

Welcome to the 27th Annual General Meeting of Shareholders

Mannheim, Germany – May 21, 2014



Hasso Plattner

Chairman of the Supervisory Board, SAP AG

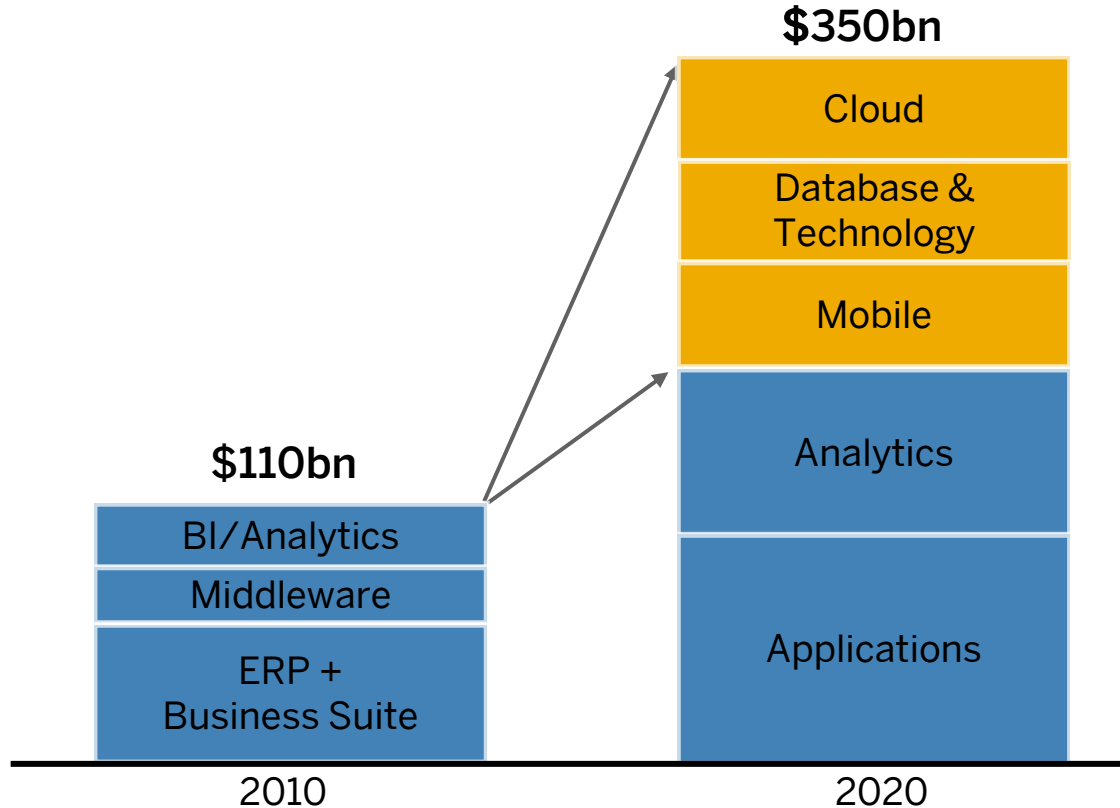


Bill McDermott

Co-CEO, SAP AG



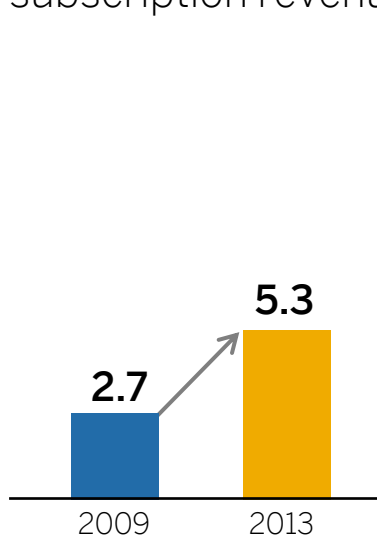
Our strategy accelerates the expansion of SAP's addressable market



