

Safe Harbor Statement

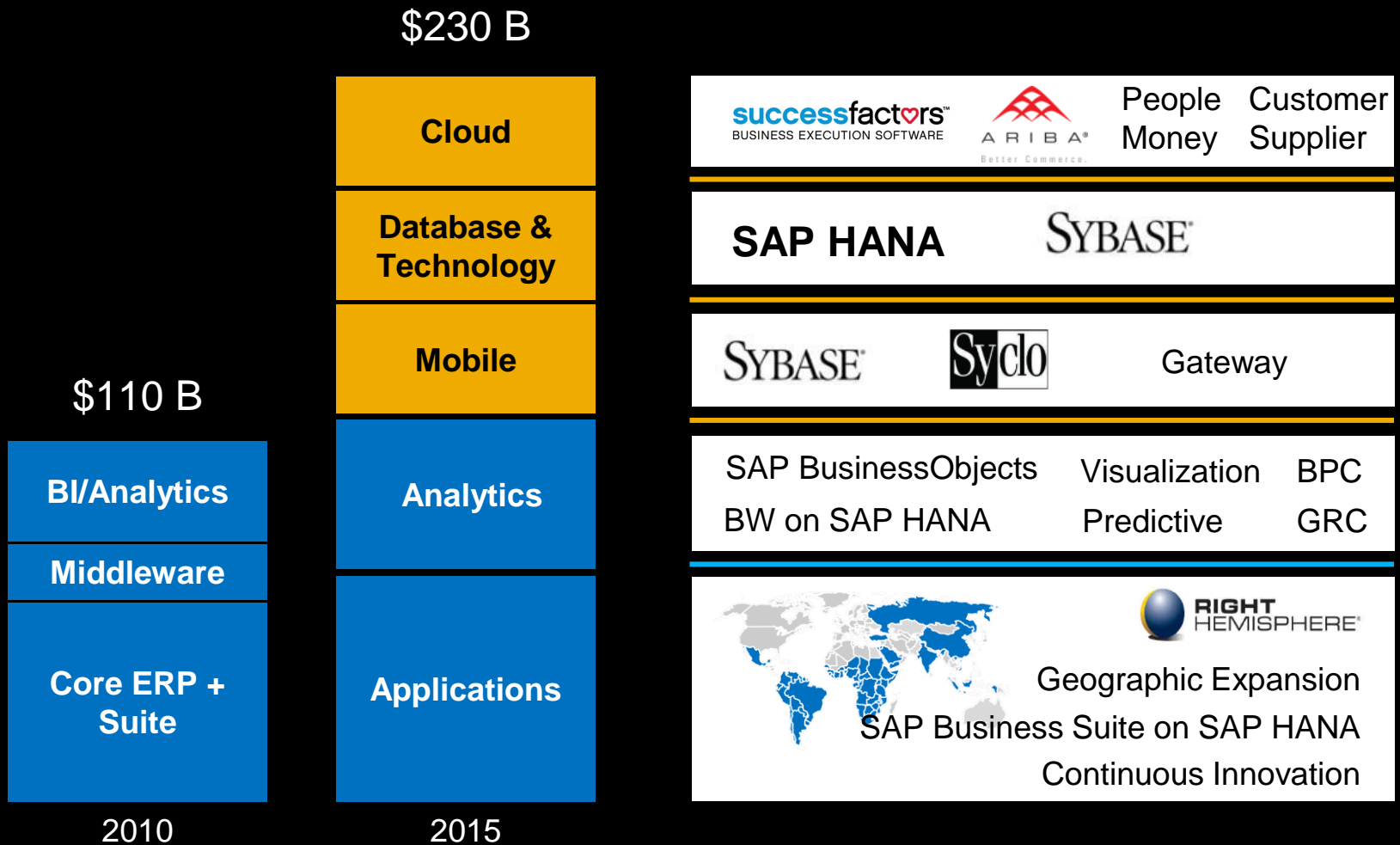
Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” 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.



