

Welcome to the Annual General Meeting of Shareholders

Mannheim, May 12, 2016



Hasso Plattner

Chairman of the Supervisory Board, SAP SE



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Bill McDermott

CEO, SAP SE



The digital economy

Effecting every business and in every industry



Internet of
Things



Connected
businesses

90%

of data generated
in last two years



Mobile
devices

Digital
economy



Cloud

>21bn

connected devices in the
Internet of Things by 2020



Social media

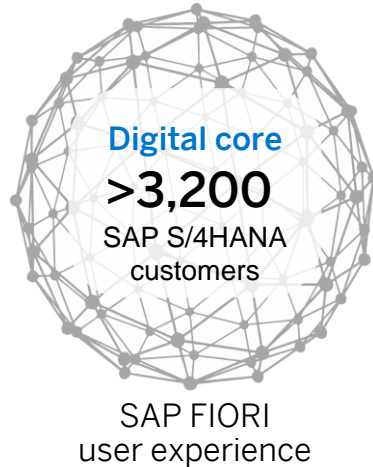


Big data

9bn

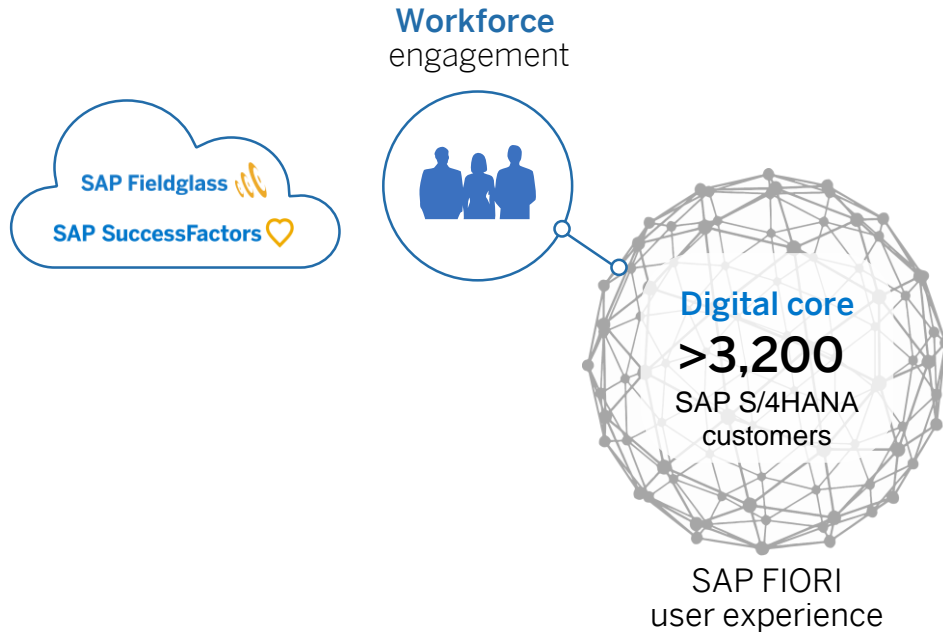
mobile device users
by 2020

SAP's digital business portfolio



