

SAP – The World’s Leading Business Software Company

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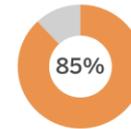


1 SAP – a truly global company

SAP is the world's leading business software company,



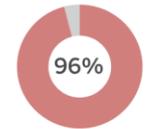
Energy & Natural Resources



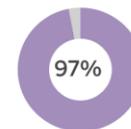
Consumer Products



Life Sciences



Discrete Manufacturing

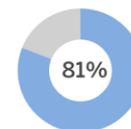


25+ Industries

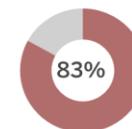
Public Services



Financial Services



Retail



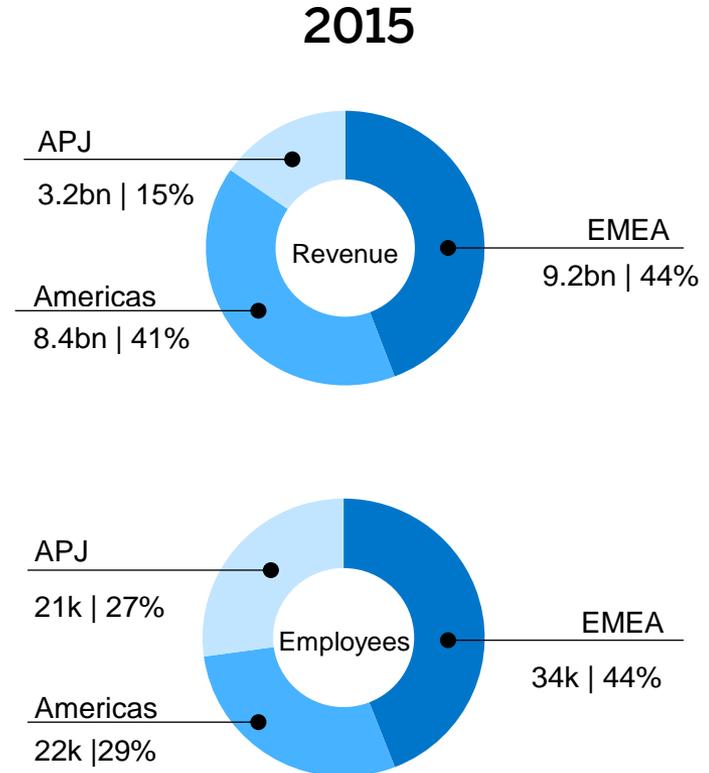
Services



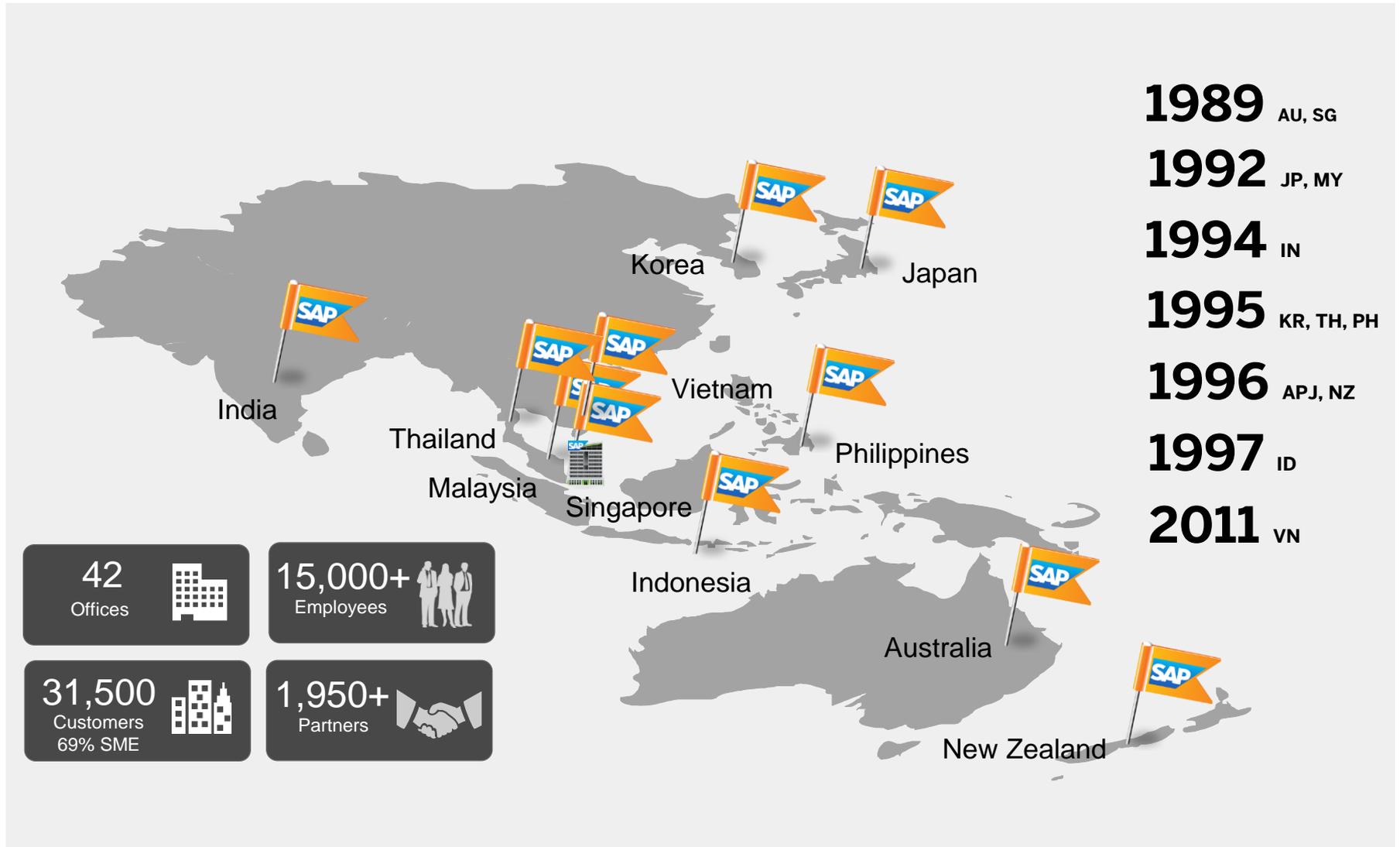
Percent Global 2000 that Run SAP

...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



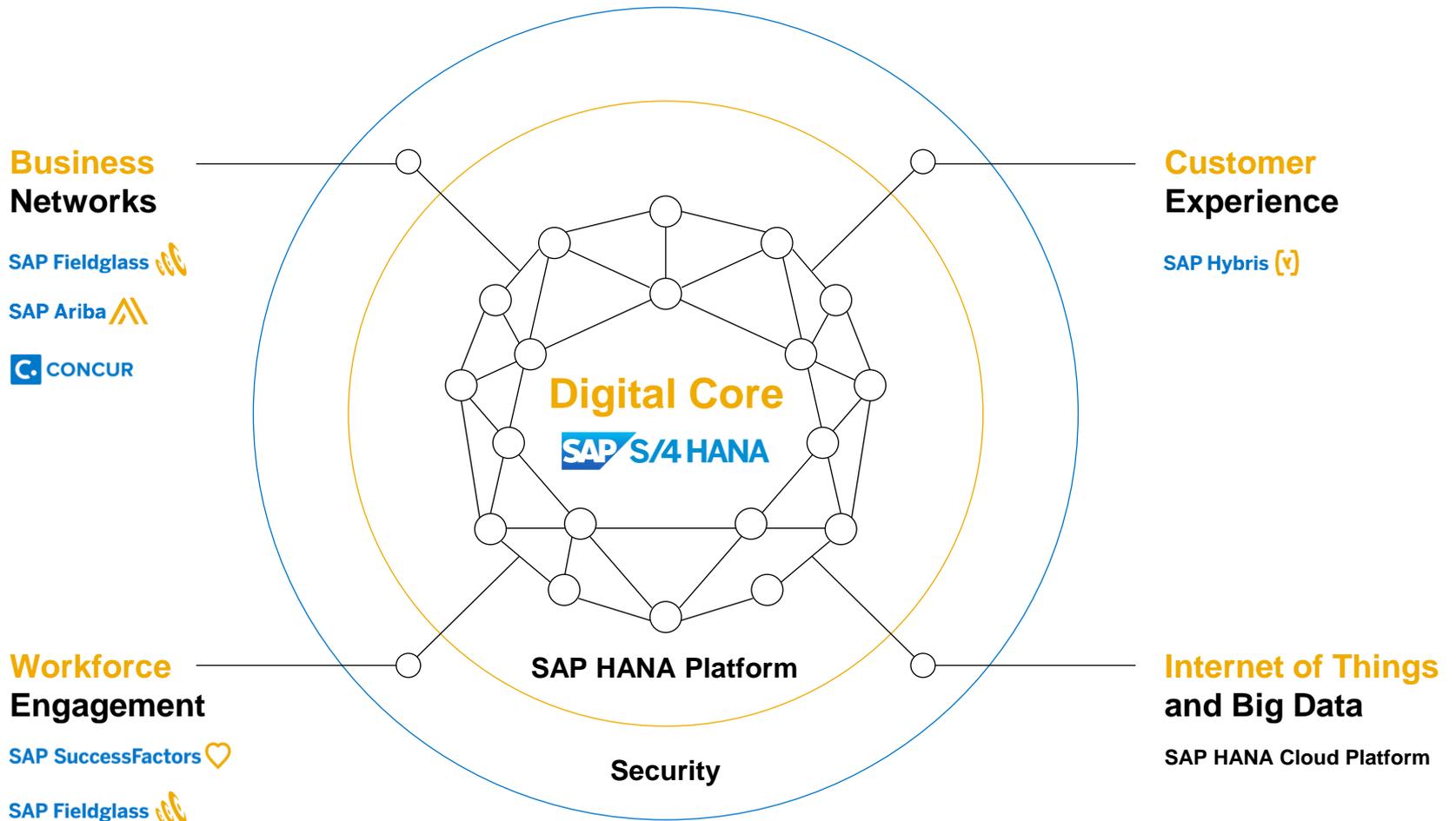
Close to thirty years of success in Asia Pacific Japan





