Welcome to the 25th Annual General Meeting of Shareholders
Mannheim, Germany – May 23, 2012
Hasso Plattner
Chairman of the Supervisory Board, SAP AG
Video: Run Like Never Before
Bill McDermott
Co-CEO, SAP AG
IT trends are accelerating

- Mobile
- Social
- Big data
- Cloud
## Performance 2011

**Best year ever!**

<table>
<thead>
<tr>
<th></th>
<th>SAP's Outlook FY 2011</th>
<th>Actual Performance FY 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SSRS Revenue</strong></td>
<td>+ 10% – 14%</td>
<td>+ 17%</td>
</tr>
<tr>
<td>(Non-IFRS at cc)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Operating Profit</strong></td>
<td>€4.45bn - €4.65bn</td>
<td>€ 4.78bn</td>
</tr>
<tr>
<td>(Non-IFRS at cc)</td>
<td></td>
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<tr>
<td><strong>Operating Margin</strong></td>
<td>+0.5pp to +1.0pp</td>
<td>+1.1pp</td>
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<tr>
<td>(Non-IFRS at cc)</td>
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RUN anytime and anywhere.

Opportunity can appear out of nowhere. With SAP mobile solutions, your people can take advantage of serendipity — remotely, easily and securely. Use analytics to validate a hunch, brainstorm new ideas across time zones, launch a project from the jogging trail. Now, no matter where your people run, your business runs, too.

Run like never before at sap.com/runmobile
SAP’s go-to-market strategy

Global Sales
NA, LA, EMEA, DACH, APJ

Global Services
NA, LA, EMEA, DACH, APJ

Solutions Go-to-Market
- Applications
- Analytics
- Mobile
- Database & Technology

Cloud

Ecosystem & Channel

Industries LoB
Complementing our solution portfolio
Ecosystem

79% SME customers from channel partners

30% of software revenue from indirect channel

250,000 partner consultants
Investments in growth markets

- BRIC countries
- Middle East
- North Africa
SAP stock outperformed important indices
Jim Hagemann Snabe
Co-CEO, SAP AG
40 years of innovation

1970s: mainframe

1990s: client/server

2010s: cloud/in memory
Strategy

- Applications
- Analytics
- Mobile
- Database and Technology
- Cloud

Powered by SAP HANA

SAP Rapid Deployment Solutions

industries

solutions

LoBs
Sustainability: Contributing to a better world

SAP as enabler
- Danone using SAP to reduce greenhouse gas emissions

SAP as exemplar
- 18% reduction of greenhouse emissions since 2007
Corporate Social Responsibility
Video: SAP Touches Lives
People at SAP
A strategic approach

- Attractive share-based compensation programs
- Employee engagement index: 9% increase
- Committed to diversity: 18.6% leadership positions held by women
2012 Outlook
Profitable double-digit growth

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>SAP’s Outlook 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSRS Revenue (Non-IFRS at cc)</td>
<td>€11.35bn</td>
<td>+ 10% – 12%</td>
</tr>
<tr>
<td>Operating Profit (Non-IFRS at cc)</td>
<td>€4.71bn</td>
<td>€5.05 bn – €5.25bn</td>
</tr>
<tr>
<td>Effective Tax Rate (Non-IFRS)</td>
<td>26.6%</td>
<td>27.0% – 28.0%</td>
</tr>
</tbody>
</table>
Expanding SAP’s 2015 medium-term ambition

- Exceed €20 billion of total revenue
- Reach 35% non-IFRS operating margin
- Reach 1 billion people
- Build a €2 billion cloud business
- Become the fastest growing database company
Development of total amount of distributed dividends (€mill)

- 2000: 166
- 2001: 180
- 2002: 182
- 2003: 186
- 2004: 249
- 2005: 340
- 2006: 447
- 2007: 556
- 2008: 594
- 2009: 594
- 2010: 594
- 2011: 713
- 2012: 1,300*

* pending approval of AGM

Special dividend: 884
RUN
like never before.

If you could do anything with your business, what would you do with it? Where would you run with it?
Whatever your vision is, SAP can help you make it real. Accelerate change. Seize opportunity wherever
and whenever you find it. Unlock insights instantly. From fine-tuning your business to transforming
it entirely, SAP can help you run in entirely new ways.

Run like never before at sap.com/runbetter
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