



**Fact Sheet**  
October 2011

# SAP AG

## The World's Largest Enterprise Application Software Company

As the world's leading provider of enterprise application software, SAP (NYSE: SAP) delivers products and services that help accelerate business innovation for its more than 170,000 customers in more than 120 countries.

### QUICK FACTS

#### Financial Highlights FY 2010 (IFRS)

Total revenue	€12.46 bn
SSRS revenue	€9.79 bn
Operating profit	€2.59 bn
Operating margin	20.8%
Operating margin (Non-IFRS)	32.0%
Basic earnings per share	€1.52
Free cash flow	€2.62 bn
Employees (FTEs)	53,513

#### Investment Profile (as of 9/29/2011)

Ticker symbol	SAP
Home exchange	Frankfurt Stock Exchange, Germany
U.S. exchange	NYSE (ADR)
ADR : ordinary share ratio	1 : 1
52 week range	\$46.70 - \$68.39
Market cap:	\$61 bn

#### Financial Calendar 2011/2012

Oct 26	Q3 results release
Nov 10-12	AAII Conference, Las Vegas, NV
Jan 25	Q4 preliminary results release
Apr 25	Q1 results release
May 25	Annual general meeting of shareholders

### Helping Companies Become Best-Run Businesses

SAP's vision is for companies of all sizes – including small business and midsize companies – to become best-run businesses. In today's challenging business environment, companies need clarity across all aspects of their business in order to act quickly with increased insight, efficiency, and flexibility.

By using SAP solutions companies can reduce costs, and optimize performance. To help its customers get the most out of their IT investments so that they can maximize their business performance, SAP professionals deliver the highest level of service and support.

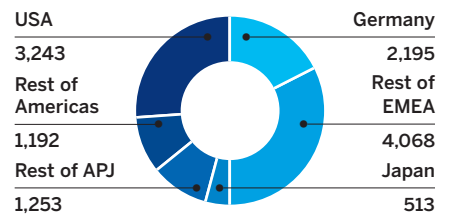
### Ambition

By the middle of the present decade we want to

- Generate €20 billion in annual revenue
- Achieve a 35% non-IFRS operating margin
- Reach 1 billion users

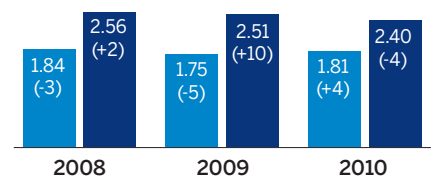
### Revenue by Region Based on Customer

Location | € millions



### Profit After Tax (IFRS)

■ EUR ■ USD<sup>1)</sup>  
in billions (change in %)



1) The figures have been translated solely for the convenience of the reader at the USD/EUR exchange rate based on the noon buying rate certified by the Federal Reserve Bank of New York on December 31st for the years 2008 and 2009, and on December 30th for the year 2010.

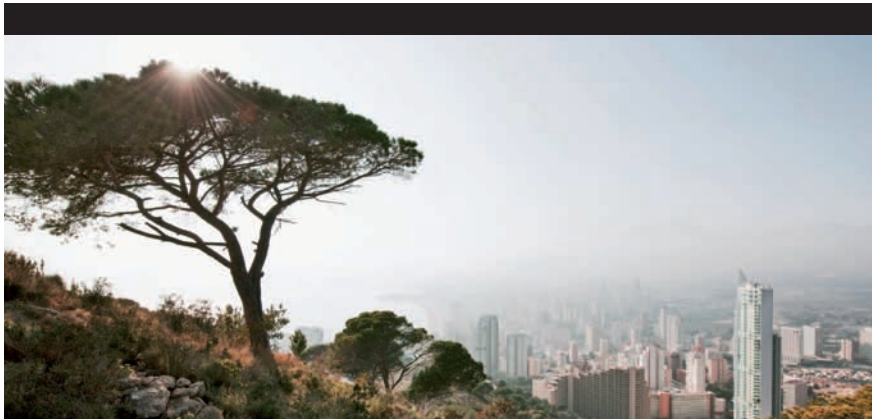
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## Strategy for Future Growth

SAP's strategy is to continue to increase profitability as well as revenues in software and software-related services – which encompasses software, support and subscription and other software related service revenues. With more than 170,000 customers, SAP recognizes great opportunities to sell additional user licenses as well as new products and applications that address the market trends of analytics, mobile (on device), cloud-computing (on demand) and real-time business (in memory). SAP plans to realize its potential through:

### 1. Organic Growth

SAP remains dedicated to driving growth through organic development of its product and services portfolio, spending €1.7 billion on research and development in 2010.

### 2. Co-Innovation

SAP is expanding its partner ecosystem to support solutions development and to leverage sales forces to accelerate innovation and to address different market and customer segments.

### 3. Strategic Acquisitions

SAP's growth strategy also involves strategic acquisitions that add to its broad solution offerings within and across industries by gaining specific technologies and capabilities that meet the needs of its customers.

## Reasons to Invest in SAP

When you invest in SAP, you become part of a leading business software company with:

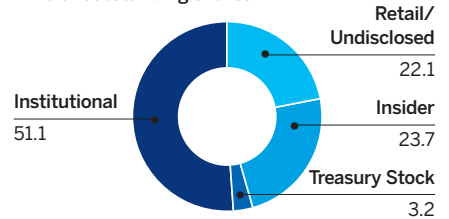
- More than 35 years of experience in providing solutions to the world's best-run businesses
- Thousands of customers worldwide that rely on SAP software every day – including many of the companies you invest in
- A solid track record of growth and return to investors
- Strong growth opportunities supported by a sustainable, robust, long term business model
- One of the most actively traded German stocks on the NYSE, and one of the most active ADRs overall

## Sampling of SAP's more than 170,000 Customers

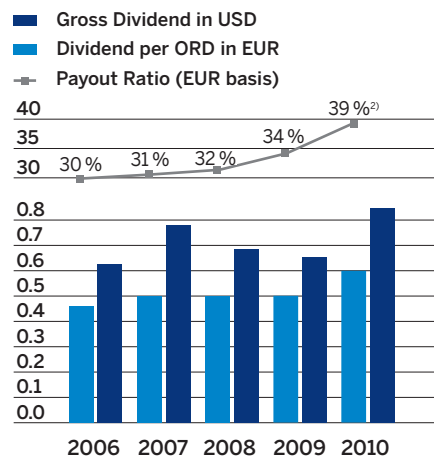
Adobe Systems	Kellogg's
American Express	McDonald's
BMW	Nestle
BP	Nike
Canon	Nokia
Chevron	PepsiCo.
Chrysler	Procter & Gamble
Coca-Cola	Samsung
Colgate-Palmolive	Siemens
Dept of Defense	Sony
Disney	Starbucks Coffee
eBay	Target
Ford	The Body Shop
GE	Unilever
General Motors	U.S. Postal Service
Hershey Foods	Verizon
Home Depot	Wal-Mart

## Shareholder Structure

in % of outstanding shares



## Dividends



<sup>2)</sup> adjusted for TomorrowNow provision

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