Welcome to the Annual General Meeting of Shareholders
Mannheim, Germany – May 20, 2015
Hasso Plattner
Chairman of the Supervisory Board, SAP SE
Bill McDermott
CEO, SAP SE
In memory of Klaus Tschira
Annual General Meeting of Shareholders
Mannheim, Germany – May 20, 2015
Guiding customers through unprecedented change

connected businesses

Internet of Things

social media users

mobile devices

big data

social media
Strategy is ever consistent since 2010
Tripled addressable market from $110B to over $350bn

**PLATFORM**
SAP HANA
>6,400 customers
~2,000 start-ups building applications on SAP HANA

**APPLICATIONS**
SAP S/4HANA
>370 customers after just eight weeks in the market

LoB Cloud Applications

**NETWORKS**
~1.8 million connected companies, transacting >$750B
Video
Concur
Strategy is ever consistent since 2010
Tripled addressable market from $110B to over $350bn

**PLATFORM**
SAP HANA
- >6,400 customers
- ~2,000 start-ups building applications on SAP HANA

**APPLICATIONS**
- SAP S/4HANA
  - >370 customers after just eight weeks in the market
- LoB Cloud Applications
  - successfactors
  - hybris

**NETWORKS**
- ~1.8 million connected companies, transacting >$750B
Video
Kaercher
## FY 2014: Financial performance vs. outlook*

<table>
<thead>
<tr>
<th></th>
<th>Outlook FY 2014</th>
<th>Results FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cloud subscription and support revenue (non-IFRS @cc)</strong></td>
<td>€1,040m to €1,070m&lt;br&gt;Upper end was +41%</td>
<td>€1,098m</td>
</tr>
<tr>
<td><strong>Software and software-related service revenue (non-IFRS @cc)</strong></td>
<td>+6% to +8%</td>
<td>+7%</td>
</tr>
<tr>
<td><strong>Operating profit (non-IFRS @cc)</strong></td>
<td>€5.6bn to €5.8bn</td>
<td>€5.63bn</td>
</tr>
</tbody>
</table>

* Excerpt, you can find full details in the Annual Report on page 94 et seq
Difference between cloud revenue model and traditional software license model*

On-premise revenues

Cumulative revenue (in m€)

Cloud revenues

* Example of a typical deal
## Cloud business models

SAP’s diverse cloud portfolio

<table>
<thead>
<tr>
<th>Public Cloud</th>
<th>Business network</th>
<th>Private Cloud</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Cloud Line of Business applications</td>
<td>• Market leader with Ariba, Fieldglass and Concur</td>
<td>• Supporting customers’ transition to SAP HANA and cloud</td>
</tr>
<tr>
<td>• Classic subscription model</td>
<td>• Primarily ‘Pay-as-you-go’ model with contractual commitments</td>
<td>• Set-up costs and ramp up time impacts margins short term</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>~80% long-term gross margin*</td>
<td>~80% long-term gross margin*</td>
<td>~40% long-term gross margin*</td>
</tr>
</tbody>
</table>

*Long term cloud subscription and support gross margin potential in mature state*
FY 2014: Non-financial performance*

<table>
<thead>
<tr>
<th></th>
<th>Achievement FY 2014</th>
<th>Achievement FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Net Promoter Score</td>
<td>19.1%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Employee Engagement Index</td>
<td>79%</td>
<td>77%</td>
</tr>
</tbody>
</table>

* Excerpt, you can find full details in the Annual Report on page 58 et seq
Helping the world run better and improving people’s lives.

74,500 employees worldwide

120 nationalities worldwide

80 nationalities at headquarters

25% of management positions held by women by 2017

1% of our global workforce represented by people on the autism spectrum by 2020.
Video
Autism

- 74,500 employees worldwide
- 120 nationalities worldwide
- 80 nationalities at headquarters
- 25% of management positions held by women by 2017
- 1% of our global workforce represented by people on the autism spectrum by 2020.
SAP’s share price development

- SAP
- DAX 30
- Dow Jones

Chart showing the share price development of SAP, DAX 30, and Dow Jones from January 2014 to January 2015.
Development of total amount of distributed dividends
Dividend for respective fiscal year (€ million)

* pending approval of AGM

Special dividend
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. Resolutions on the cancellation of the existing and creation of new Authorized Capital I and II and on corresponding amendment of Section 4 (5) and (6) of the Articles of Incorporation
7. Resolution on the amendment of the Supervisory Board remuneration and the corresponding amendment of section 16 of the Articles of Incorporation
## 2015 outlook

<table>
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<tr>
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<th>Outlook* FY 2015</th>
<th>Results** FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud subscription and support revenue</td>
<td>€1.95bn to €2.05bn (upper end +86%)</td>
<td>€1.10bn</td>
</tr>
<tr>
<td>Cloud and software revenue</td>
<td>+ 8% to 10%</td>
<td>€14.33bn</td>
</tr>
<tr>
<td>Operating profit</td>
<td>€5.6bn to €5.9bn</td>
<td>€5.64bn</td>
</tr>
<tr>
<td>Customer Net Promoter Score</td>
<td>24%</td>
<td>19.1%</td>
</tr>
<tr>
<td>Employee Engagement Index</td>
<td>82%</td>
<td>79%</td>
</tr>
</tbody>
</table>

* All financial figures are Non-IFRS at constant currencies
** All financial figures are Non-IFRS
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