<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 – 1:05 p.m.</td>
<td><strong>Opening Remarks</strong></td>
<td>Stefan Gruber, Head of Investor Relations</td>
</tr>
<tr>
<td>1:05 – 1:25 p.m.</td>
<td><strong>The Intelligent Enterprise</strong></td>
<td>Bjoern Goerke, CTO &amp; President of SAP Cloud Platform</td>
</tr>
<tr>
<td>1:25 – 1:45 p.m.</td>
<td><strong>A Customer Revolution – Dawn of a New Era in CRM for SAP</strong></td>
<td>Alex Atzberger, President SAP Customer Experience</td>
</tr>
<tr>
<td>1:45 – 2:05 p.m.</td>
<td><strong>SAP Data Hub</strong></td>
<td>Franz Faerber, EVP Products &amp; Innovation Big Data</td>
</tr>
<tr>
<td>2:05 – 2:25 p.m.</td>
<td><strong>Business and Financial Update</strong></td>
<td>Luka Mucic, CFO</td>
</tr>
<tr>
<td>2:25 – 3:00 p.m.</td>
<td><strong>Executive Q&amp;A Session</strong></td>
<td>Bill McDermott, Rob Enslin, Adaire Fox-Martin, Bernd Leukert, Jennifer Morgan, Luka Mucic</td>
</tr>
</tbody>
</table>
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.
The Intelligent Enterprise

Björn Goerke
Chief Technology Officer & President SAP Cloud Platform
June, 2018
The Intelligent Enterprise Framework

The Intelligent Enterprise features 3 key components:

1. Intelligent Suite
2. Digital Platform
3. Intelligent Technologies
Building an Intelligent Enterprise

**Business**
- Customer
- Employee
- Product
- Invoicing
- Consent Mgmt

**Integration**
- Master Data
- Integration
- Workflow
- Process Visibility
- Rules

**SAP Leonardo**
- Analytics
- Machine Learning
- Blockchain
- IoT
- Data Intelligence

**Core**
- Tenancy
- Security
- Identity Mgmt
- Service Discovery
- DevOps
- Monitoring
- Open Source DBs
- Connectivity

**Data**
- SAP HANA
- Data Hub
- SAP EIM

**Environments**
- CLOUD FOUNDRY
- Kubernetes
- ABAP

**IaaS**
- SAP
- Amazon
- Microsoft
- Google Cloud

**SAP Cloud Platform**
- SAP S/4HANA
- SAP Hybris
- SAP SuccessFactors
- SAP Fieldglass
- SAP Ariba
- SAP Concur
- Third-Party

**Ecosystem**
- Business entities, services, and processes

**Services**
- SAP Data Management Suite
- Open runtimes
- Multi-cloud interoperability
- Orchestrate interoperability through APIs
- SaaS stacks

**Development Tools**
- Operations Cockpit
- API Hub
- Marketplace

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The Intelligent Enterprise Enabler: SAP Cloud Platform

**Extend**
- **Cloud & On-Premise Apps**
  - Quickly add new functionality to your existing cloud and on-premise apps to optimize your existing investments.

**Experience**
- **People & Data**
  - Deliver delightful user experiences across various digital touchpoints enabling innovation, without disrupting core business processes.

**Build**
- **Differentiating Digital Apps**
  - Rapidly build and run new cloud apps, business services, and APIs to solve new problems, engage new customers, and drive new revenue.

**Integrate**
- **Apps, Data & Processes**
  - Connect your cloud and on-premise apps to eliminate data silos and make digital access simple, secure, and scalable.