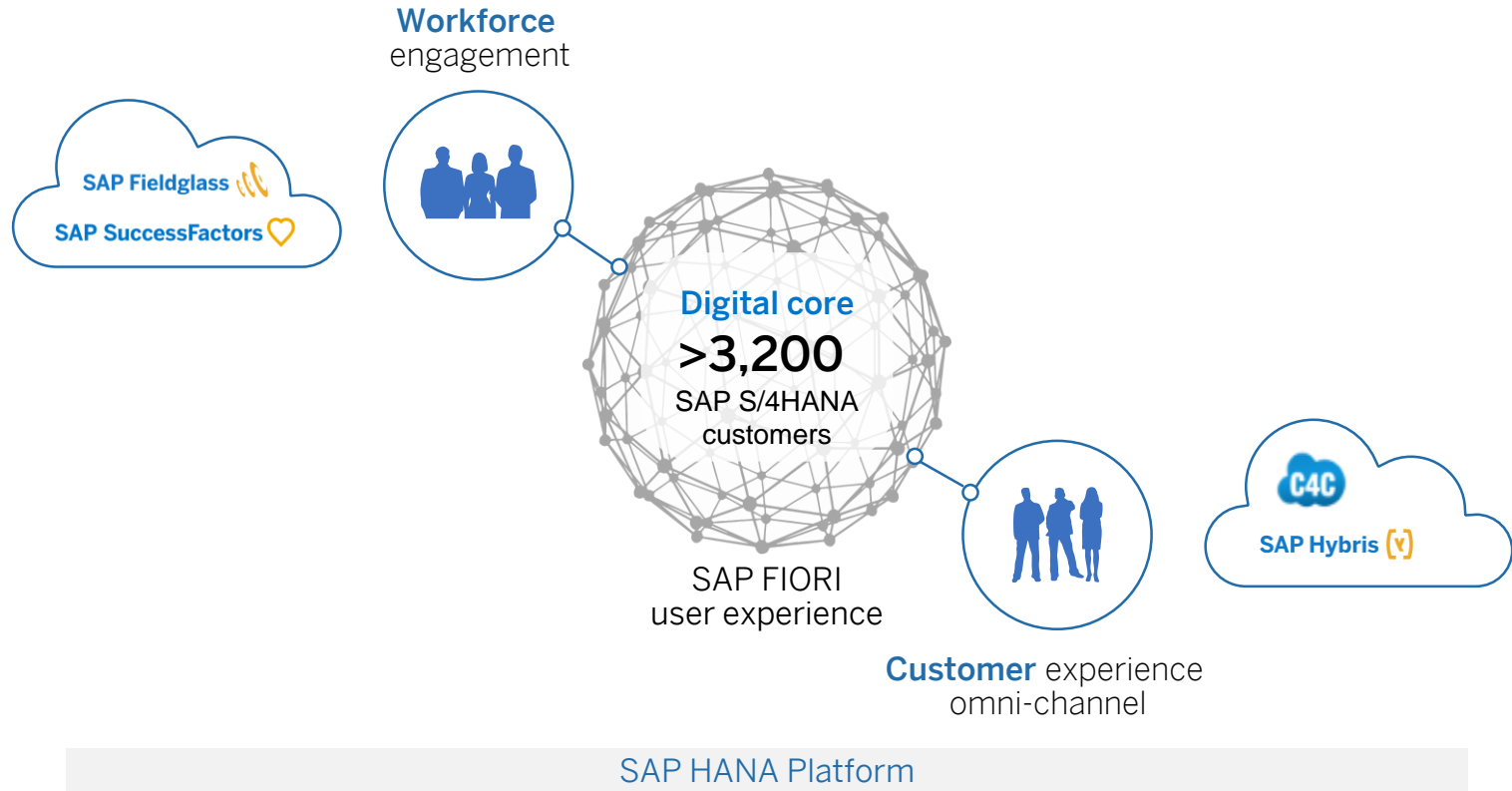
SAP HANA Platform

SAP's digital business portfolio

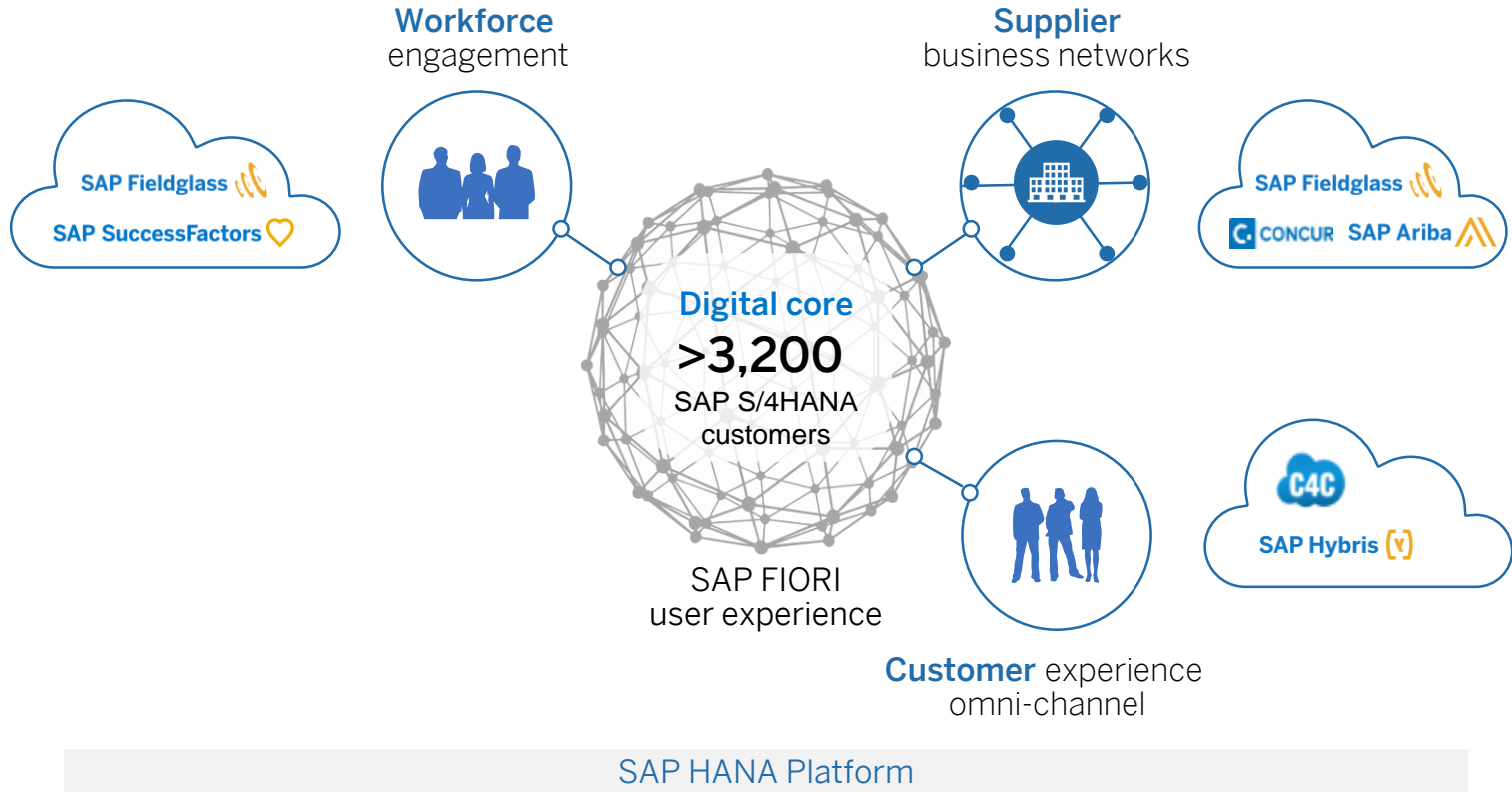


SAP HANA Platform

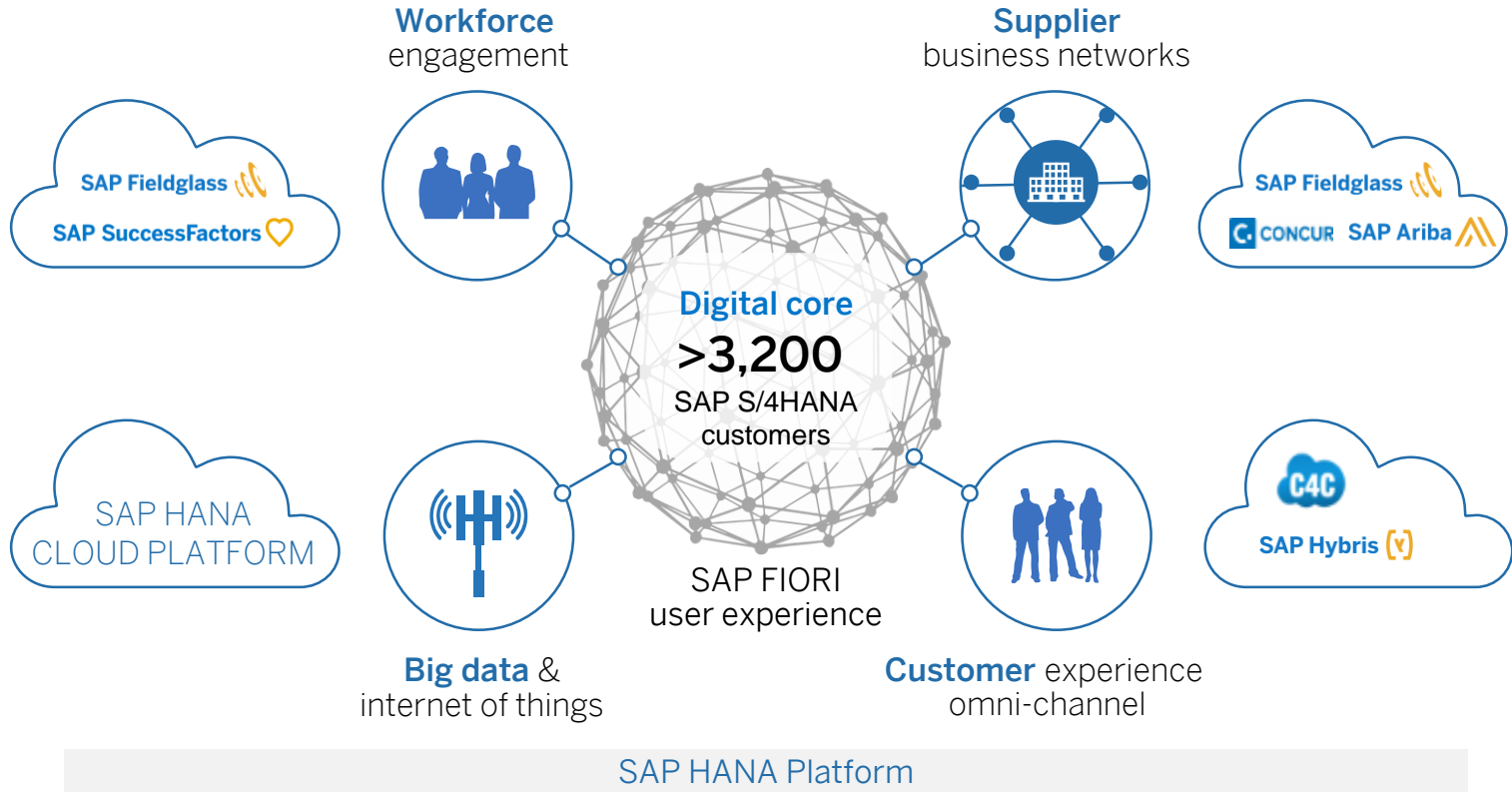
SAP's digital business portfolio






SAP's digital business portfolio



SAP's digital business portfolio



A tremendous 2015 validates that our digital portfolio resonates across markets and industries

	Outlook FY 2015	Actual performance 2015
Cloud subscriptions and support revenue (Non-IFRS at cc)	€1.95bn to €2.05bn	€2.00bn 
Cloud and software revenue (Non-IFRS at cc)	+ 8% to 10%	+ 12% 
Operating profit (Non-IFRS at cc)	€5.6bn to €5.9bn	€5.904bn 

