

# 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**

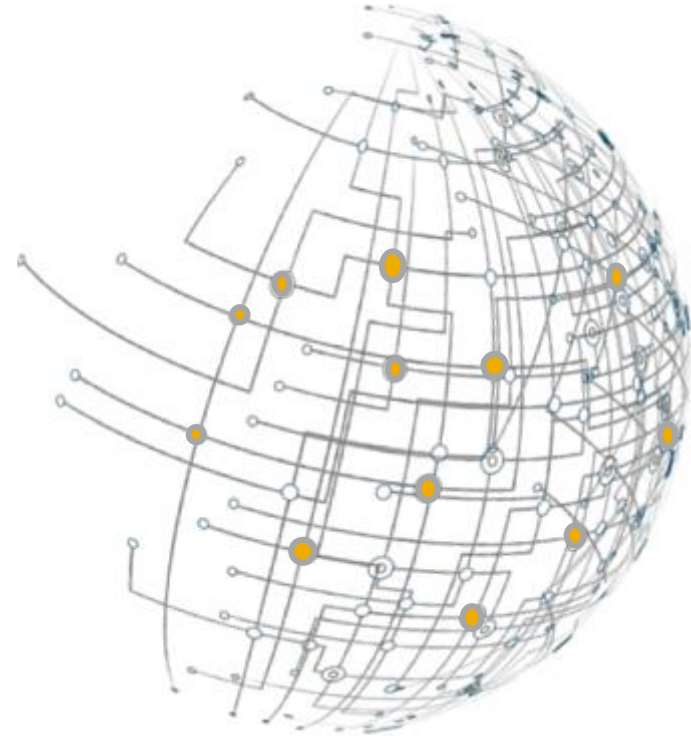


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# Guiding customers through unprecedented change



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

**successfactors**<sup>™</sup>  
An SAP Company

**hybris**  
e-commerce / software

## NETWORKS



~1.8 million  
connected companies,  
transacting >\$750B

Video  
**Concur**



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**Kaercher**

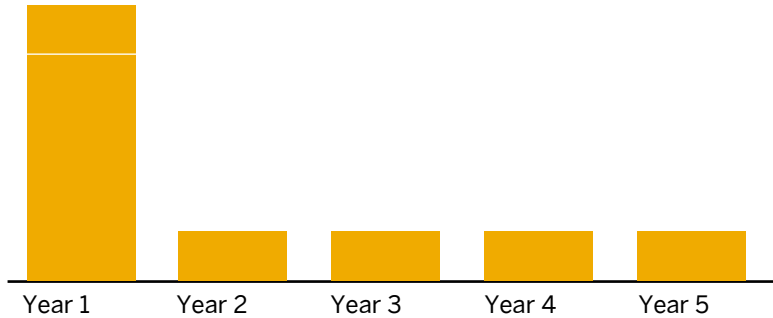
# FY 2014: Financial performance vs. outlook\*

	Outlook FY 2014	Results FY 2014	
Cloud subscription and support revenue (non-IFRS @cc)	€1,040m to €1,070m Upper end was +41%	€1,098m	
Software and software-related service revenue (non-IFRS @cc)	+6% to +8%	+7%	
Operating profit (non-IFRS @cc)	€5.6bn to €5.8bn	€5.63bn	

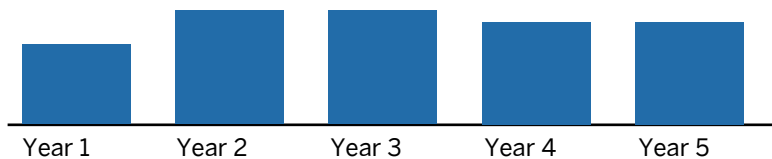
\* Excerpt, you can find full details in the Annual Report on page 94 et seq