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



LA TROBE
UNIVERSITY

Help the world run better
& improve people's lives



SNUH
서울대학교병원

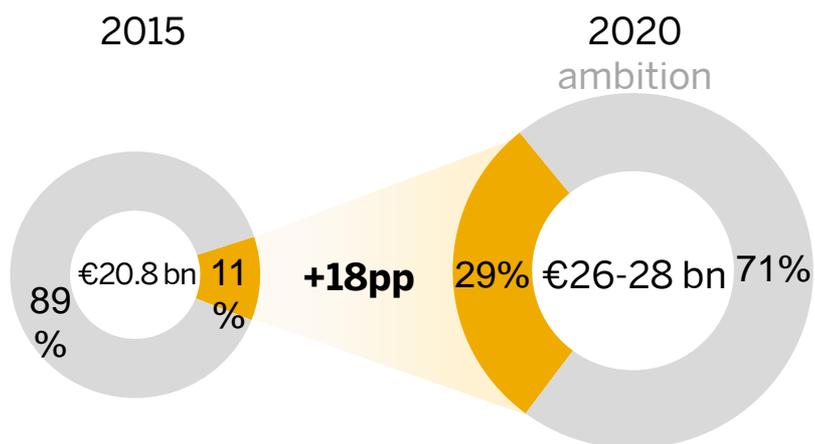




3 SAP's long-term financial ambition

2020 Ambition – a larger, stickier, more predictable business

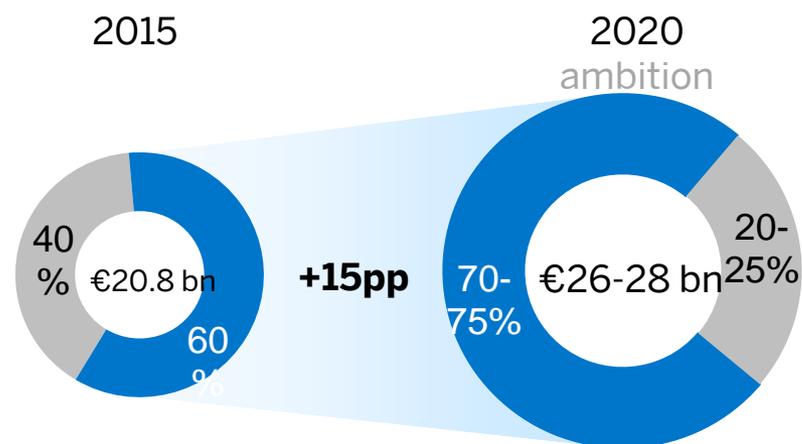
