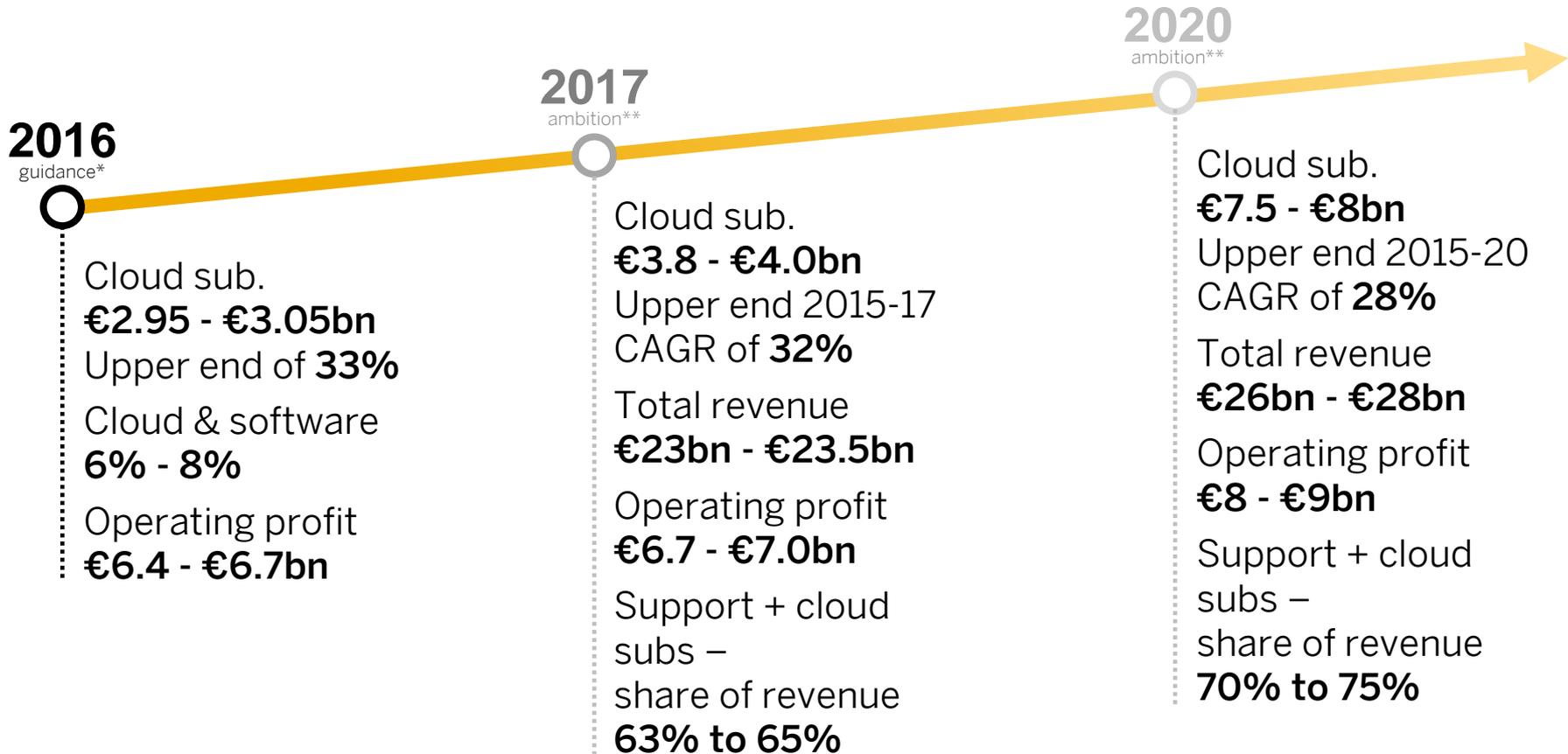
## Share of more predictable revenue



Share of more predictable revenue is expected to increase to 70-75% by 2020 and includes a growing €10 billion+ support base

- Support + Cloud subs – share of revenue
- All other revenue

# 2016 outlook and midterm ambitions



\* All numbers non-IFRS and at constant currency

\*\* All numbers non-IFRS



## 4 Key takeaways

# Summary

- **Undisputed global leader** in business application and analytics software
- **Strong innovation cycle** across the digital core with S/4HANA, cloud and business networks
- **Solid growth opportunities and robust business models:**
  - Broad diversification of revenues across regions and industries
  - Already strong footprint in APJ – basis for continued strong growth
  - Increasing share of more predictable revenues
  - Growing operating profit amidst industry transformation
- **Continuous dividend payments** since the IPO in 1988





# Run Simple

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.