# Difference between cloud revenue model and traditional software license model\*

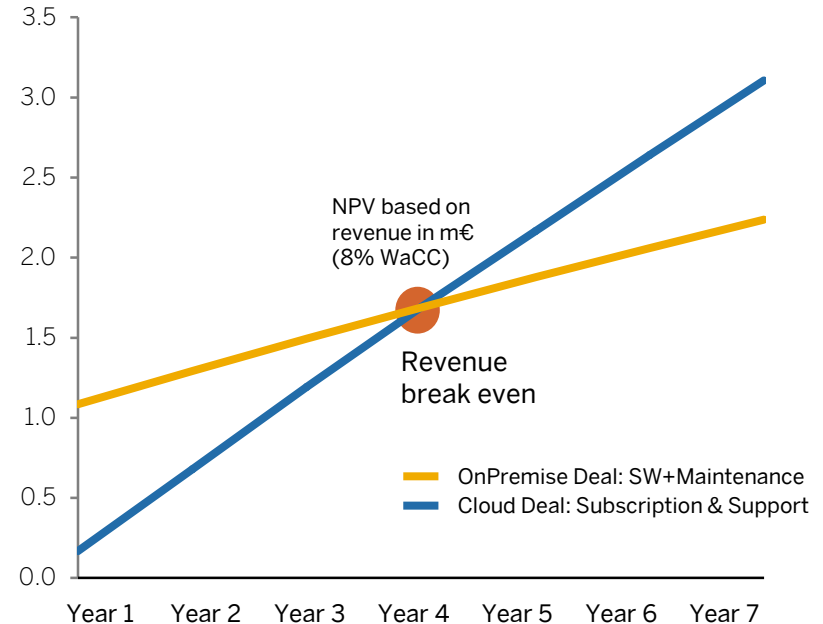
## On-premise revenues



## Cloud revenues



## Cumulative revenue (in m€)



\* Example of a typical deal

# Cloud business models

## SAP's diverse cloud portfolio

### Public Cloud

- Cloud Line of Business applications
- Classic subscription model

**~80%**

long-term gross margin\*

### Business network

- Market leader with Ariba, Fieldglass and Concur
- Primarily 'Pay-as-you-go' model with contractual commitments

**~80%**

long-term gross margin\*

### Private Cloud



- Supporting customers' transition to SAP HANA and cloud
- Set-up costs and ramp up time impacts margins short term

**~40%**

long-term gross margin\*

\* Long term cloud subscription and support gross margin potential in mature state

# FY 2014: Non-financial performance\*

	Achievement FY 2014	Achievement FY 2013	
Customer Net Promoter Score	19.1%	12.1%	
Employee Engagement Index	79%	77%	

\* 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.