Robert Enslin
President, Global Customer Operations
Global Managing Board

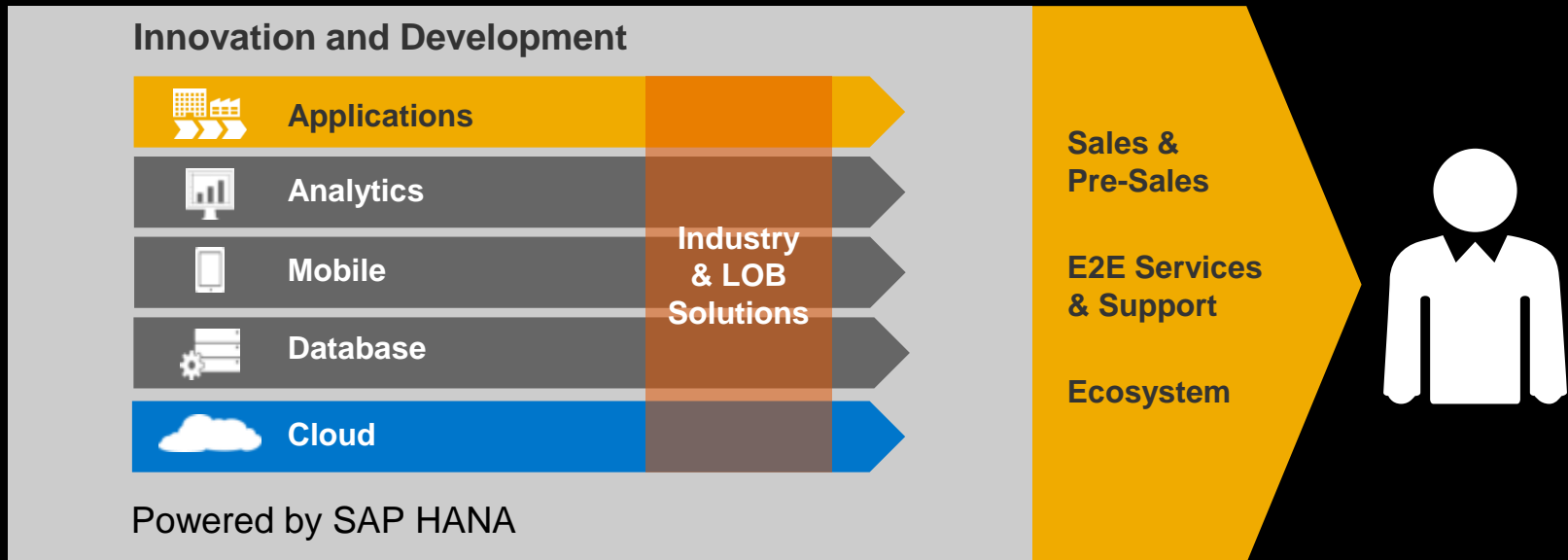
Expanding Addressable Market

Through Organic Innovation and M&A



Source: IDC, CMI, strategy reviews with consulting firms, team analysis

End-to-End Value Chain



Leverage the true power of SAP: transform key technologies into solutions for industries and lines of business

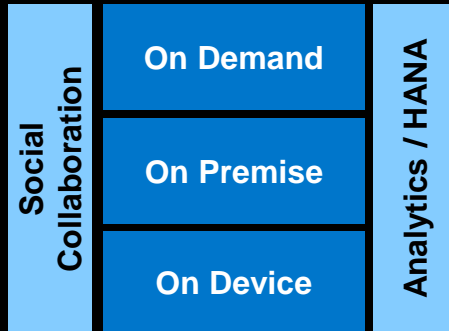
GTM Strategy

Three Models Aligned to Customer Buying

GCO 5 Regions

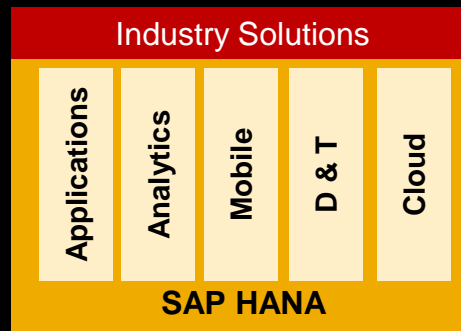


LoB Model:
SAP full LOB Solution across
On-Premise & On-Demand (Cloud led)