Total revenue mix



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

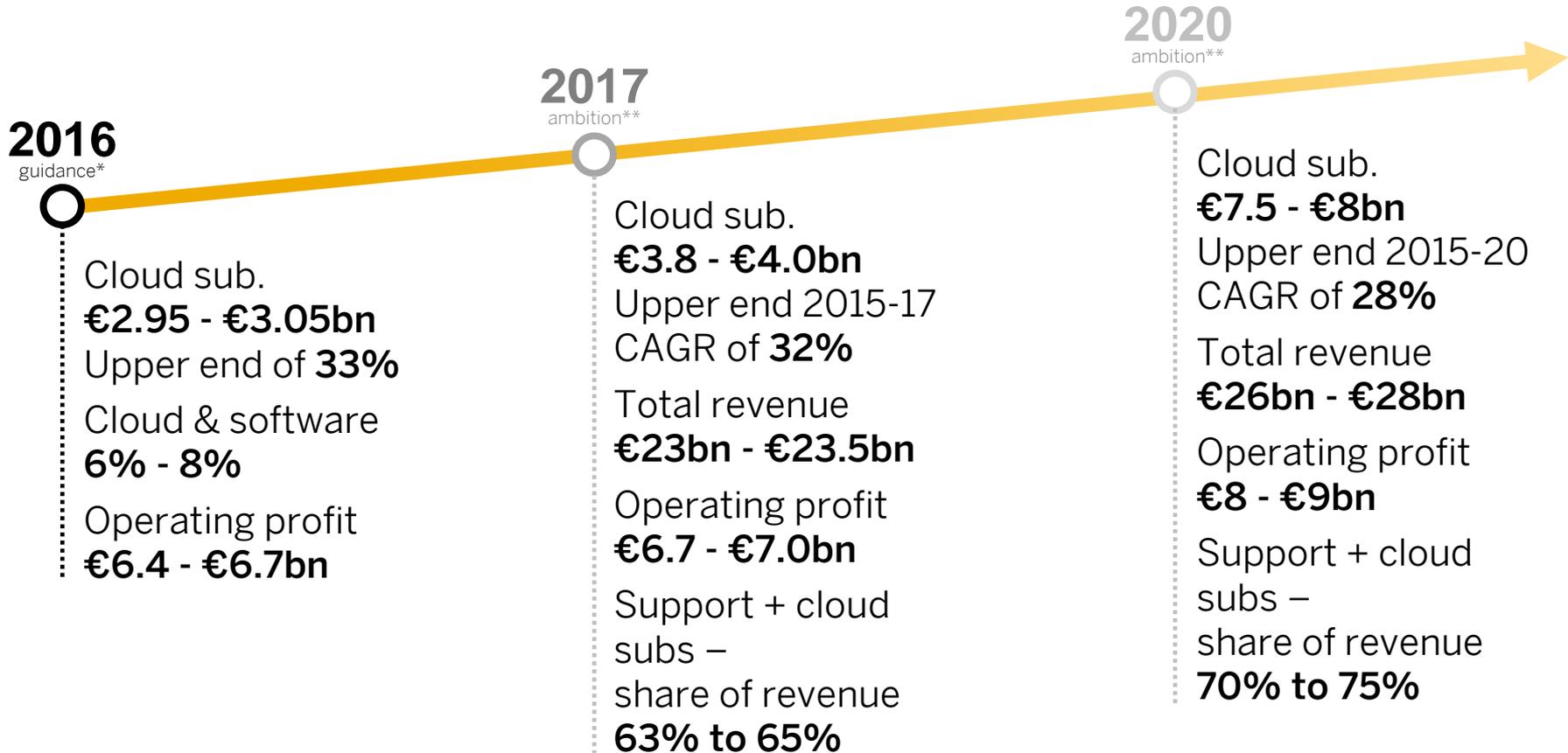
Share of more predictable revenue



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

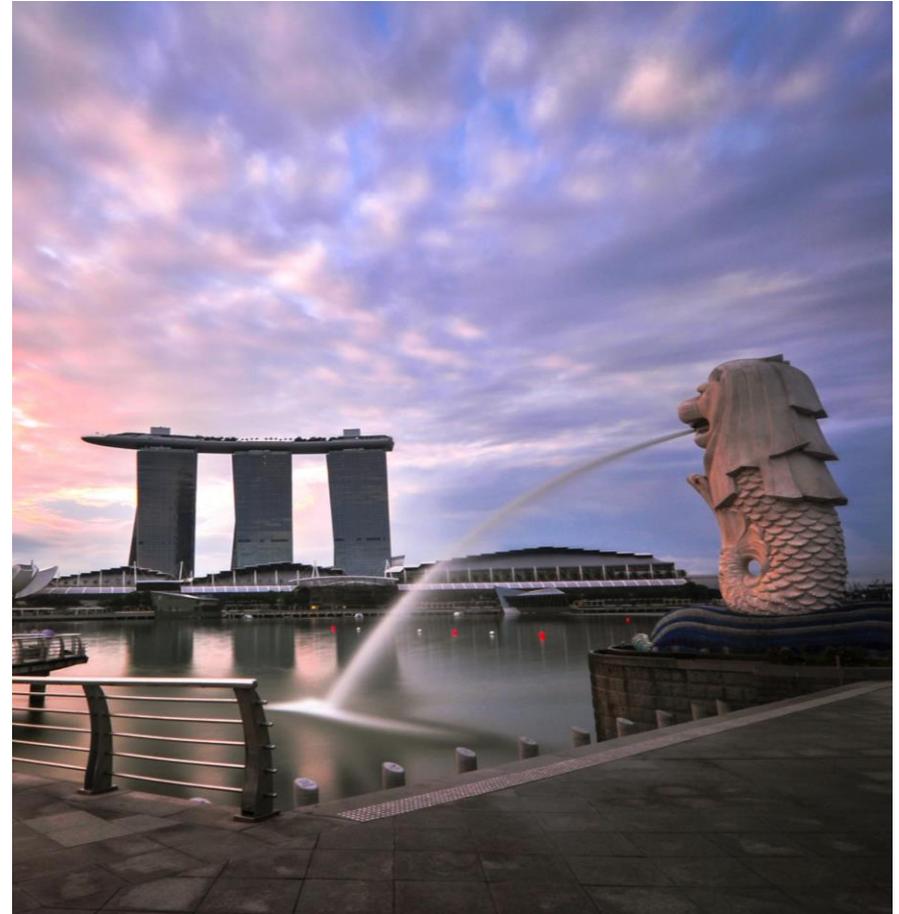
** All numbers non-IFRS



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.