Four years of success

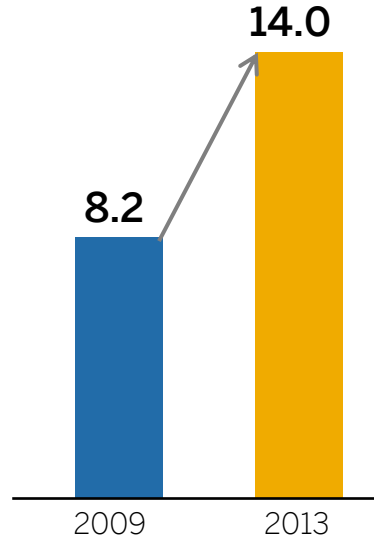
+93%

Software & cloud
subscription revenue



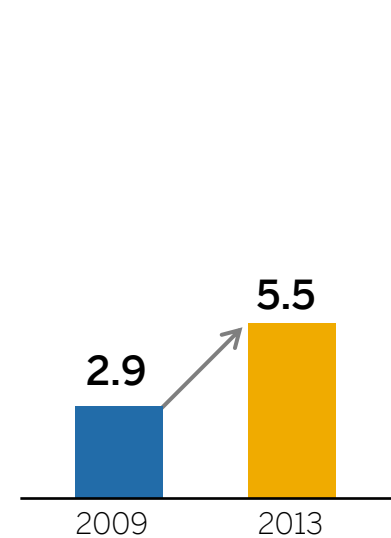
+71%

SSRS revenue



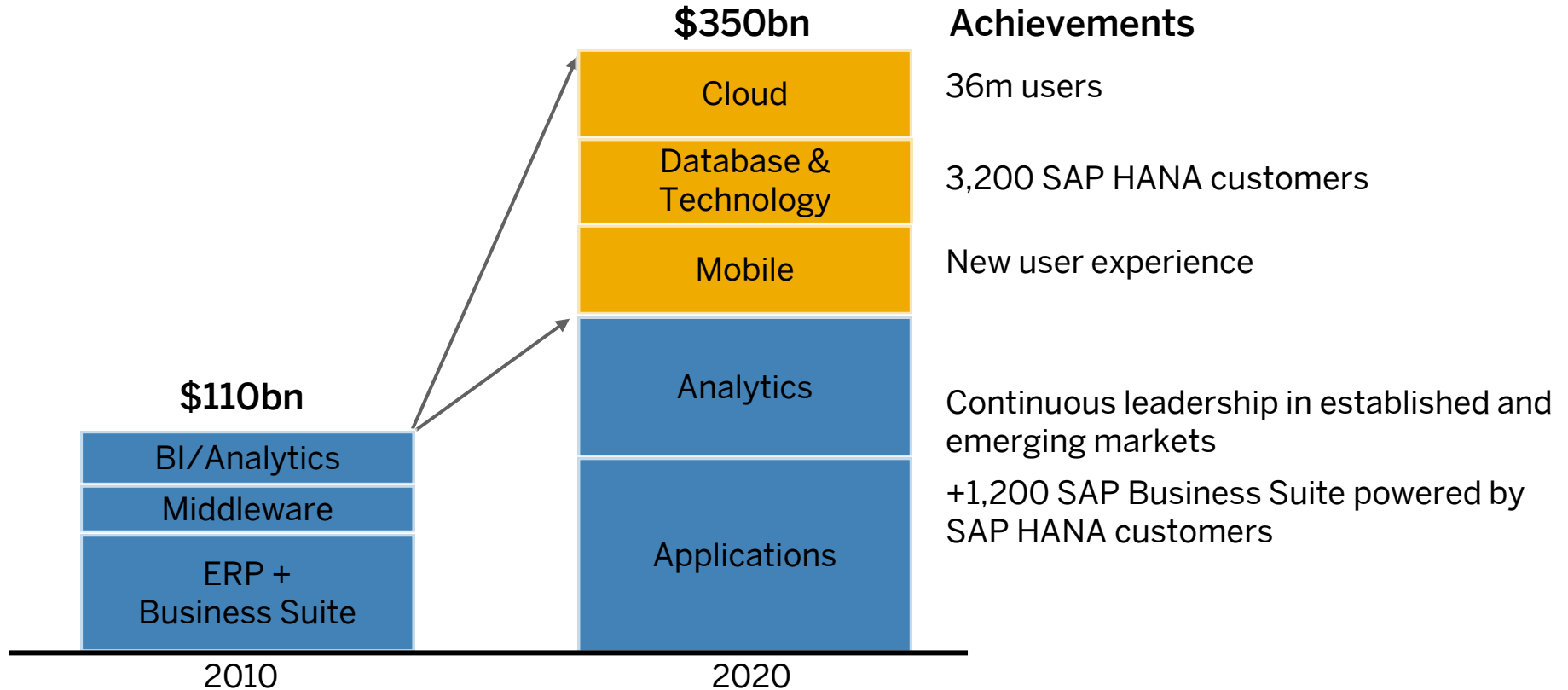
+88%

Operating profit



Growth rates non-IFRS as reported (in €bn)




