Annual General Meeting of Shareholders

Bill McDermott
May 17, 2018
SAP: A proud track record of success

- Total revenue (since 2009): ~2.2x
- Operating profit (non-IFRS): >2.3x
- Market value: >2.8x
- Cloud users/SAP S/4HANA customers: >150M
- >8,300
2017: Accelerating SAP’s momentum

- **€3.77bn**: Cloud subscriptions and support revenue
- **€19.55bn**: Cloud and software revenue
- **€23.5bn**: Total revenue

- **63%**: Share of more predictable revenue
- **€6.77bn**: Operating profit
SAP’s share price increased 12.8% in 2017

All-time high: €100.35 November 1, 2017
Q1 2018: **Strong start** to 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud subscriptions and support revenue</td>
<td>€1,072 M</td>
<td>+31%</td>
</tr>
<tr>
<td>New cloud bookings</td>
<td>€245 M</td>
<td>+25%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>€1,235 M</td>
<td>+14%</td>
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</tbody>
</table>

All numbers non-IFRS, percentages non-IFRS at constant currency.
Total distributed dividends

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Distributed Dividends (€ millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>594</td>
</tr>
<tr>
<td>2008</td>
<td>594</td>
</tr>
<tr>
<td>2009</td>
<td>594</td>
</tr>
<tr>
<td>2010</td>
<td>713</td>
</tr>
<tr>
<td>2011</td>
<td>1,310</td>
</tr>
<tr>
<td>2012</td>
<td>1,013</td>
</tr>
<tr>
<td>2013</td>
<td>1,194</td>
</tr>
<tr>
<td>2014</td>
<td>1,315</td>
</tr>
<tr>
<td>2015</td>
<td>1,378</td>
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<tr>
<td>2016</td>
<td>1,499</td>
</tr>
<tr>
<td>2017</td>
<td>1,671*</td>
</tr>
</tbody>
</table>

* pending approval of AGM

+11.5%
Agenda topics for voting (abbreviated)

2. Appropriation of retained earnings for fiscal year 2017
3. Approval of acts of Executive Board
4. Approval of acts of Supervisory Board
5. Approval of system of Executive Board compensation
6. Appointment of auditors for financial statements and group annual financial statements
7. By-elections of Supervisory Board members
   (a) Aicha Evans
   (b) Dr. Friederike Rotsch
   (c) Gerhard Oswald
   (d) Diane Greene
8. Resolution on the authorization to acquire and use treasury shares
9. Amendment introducing flexibility regarding the term of office of Supervisory Board members
SAP: More than just a financial success

- Employee engagement: 85%
- Leadership trust: +4pp
- Retention rate: 94.6%
- Women in management: 25.4%
- Carbon emission: 325kt
The **Intelligent Enterprise Vision**

**Intelligent Cloud Suite**

- Customer Experience
- Manufacturing & Supply Chain
- Digital Core
- People Engagement
- Network & Spend Management

**Intelligent Systems**

- Data Management
- SAP Leonardo: AI/ML | IoT | Analytics

**Digital Platform**

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