# Valuing people. Valuing diversity.



**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**

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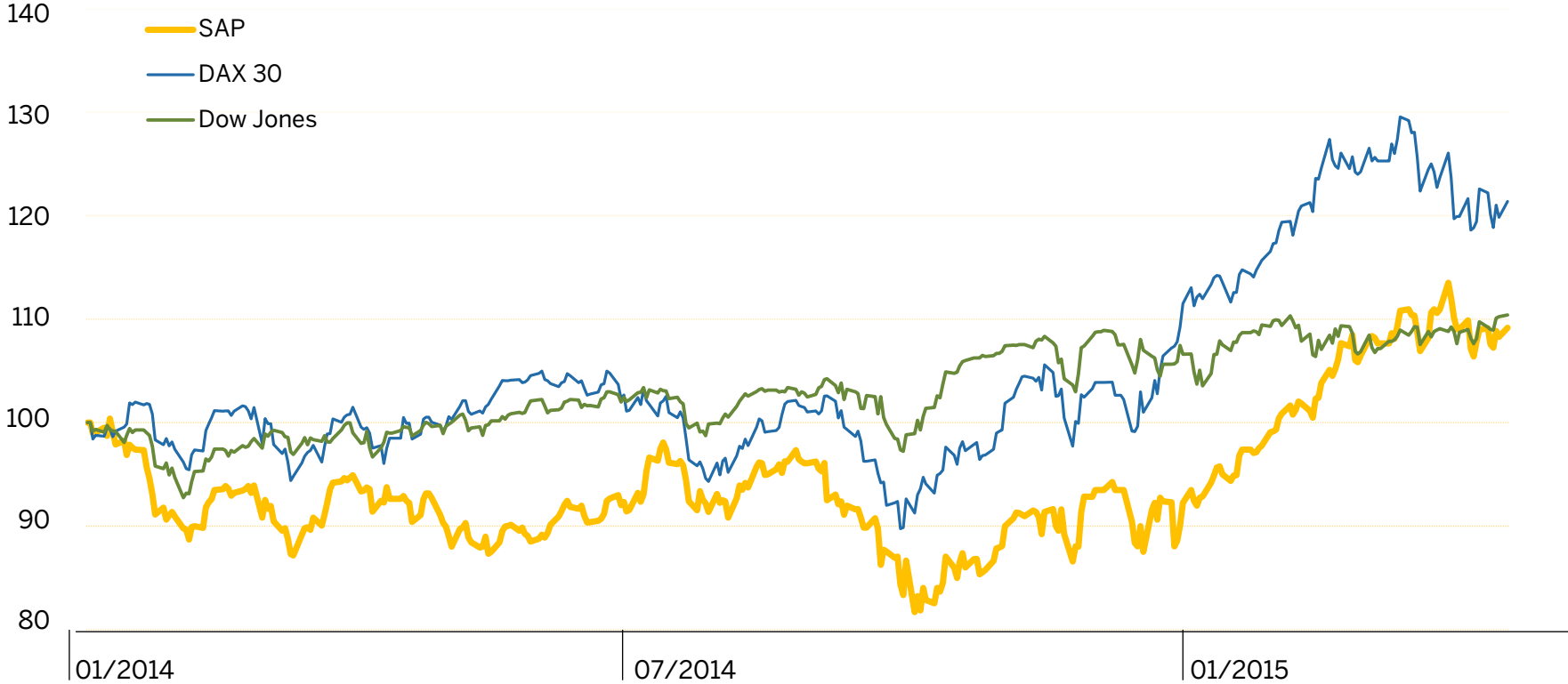
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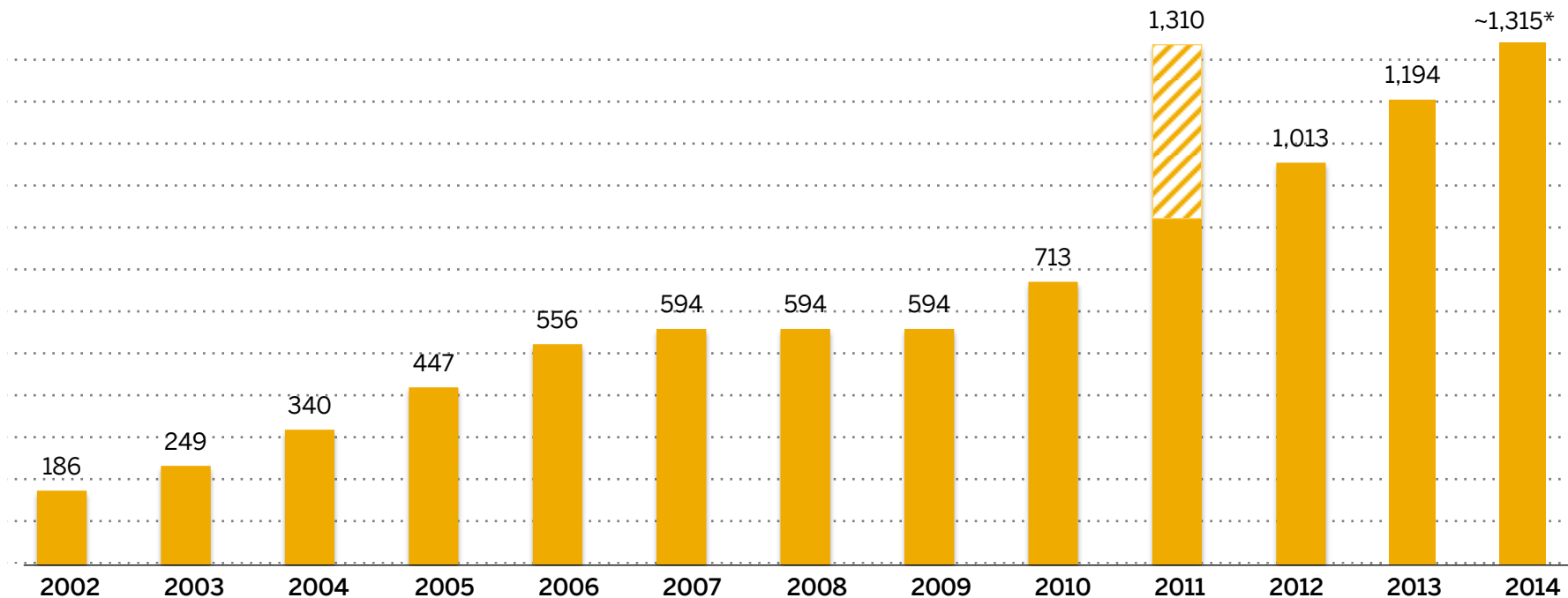
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# SAP's share price development




# 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

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

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

\*\* All financial figures are Non-IFRS

Video

**Oliver Bierhoff**

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