### Key Figures
- **9,500+ customers**
- **Biweekly zero downtime releases**
- **5,000 integration customers**
- **950 partners**
- **+1,500 apps on SAP App Center**
- **1B hits / day**
- **+17 DCs 7x24**
Result: The Intelligent Enterprise Accelerates Value Creation

### Capabilities

- **Visibility**
  the ability to collect and connect data that was previously siloed and recognize unseen patterns

- **Focus**
  the ability to simulate the impact of potential options and direct scarce resources to the areas of maximum impact

- **Agility**
  the ability to respond faster to changes in the marketplace or the business and pivot business processes towards the right customer outcomes

### Outcomes

- **Do more with less and empower employees**
  through process automation and freeing up people to do more meaningful work

- **Deliver best-in-class customer experience**
  by anticipating and proactively responding to end-customer needs

- **Invent new business models and revenue streams**
  by monetizing data-driven capabilities and applying core competencies in new ways
Thank you

Contact information:

Björn Goerke
Chief Technology Officer &
President SAP Cloud Platform
A Customer Revolution
Dawn of a New Era in CRM for SAP

Alex Atzberger,
President SAP Customer Experience
CRM, largest IT market (45 Billion) is transforming

- **Digital first**
  - Global scale and adoption of new digital businesses

- **Complete view of customer**
  - Customer at center of the business (ME2B)

- **Customers for life**
  - From selling products to subscription services

- **Holistic customer experience**
  - Requires connecting front and back office

**Trusted Data**
- Data needed for personalization, but not at all cost
To compete in today’s experience economy businesses need a 4\textsuperscript{th} Generation Customer Experience system

<table>
<thead>
<tr>
<th></th>
<th>Traditional CRM</th>
<th>4\textsuperscript{th} Generation CRM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Relationship</td>
<td>Transactional &amp; Enterprise-oriented</td>
<td>Trust-based &amp; Customer-focused</td>
</tr>
<tr>
<td>Customer Engagement</td>
<td>Waterfall Lifecycle</td>
<td>Iterative Journeys</td>
</tr>
<tr>
<td>Business Model</td>
<td>Product Sales</td>
<td>Lifetime Service</td>
</tr>
<tr>
<td>Central Record</td>
<td>Sales Opportunity</td>
<td>Customer Profile</td>
</tr>
<tr>
<td>Customer Data</td>
<td>Enterprise-owned</td>
<td>Customer-granted</td>
</tr>
<tr>
<td>System Architecture</td>
<td>3-tier, RDBS, Analytics, Homogenous</td>
<td>Microservices, Big Data, AI, Heterogenous</td>
</tr>
</tbody>
</table>
Strategy for re-imagining the Customer Experience

1. Be #1 or #2 in each domain
2. Deliver one unified suite of cloud solutions SAP C/4HANA
3. Integrate front-to-back office
4th Generation Customer Experience Suite SAP C/4HANA
Trusted, personalized customer experience by giving customers transparency & control over their data

SAP C/4HANA
Unified Intelligent User Experience
Conversational, Contextual and Intelligent UX

SAP Marketing Cloud
Market with Intelligence in the Moment

SAP Commerce Cloud
Personalized Shopping Experience across Touchpoints

SAP Sales Cloud
Build Relationships and guide Customers throughout their journey

SAP Service Cloud
Make Customers happy

SAP Customer Data Cloud
Build Customer Trust and Loyalty

SAP Cloud Platform Extension Factory

SAP® Cloud Platform

SAP S/4HANA®
Integration of Front Office (SAP C/4HANA) to Digital Core (SAP S/4HANA) to deliver end to end customer experiences

From Lead to Cash: Delivering what our competition can’t do

End to End Customer Experience

* Agile billing solution in C/4HANA
Thank you

Contact information:

Alex Atzberger
President SAP Customer Experience
SAP Data Hub

Franz Faerber,
EVP Products & Innovation Big Data

PUBLIC
Enterprises are struggling to manage and get deep insights from data

- **Data Visibility**: 74% of enterprises say their data landscape is so complex that it limits agility.
- **Data Quality**: 84% of CEOs are concerned about the quality of the data they are basing their decisions on.
- **Data Innovation**: 86% of enterprises claim that they are not getting the most out of their data.
- **Data Cost**: $9.7M is the average financial impact of poor data quality on organizations per year.
- **Data Compliance**: 4% of annual turnover can be fined by the EU for violating GDPR regulations.

Enterprises are sitting on a “data treasure trove” which they can’t unlock.