We executed well on our strategy





Video
Schaidt Innovations

FY 2013: Performance vs. guidance*

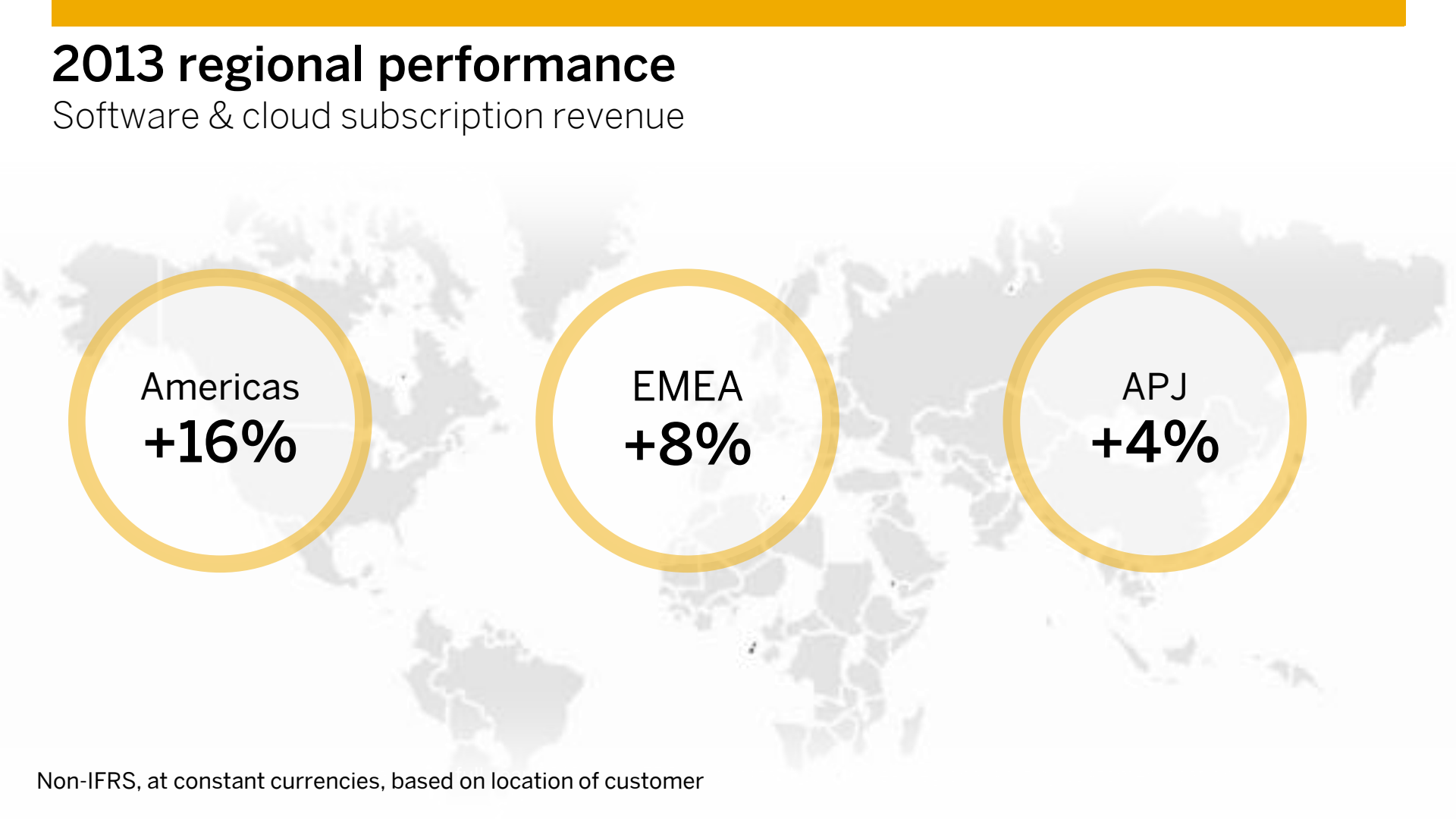
	SAP's outlook FY 2013	Actual performance FY 2013	
Cloud subscription and support revenue (non-IFRS at cc)	around €750m	€786m	
Software and software-related service revenue (non-IFRS at cc)**	at least +10%	+11%	
Operating profit (non-IFRS at cc)	€5.85bn to €5.95bn	€5.90bn	