Strong growth across all regions

FY 2015

Americas

Cloud

+120%

Cloud and software

+31%

EMEA

Cloud

+83%

Cloud and software

+12%

APJ

Cloud

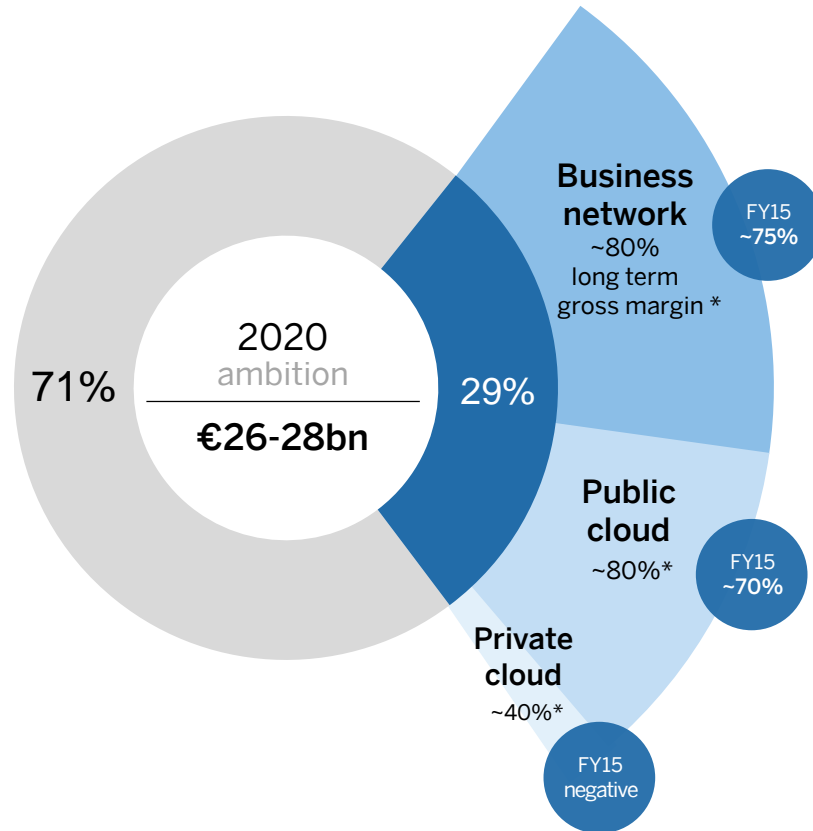
+99%

Cloud and software

+20%

All revenue figures are Non-IFRS reported

Cloud gross margins on track towards long term ambition



Cloud subscriptions and support revenue

All other revenue

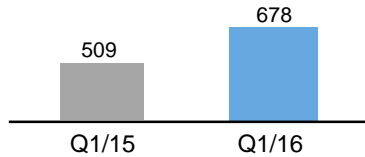
* Long term cloud subscriptions and support gross margin potential in mature state (excluding cloud-related professional services)