Source: SAP “State of the Big Data” study, KPMG CEO Outlook, Gartner, HBR
SAP Data Hub is the answer for modern data management challenges

Data Visibility
Seamlessly orchestrates data from SAP and non-SAP systems and provides 360 degree view of all company data

Data Quality
Offers one cross-landscape data control center to monitor and improve data quality

Data Innovation
Efficiently streams and processes data from all sources to unlock new machine learning and IoT use cases

Data Cost
Optimizes data costs by eliminating data duplications and data movement

Data Compliance
Manages all data compliance and governance policies from one central location
SAP Data Hub unifies data silos

Enterprise Systems

SAP BW/4HANA
SAP S/4HANA
Enterprise Apps
SAP HANA

SAP Data Hub

Processing Runtime Based on SAP Vora

Data Discovery & Pipelines
Orchestration & Monitoring
Ingestion & Integration

Distributed Data Systems

Hadoop
Cloud Storages
Machine Learning, Predictive…
SAP Data Hub: Architecture overview

SAP Data Hub System Management (based on SAP HANA)

- Multi-Tenancy
- User & Access Management
- Content Lifecycle Management
- Cluster Management
- Diagnostics

Cloud Infrastructure
- AWS, Azure, GCP, SAP CP, Private Cloud

Distributed Runtime
- Relational
- Time-Series
- Graph

SAP VORA Engines

Data Pipelines
- Scripting (JS, Python)
- Templates
- Low-latency, built-in Connectors, Custom Operators

Applications Services
- Scheduling
- Catalog
- Profiling & Sampling
- Data Discovery

Built-in Applications

Connected Systems
- SAP S/4HANA
- SAP BW/4HANA
- SAP Cloud Applications
- SAP HANA (incl. SAP HANA DBaaS)
- Hadoop (incl. Altiscale)
- SAP Data Services
- SAP LT Replication Server
- Open Connectivity for Third-Party & Open Source

Infrastructure
- Account
- SLAs
- Distributed Storage
- Kubernetes

Managed

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### Why SAP Data Hub

<table>
<thead>
<tr>
<th></th>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Universal view of enterprise and Big Data</td>
<td>Get a consolidated view of all data from all data sources, covering business processes and applications</td>
</tr>
<tr>
<td>2</td>
<td>Intelligent discovery of data relationships</td>
<td>Improve data quality through cleansing and get a graphical view of data correlations across your enterprise</td>
</tr>
<tr>
<td>3</td>
<td>Efficient data enrichment</td>
<td>Employ distributed data pipeline processing and refinement using a variety of computation techniques, such as OLAP, graph, time series, and machine learning</td>
</tr>
<tr>
<td>4</td>
<td>Scalable DataOps management solution</td>
<td>Orchestrate data from end to end, process data where it is located wherever possible, and avoid expensive data movement</td>
</tr>
<tr>
<td>5</td>
<td>Optimal compliance and data governance across the enterprise</td>
<td>Maintain your security policy dynamically in one place and help ensure that policy measures are in place to meet regulatory and corporate requirements</td>
</tr>
</tbody>
</table>
Data integration is a cornerstone for BASF’s digital architecture

“SAP Data Hub has the potential to become SAP’s next game changer.”

Source

BASF
The Chemical Company
“Most data scientists spend only 20 percent of their time on actual data analysis and 80 percent of their time finding, cleaning, and reorganizing huge amounts of data, which is an inefficient data strategy.

With SAP Data Hub we see the potential to reversing these percentages to 20/80.”

Source

SAP Data Hub @ MIT
Thank you

Contact information:

Franz Faerber
EVP Products & Innovation Big Data
The Intelligent Suite wins

SAP C/4HANA
- Marketing-, sales-, commerce-, service cloud
- Customer data cloud
- “Front office to fulfillment engine”: The suite wins

SAP Data Hub
- Universal view of enterprise and Big Data: provides a consolidated view of all data sources, the “Enterprise Control Tower”

SAP Cloud Platform
- Foundation of the suite
- Enabler for integration, intelligence and extensions
- Optimized for hybrid landscapes
Fast growing “organic” cloud solutions scale