* Excerpt, you can find full details in the Annual Report on page 92 et seq

** Revised forecast July 2013

2013 regional performance

Software & cloud subscription revenue



Americas
+16%

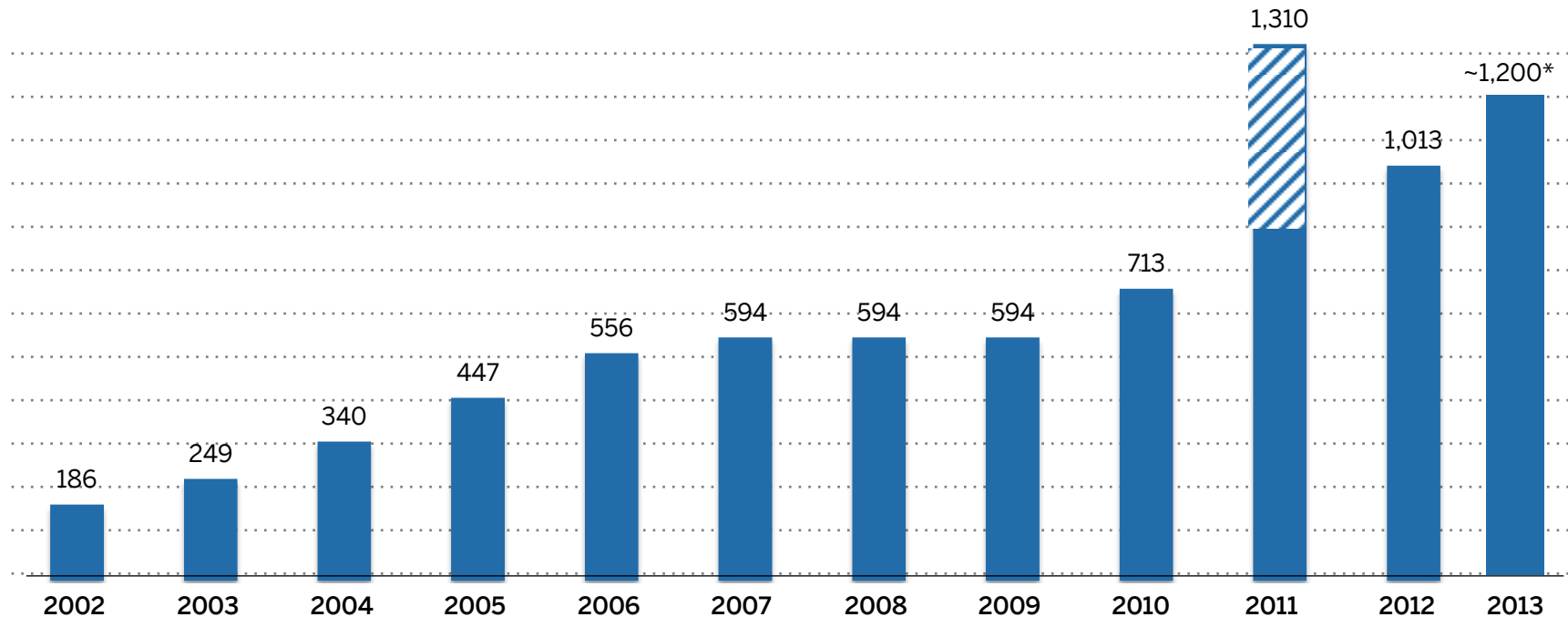