Strong start in Q1 2016

Cloud subscriptions and support revenue

€m

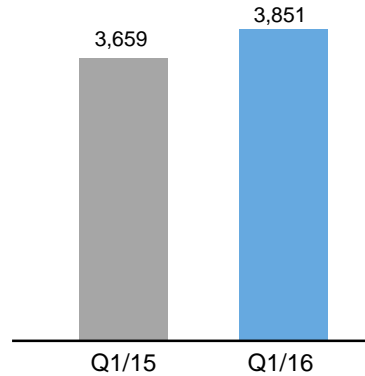
+33%



Cloud and software

€m

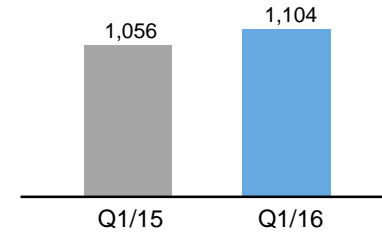
+6%



Operating profit

€m

+4%

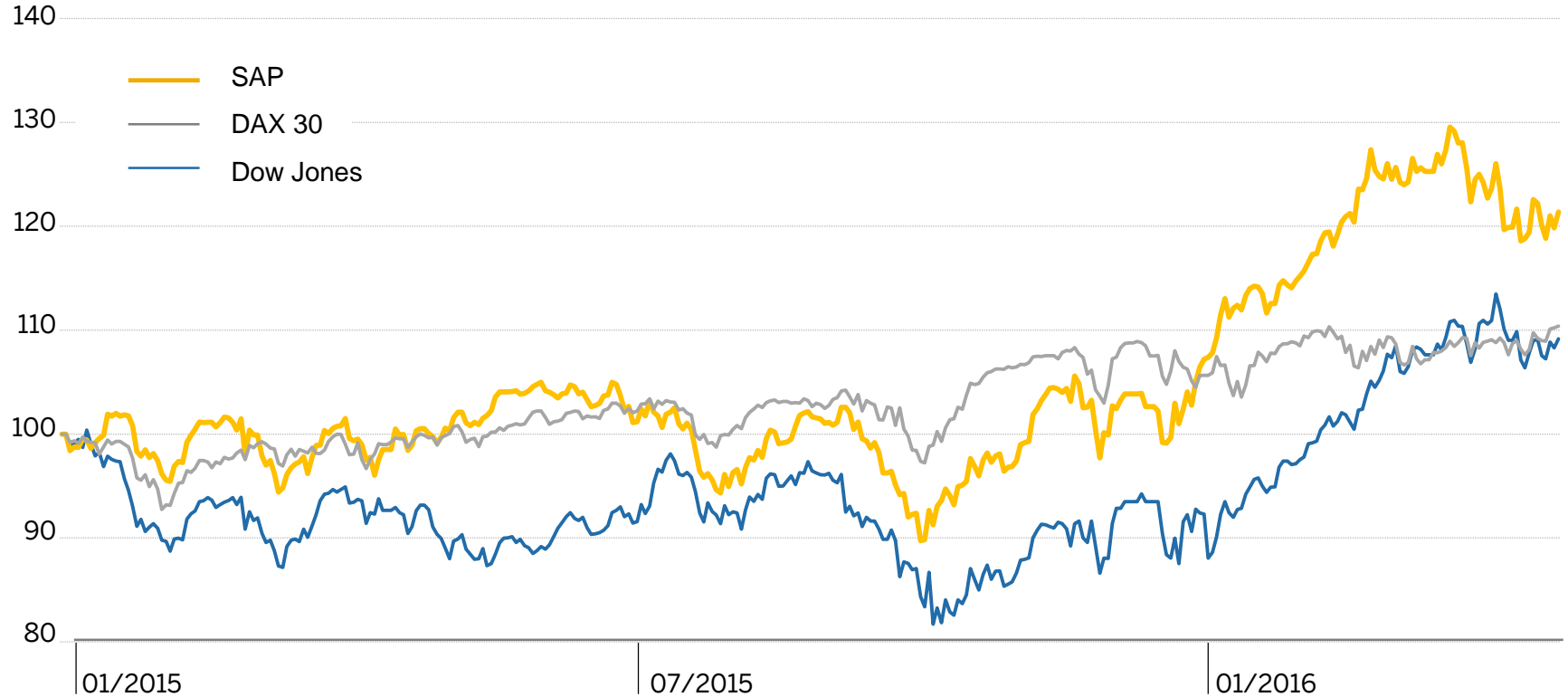


SAP's non-financial KPIs*

	2013	2014	2015	
Employee Engagement Index (%)	77	79	81	↗
Business Health Culture Index (%)	67	72	75	↗
Employee Retention (%)	93.5	93.5	91.8	↘
Greenhouse Gas Emissions (kt)	545	500	455	↘