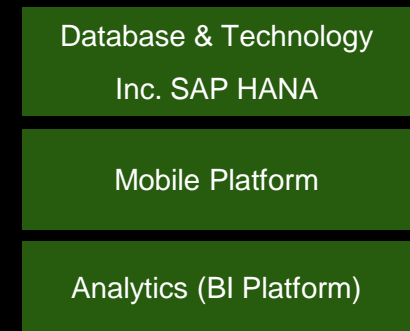
LoB Buyer –
HR, Procurement

Industry Model:
Solutions tailored to a
specific Industry

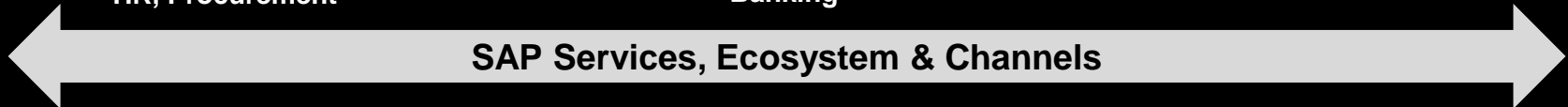


Industry Buyer -
Banking

Technology Model:
Technology sales focused
on product functionality

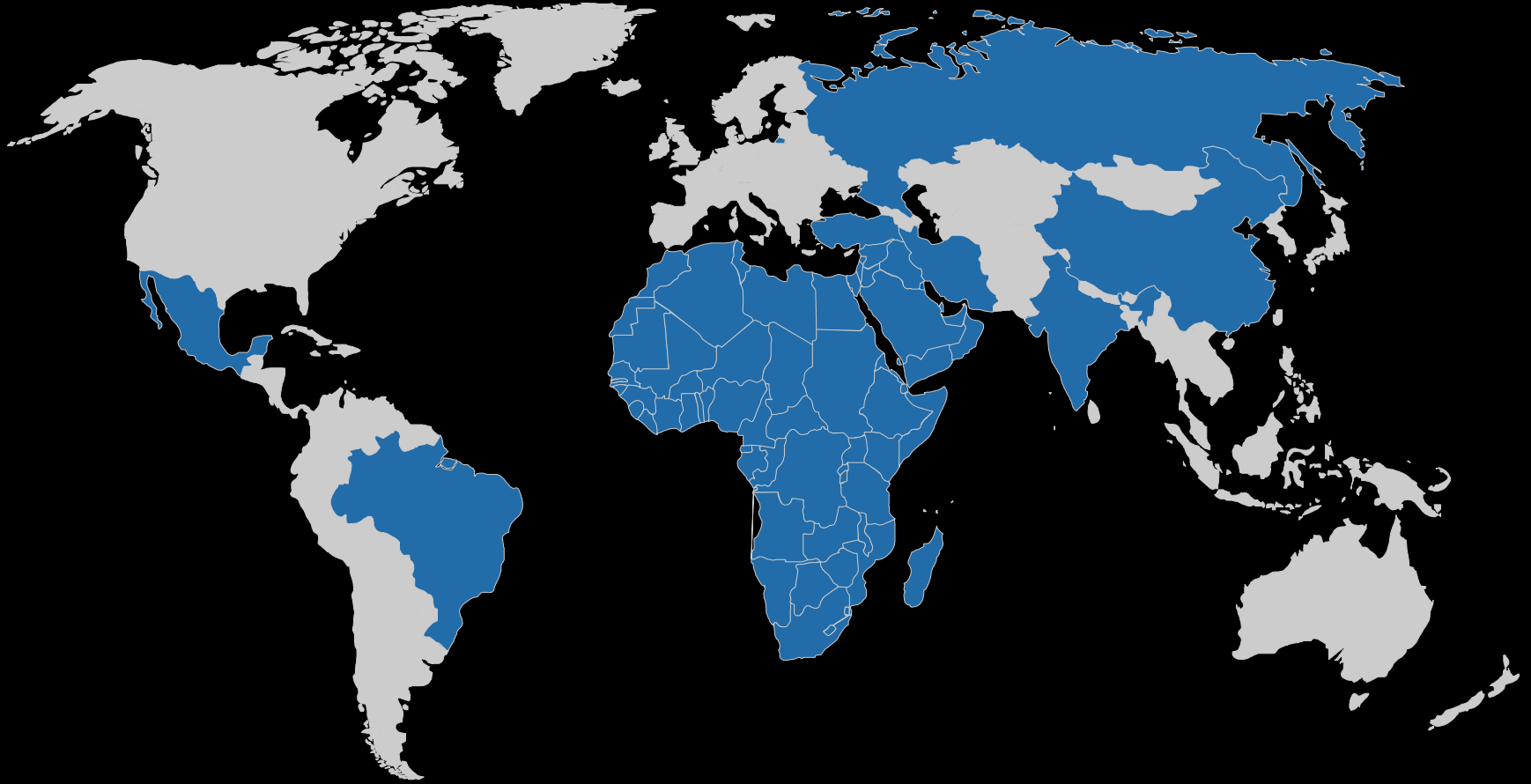


Technology Buyer



Emerging Markets

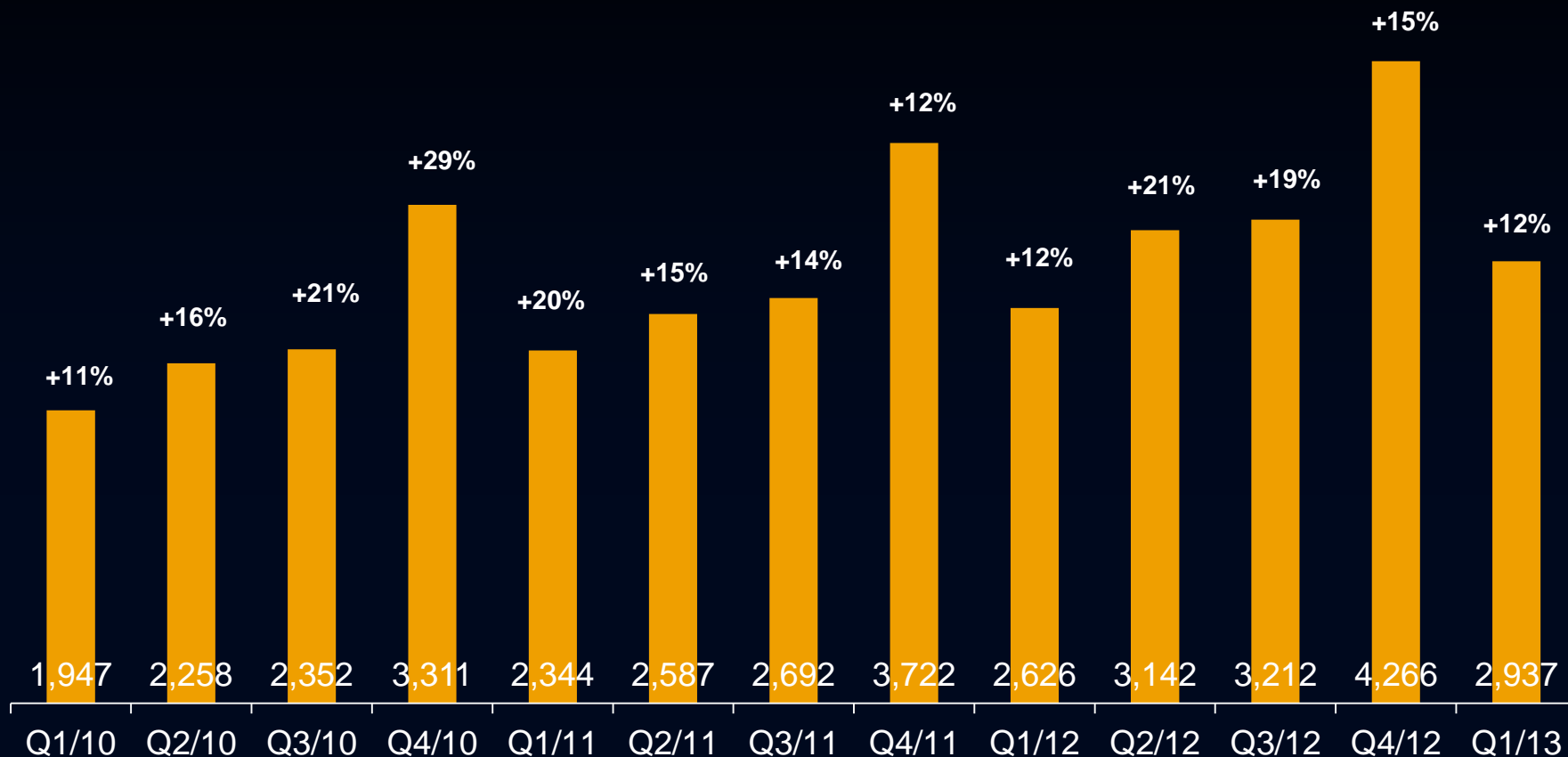
BRIC, Mexico, Turkey, MENA, Africa



13 Consecutive Quarters of Double-Digit Growth

Non-IFRS Software & Software-Related Service Revenue

Year on year growth rates in %



Revenue in € millions

On Track for Achieving 2015 Goals

Reach at least **€20 billion** of total revenue

Reach **35%** non-IFRS operating margin

Reach **1 billion** people

Build a **€2 billion** profitable Cloud business

Remain the **fastest growing database** company