EMEA
+8%

APJ
+4%


Non-IFRS, at constant currencies, based on location of customer

Development of total amount of distributed dividends

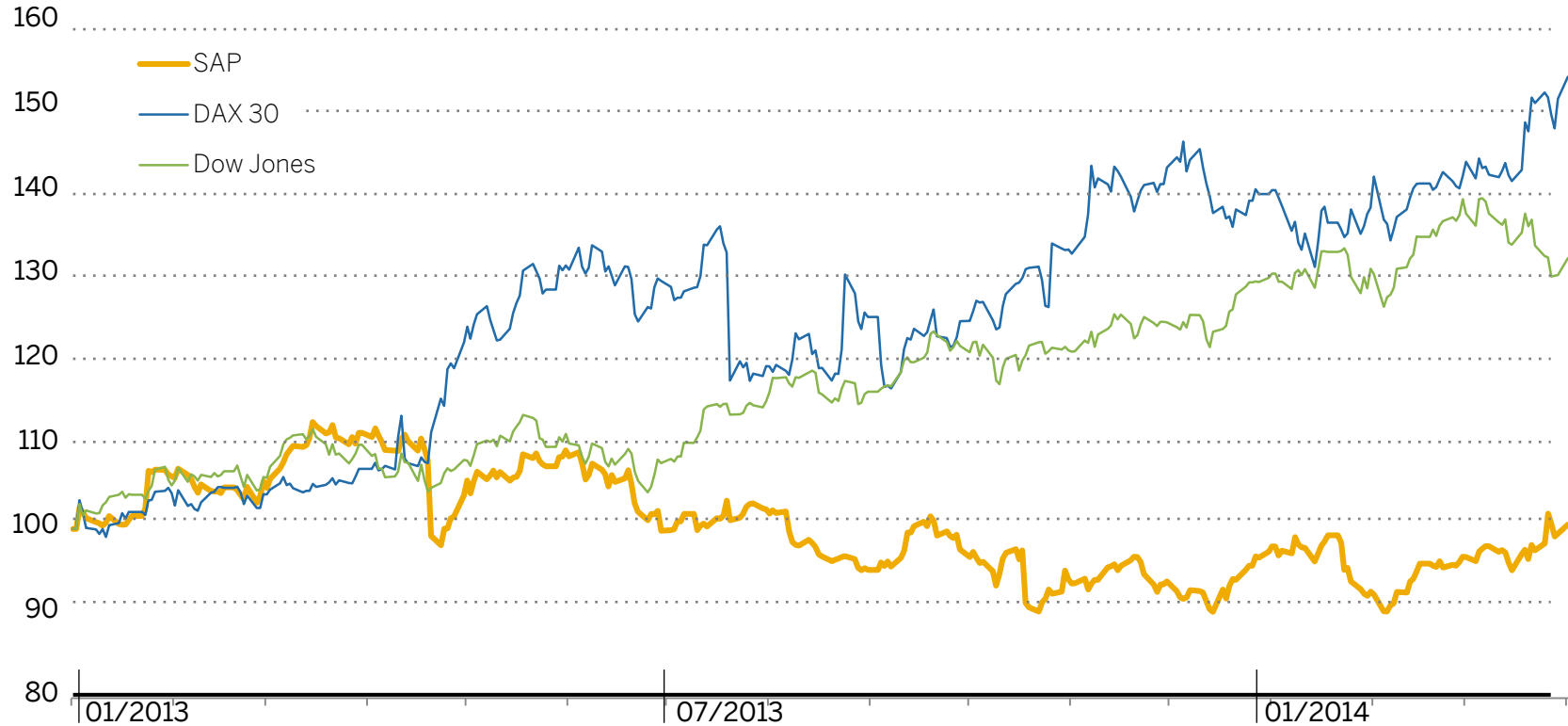
Dividend for respective fiscal year (€ million)



