WELCOME
TO THE 23rd ANNUAL SHAREHOLDER MEETING, SAP AG
BILL McDERMOTT
CO-CEO, SAP AG
2009: YEAR OF CHANGE

The New Business Environment

- Shifting world market dynamics
- Capital investment for fast return
- Real-time business anywhere, anytime
- Intensified competition

SAP Took Decisive Action

- Innovation with world-class products
- Long-term customer partnerships
- Target CIOs and Lines of Business
- Leverage extensive ecosystem
## 2009: Financial Overview

<table>
<thead>
<tr>
<th></th>
<th>IFRS</th>
<th></th>
<th>Non-IFRS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2009</td>
<td>2008</td>
<td>Δ%</td>
<td>2009</td>
</tr>
<tr>
<td><strong>SSRS revenue</strong></td>
<td>8,198</td>
<td>8,466</td>
<td>-3</td>
<td>8,209</td>
</tr>
<tr>
<td><strong>Professional services revenue</strong></td>
<td>2,432</td>
<td>3,039</td>
<td>-20</td>
<td>2,432</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>10,672</td>
<td>11,575</td>
<td>-8</td>
<td>10,683</td>
</tr>
<tr>
<td><strong>Total operating expenses</strong></td>
<td>-8,084</td>
<td>-8,874</td>
<td>-9</td>
<td>-7,756</td>
</tr>
<tr>
<td><strong>Operating profit</strong></td>
<td>2,588</td>
<td>2,701</td>
<td>-4</td>
<td>2,927</td>
</tr>
<tr>
<td><strong>Operating margin (%)</strong></td>
<td>24.3</td>
<td>23.3</td>
<td>1.0pp</td>
<td>27.4</td>
</tr>
<tr>
<td><strong>Profit before tax</strong></td>
<td>2,435</td>
<td>2,624</td>
<td>-7</td>
<td>2,772</td>
</tr>
<tr>
<td><strong>Income tax expense</strong></td>
<td>-685</td>
<td>-776</td>
<td>-12</td>
<td>-770</td>
</tr>
<tr>
<td><strong>Profit after tax</strong></td>
<td>1,750</td>
<td>1,848</td>
<td>-5</td>
<td>2,002</td>
</tr>
<tr>
<td><strong>Basic EPS (€)</strong></td>
<td>1.47</td>
<td>1.55</td>
<td>-5</td>
<td>1.68</td>
</tr>
</tbody>
</table>
2009: FOCUS ON EFFICIENCY

Transformation program and successful cost-cutting delivered strong margin performance

- Removed €675 million in operating expenses, including restructuring charge
- Non-GAAP operating margin at constant currencies exceeded 2009 guidance

Operating Margin Growth

2008: 28.1%
2009: 27.6% (1.8pp**)

*At constant currencies  **one-time restructuring charge (€194 m)
All figures in charts are Non-IFRS
2009: OUR AGILITY PAID OFF

Strong Market Execution
- Germany
- Americas
- Asia Pacific Japan
- BRIC countries
  (Brazil, Russia, India, China)

Strong Industry Execution
- Banking
- Insurance
- Public Sector
- Telecommunications

Revenue Performance
- SSRS*

Software*

Q1/09 | Q2/09 | Q3/09 | Q4/09

* Non-IFRS YoY growth in % at constant currencies
CUSTOMER EXAMPLES
STRONG STOCK PERFORMANCE
SAP SHARE IN COMPARISON WITH THE DAX 30 AND EURO STOXX 50

1) December 31, 2008 = 100%
THE NEW SAP: FOCUS ON THE CUSTOMER

- Return to growth
- Accelerated innovation
- Flexible consumption models
- Better business value
- Trusted advisor
Q1 2010: RETURN TO GROWTH

Software & Software-Related Service Revenue (€ bn)

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<tbody>
<tr>
<td></td>
<td>Q1 09</td>
<td>Q1 10</td>
</tr>
<tr>
<td>IFRS</td>
<td>1.74</td>
<td>1.95</td>
</tr>
<tr>
<td>Non-IFRS</td>
<td>12%</td>
<td>11% (10%*)</td>
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Operating Margin (%)

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<tbody>
<tr>
<td></td>
<td>Q1 09</td>
<td>Q1 10</td>
</tr>
<tr>
<td>IFRS</td>
<td>9.4pp</td>
<td>22.2</td>
</tr>
<tr>
<td>Non-IFRS</td>
<td>8.0pp (7.2pp*)</td>
<td></td>
</tr>
</tbody>
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* at constant currencies  ** includes negative effect of 6.9 pp (IFRS) and 6.6 pp (Non-IFRS) from restructuring charges.
BUSINESS OUTLOOK 2010

- Full-year 2010 Non-IFRS software and software-related service revenue: increase in a range of 4% to 8% at constant currencies (2009: €8.2 billion)

- Full-year 2010 Non-IFRS operating margin: in a range of 30% to 31% at constant currencies (2009: 27.4%)

- IFRS effective tax rate 27.5% to 28.5% (2009: 28.1%)

as of April 28, 2010
JIM HAGEMANN SNABE
CO-CEO, SAP AG
NEW MARKET REALITY

Business Changed Forever
- Better prepared for the future
- Efficiency, transparency, agility
- Smarter investments for fast return
- Sustainable growth

Technology Is the Key to Success
- Instant business value at lower cost
- Unlock data for better decision-making
- Innovation for CIOs and Lines of Business
- Consumption anywhere and anytime
BUILD ON A STRONG FOUNDATION

- 38 years of industry experience
- Transformed IT industry twice
- #1 in business applications
- #1 in business analytics
- #1 in SME
- 97,000 customers
- Across 25 industries & all market segments
- 47,600 employees
THE NEW SAP: INNOVATIVE AND INSPIRING

- Customer-focused development organization
- Efficient and agile
- Engaged employees in a global, collaborative environment
- Bring high-value products faster to market
PRODUCT STRATEGY: INNOVATION FOR VALUE

ON DEVICE
New Applications on All Devices
  ➔ Collaboration. Mobile

ON DEMAND
New Technology Delivery Model
  ➔ SAP Business ByDesign, Line-of-Business Solutions

ON PREMISE
Expand Core
  ➔ SAP Business Suite 7, Analytics

TECHNOLOGY FOUNDATION
EXPAND OUR LEADERSHIP POSITION

World-Best Business Applications
- Comprehensive, consistent, industry-specific

Leading Innovator
- Deliver innovative technologies to our customers without disruption

External Resources
- Partner to accelerate innovation and acquire to enhance portfolio
Enabler
- Help our customers manage sustainability
- SAP BusinessObjects Sustainability Performance Management
- SAP Carbon Impact On Demand

Exemplar
- Using our own solutions to be a more sustainable business
- Reduced carbon emissions 15% over 2009
- Long-term goal: reduce carbon emissions by 2020 to half of peak in 2007
THANK YOU!