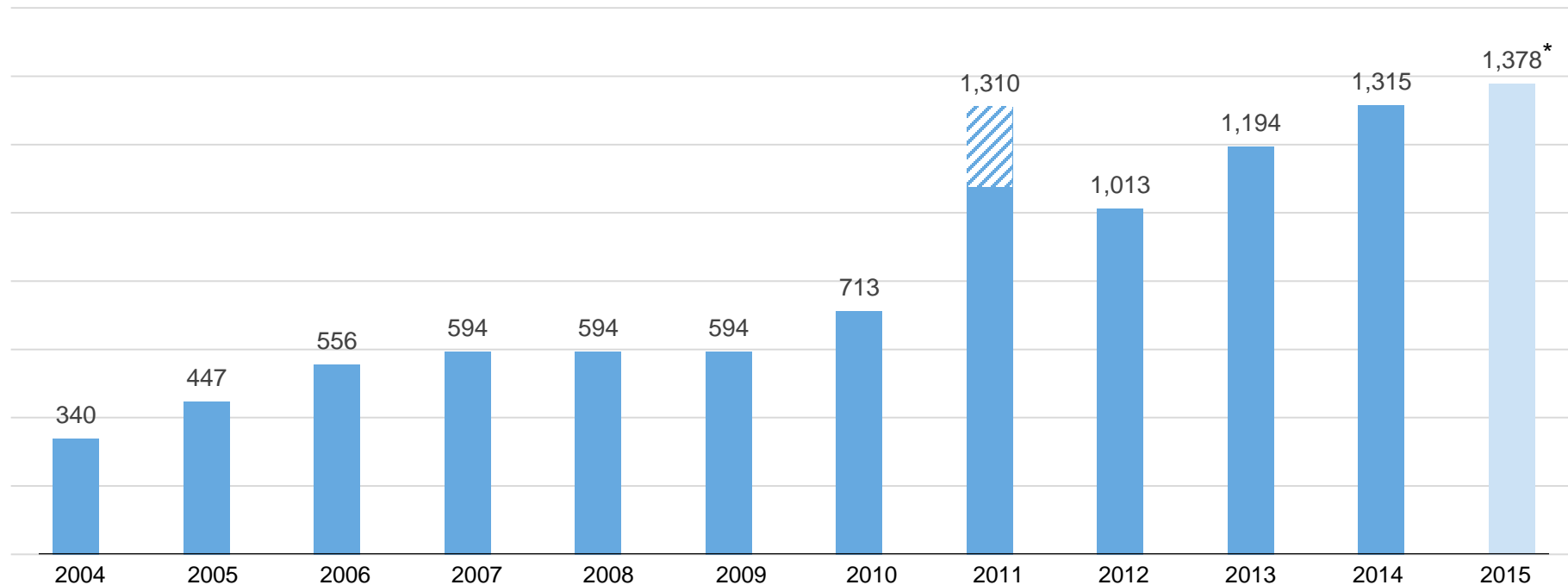
* For more information about non-financial performance KPIs, see the [Notes to Social Performance Reporting](#) and [Notes to Environmental Reporting](#) sections of the SAP Integrated Report 2015.

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 for fiscal year 2015
3. Approval of acts of Executive Board
4. Approval of acts of Supervisory Board
5. Approval of the system of Executive Board remuneration
6. Appointment of auditors for financial statements and group annual financial statements
7. By-election of a Supervisory Board member
8. Cancellation of existing authorization and granting of new authorization of the Executive Board to issue convertible and/or warrant-linked bonds, profit-sharing rights and/or income bonds, option to exclude shareholders' subscription rights, cancellation of Contingent Capital IV and creation of new contingent capital and corresponding amendment to section 4 of the Articles of Incorporation

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