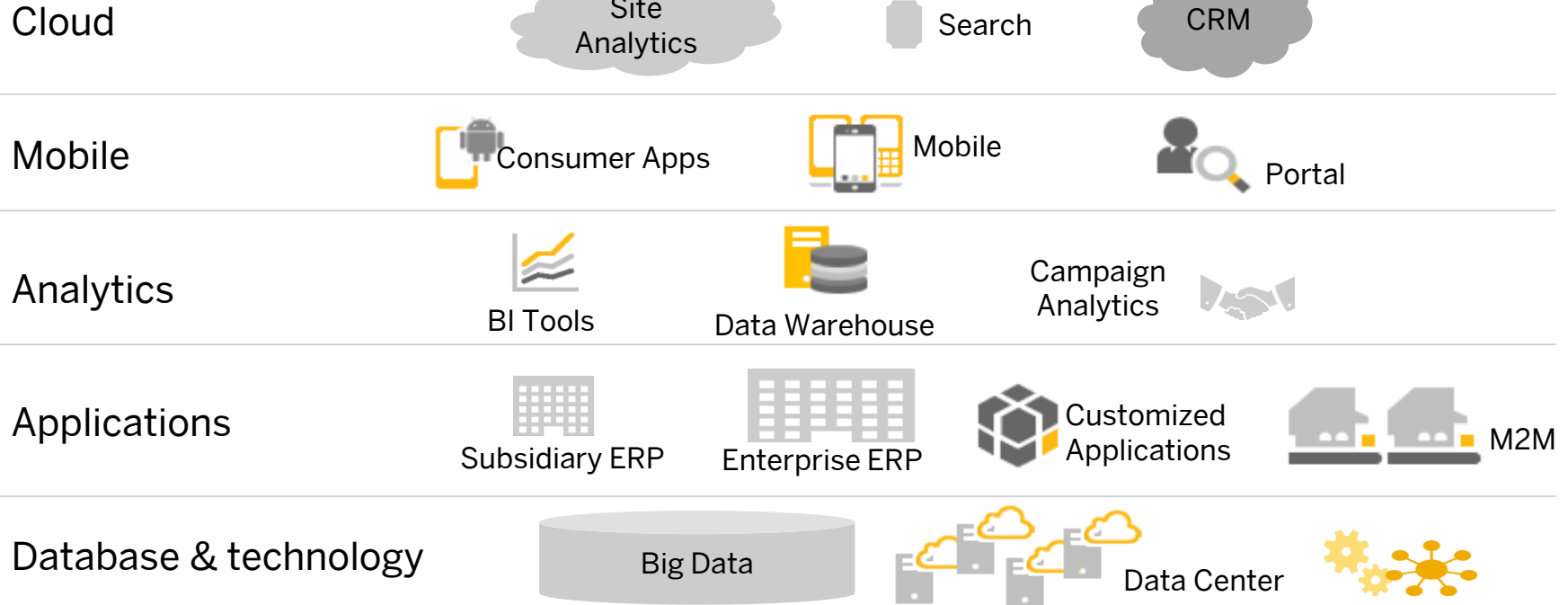
* pending approval of AGM

 special dividend

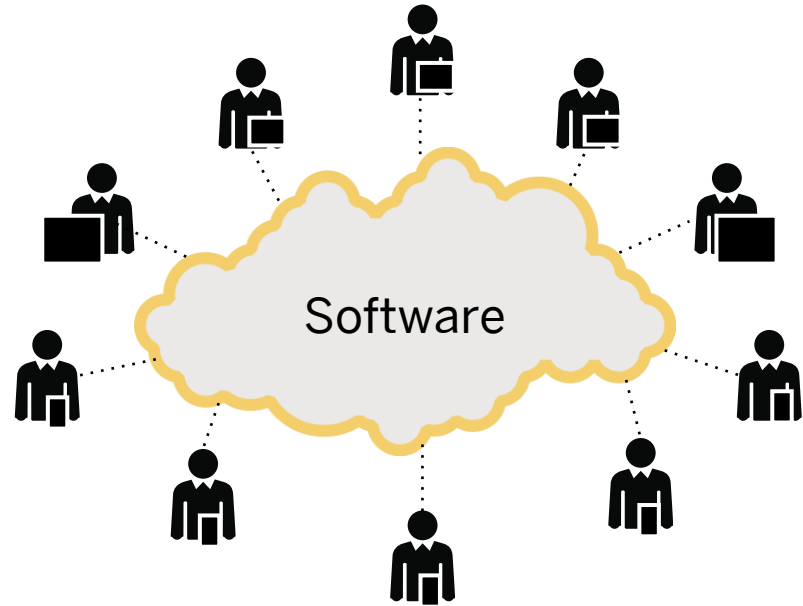
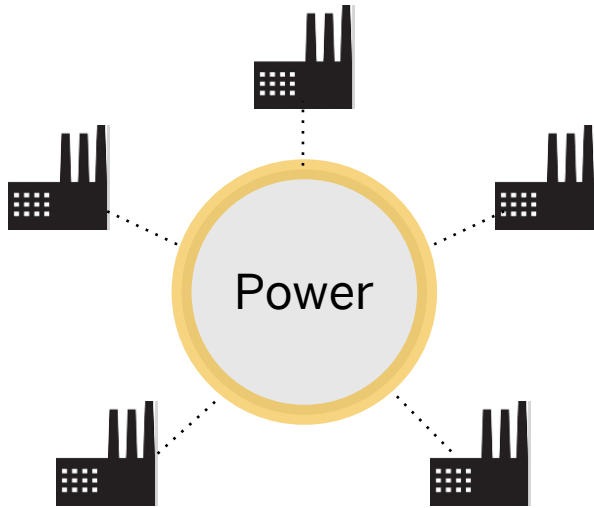
SAP's share price development



