SAP SE
Helping the world run better and improving people’s lives

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Safe Harbor Statement

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP’s future financial results are discussed more fully in SAP’s filings with the U.S. Securities and Exchange Commission (“SEC”), including SAP’s most recent Annual Report on Form 20-F filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.
SAP is the world’s leading enterprise software company

~365,000 customers
SAP is running the world’s mission-critical business processes

76% of the world’s transaction revenue touches an SAP system

SAP touches $16 trillion of consumer purchases around the world

SAP customers distribute more than 78% of the world’s food

SAP customers produce more than 82% of the world’s medical devices

SAP’s brand value ranked #21 of top 100 worldwide¹)

Among the top 100 companies worldwide by market capitalization

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¹) Source: MillwardBrown 2016 BrandZ Top 100 Global Brands
Sustainability at SAP
How SAP extracts value from sustainability leadership

Innovation
Population growth, urbanization, resource scarcity and climate change require innovation

Cost Avoidance
Cost avoidance of more than €155 mil over the past three years

Stock Valuation
12% of SAP’s institutional investors are classified as Socially Responsible Investors.

License to Operate
Control economic, social and environmental risk to ensure safe and reliable operations

Customer Impact
Our solutions create sustainable impact, help the world run better and improve people’s lives

Employee Engagement
92% think it is important for SAP to pursue sustainability

Recognition
SAP is the #1 top-performing company in the software industry in the oekom Universe

For the 11th year in a row SAP is ranked number-one software company in the Dow Jones Sustainability Index
Making connections:
We publish the financial impact of four non-financial KPIs

- **Employee Engagement Index**: €45-55m
  - +/- 1% point

- **Business Health Culture Index**: €80-90m
  - +/- 1% point

- **Employee Retention**: €50-60m
  - +/- 1% point

- **Greenhouse Gas Emissions**: €5m
  - +/- 1%

Note: Financial Impacts of individual non-financial KPIs cannot be added up. Numbers shown are rounded to € millions and refer to fiscal year 2016.
Continued strong momentum reflected in 2017 outlook and increased 2020 ambition

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017 outlook*</th>
<th>2020 ambition</th>
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</thead>
<tbody>
<tr>
<td>Cloud subscriptions</td>
<td>€2.99bn</td>
<td>€3.8 - €4.0bn</td>
<td>€8.0 - €8.5bn</td>
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<tr>
<td>Cloud &amp; Software</td>
<td>€18.43bn</td>
<td>+7% to +8.5%</td>
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<tr>
<td>Total revenue</td>
<td>€22.07bn</td>
<td>€23.4bn - €23.8bn</td>
<td>€28bn - €29bn</td>
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<td>Share of more predictable revenue</td>
<td>61%</td>
<td></td>
<td>70% to 75%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>€6.63bn</td>
<td>€6.85 - €7.0bn</td>
<td>€8.5 - €9bn</td>
</tr>
<tr>
<td>Employee Engagement</td>
<td>85%</td>
<td>84% - 86%</td>
<td>84% - 86%</td>
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<tr>
<td>Customer Loyalty</td>
<td>19.2%</td>
<td>21% - 23%</td>
<td>35% - 40%</td>
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<tr>
<td>Women in Management</td>
<td>24.5%</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Greenhouse Gas</td>
<td>380kt</td>
<td>&lt;380kt</td>
<td>&lt;336kt</td>
</tr>
</tbody>
</table>

All number non-IFRS; *Non-IFRS at constant currencies, as of Oct 2017
Multi-year innovation cycle with SAP S/4HANA, coupled with the most comprehensive cloud & network portfolio

- **Best in Class**
  - LoB and industry capabilities

- **End-to-End and Integrated**
  - Broadest portfolio and out-of-the-box integrations

- **Scalable and Flexible**
  - Modular approach to digital transformation

- **Vibrant Ecosystem**
  - Providing complementary solutions

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Helping the world run better and improving people’s lives

Sustainable cities

Healthcare

Industrial innovation

Responsible production

Read more about SAP’s impact and the 17 UN Global Goals: http://www.sap.com/UNGlobalGoals
Additional Resources

www.sapintegratedreport.com

UN Global Goals - Interactive Web Book
www.sap.com/unglobalgoals

Free MOOC
https://open.sap.com/course/sbi2

How SAP’s Vision Comes to Life
www.sap.com/purpose
Thank you.