Complexity



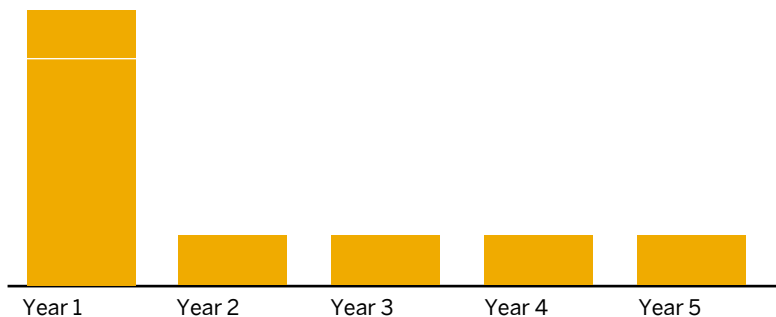
Delivering simplicity through the cloud



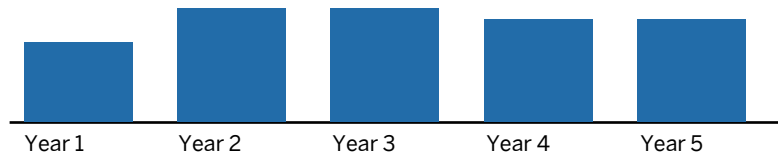
Shift to cloud subscription model

What it looks like for a typical deal

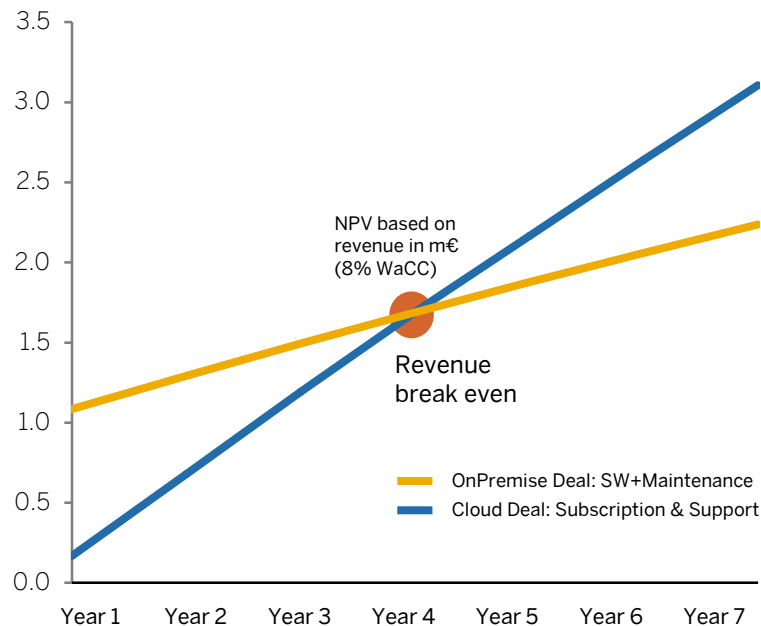
On-premise revenues



Cloud revenues



Cumulative revenue (in m€)

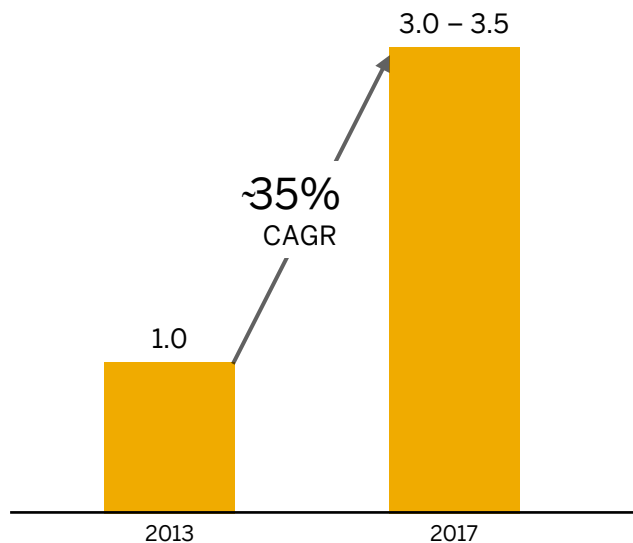


Impact of the shift to cloud on mid-term outlook

Powerful mix – shift to high growth, high margin, predictable recurring revenue

Cloud revenue ambition

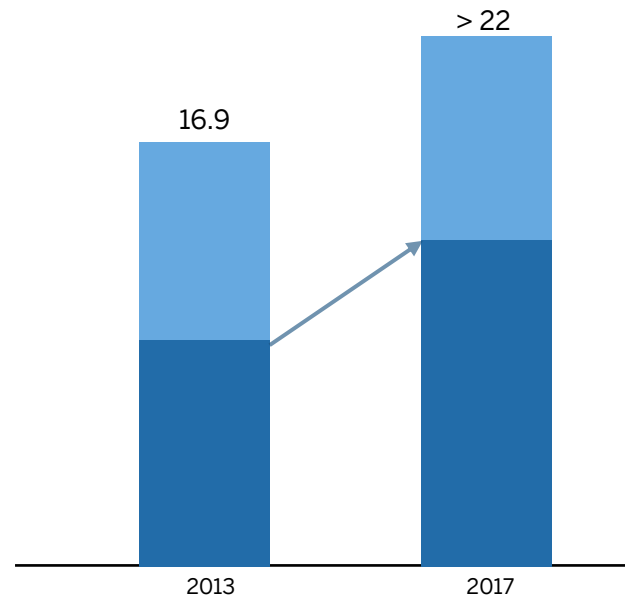
Total Cloud revenue (€bn)



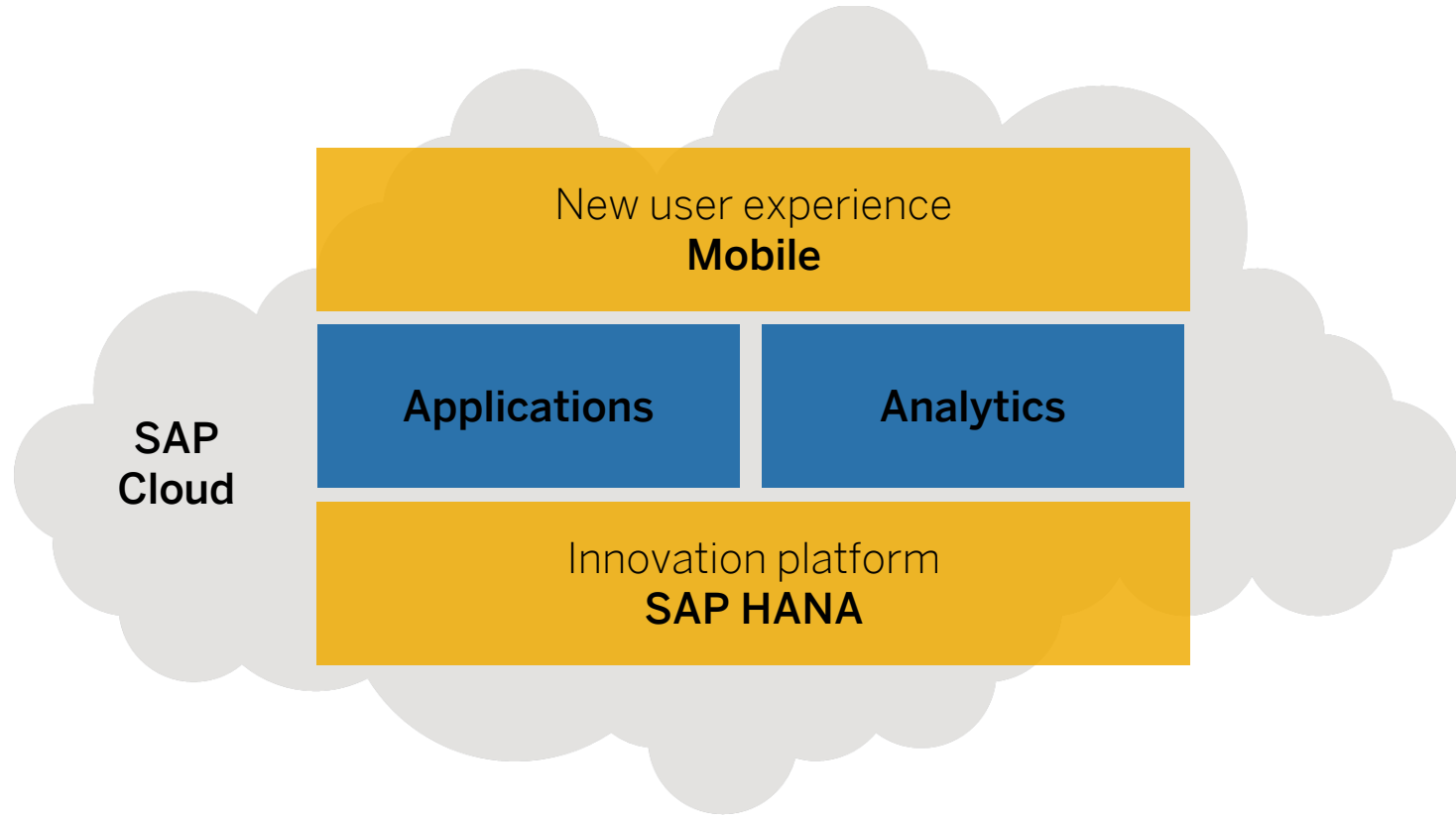
Combined total revenue ambition

Non-recurring revenue in €bn

Recurring revenue in €bn



SAP Cloud powered by SAP HANA simplifies everything



Making the world run better
and improving people's lives.





Video

**SAP and National Center of Tumor
Diseases**

Valuing people. Valuing diversity.



66,750
employees worldwide

120
nationalities worldwide

80
nationalities at
headquarters

25%
of management
positions held by
women by 2017

1%
people with autism
spectrum disorders
employed by 2020 as
percentage of global
workforce

Agenda topics (abbreviated)

2. Appropriation of retained earnings
3. Approval of acts of Executive Board
4. Approval of acts of Supervisory Board
5. Appointment of auditors for financial statements and group annual financial statements
6. Approval of two amendment agreements to existing control and profit and loss transfer agreements
7. Approval of control and profit and loss transfer agreement
8. Conversion with change of legal form to a European Company (SE) and elections to the first Supervisory Board of SAP SE

We continue to focus on ambitious growth*

2014

Cloud subscription & support revenue**	€950m – €1,000m
SSRS revenue**	6% – 8%
Operating profit**	€5.8m – €6m

2017

Total revenue	at least €22bn
Revenue from cloud business	€3bn – €3.5bn
Operating margin (non-IFRS)	35%

* Business outlook was provided on January 21, 2014, at the time of SAP's fourth quarter and fiscal year 2013 results announcement. SAP reiterated this outlook on April 17, 2014, with the publication of SAP's first quarter 2014 results announcement.

** Non-IFRS at cc. You can find details on our operational goals in the Annual Report on page 156 et seq



Video
Oliver Bierhoff

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