SAP cloud solutions at scale in 2017 and 2020e

Cloud subscription revenue in € billion

- HANA Enterprise Cloud
- C/4HANA
- Concur
- Ariba

2017

3.8

~30% CAGR

2020e

8.0 – 8.5

- HANA Enterprise Cloud
- Cloud Platform
- S/4HANA Cloud
- Digital Supply Chain
- Analytics Cloud
- C/4HANA
- HCM
- Concur
- Ariba
- Fieldglass

Gross Margins 2017 2020e

Overall Cloud

-62% → 71%

Private Cloud

-6% → 40%

Public Cloud

-57% → 70%

Business Network

-77% → >80%

Mostly in-house developed

Acquired

All figures based on Non-IFRS. Projected 2020 cloud subscription and support revenue does not include any contribution from the Callidus acquisition. 2017 – 2020 Cloud Subscription Revenue CAGR based on midpoint of 2020 ambition.
Entering margin expansion phase
Expanding gross margins and operating leverage

Early stage cloud transition margin headwind > efficiency gains

2015 2016 2017 2018 (based on midpoint of outlook) 2020 (based on midpoint of outlook)

30.5% (-1.5pp cc) 30.1% (-0.8pp cc) 28.9% (-0.9pp cc) 29.6% cc (+0.8pp cc) 30.7% (+0.9pp)

All figures based on Non-IFRS. Stated percentage point deltas exclude exchange rate effects. 2018 outlook includes effects from the application of IFRS 15 (total revenue: substantially less than +€0.1bn; operating profit: approximately +€0.2bn). 2020 outlook does not include any contribution from the Callidus acquisition.
## Strong start into 2018
On track to deliver on mid-term ambitions communicated at CMD

<table>
<thead>
<tr>
<th>CMD 2018</th>
<th>Q1 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost ratios</strong></td>
<td></td>
</tr>
<tr>
<td>– R&amp;D to remain at current levels</td>
<td>15.1%</td>
</tr>
<tr>
<td>– S&amp;M to decline slightly</td>
<td>27.1%</td>
</tr>
<tr>
<td>– G&amp;A to decline slightly</td>
<td>4.3%</td>
</tr>
<tr>
<td><strong>Gross margins</strong></td>
<td></td>
</tr>
<tr>
<td>– Strong improvement of the cloud margin</td>
<td>63.2%</td>
</tr>
<tr>
<td>– Slight improvement of the SW &amp; support margin</td>
<td>86.4%</td>
</tr>
<tr>
<td>– Services margin to remain at current levels</td>
<td>19.5%</td>
</tr>
<tr>
<td><strong>CapEx</strong></td>
<td></td>
</tr>
<tr>
<td>– &lt; €1.6bn projected in 2018</td>
<td>-€427m</td>
</tr>
<tr>
<td>– Quickly moderating CapEx growth beyond 2018</td>
<td></td>
</tr>
</tbody>
</table>
Outlook and Ambition
Fast Cloud, Strong Topline, Higher Profitability

2017
- Cloud Subscription Revenue €3.77bn
- Cloud and Software Revenue €19.55bn
- Total Revenue €23.46bn
- Operating Profit €6.77bn

2018 outlook
- Cloud Subscription Revenue €4.95 – 5.15bn, up 31% to 36.5%
- Cloud and Software Revenue €20.85 – 21.25bn, up 6.5% to 8.5%
- Total Revenue €24.8 – 25.3bn, up 5.5% to 7.5%
- Operating Profit €7.35 – 7.5bn, up 8.5% to 11%

2020 ambition
- Cloud Subscription Revenue €8.0 – 8.5bn
- Total Revenue €28.0 – 29.0bn
- Operating Profit €8.5 – 9.0bn
- Share of more predictable revenue 70% to 75%

Beyond 2020
- Fast growing cloud business increasingly dominates business mix
- Cloud scale, ever higher recurring base lead to consistent expansion of operating margin

Expected currency impact for 2018 based on end of May exchange rates
<table>
<thead>
<tr>
<th>in percentage points</th>
<th>Q2</th>
<th>FY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud subscriptions and support</td>
<td>-7 to -9</td>
<td>-5 to -7</td>
</tr>
<tr>
<td>Cloud and software</td>
<td>-4 to -6</td>
<td>-3 to -5</td>
</tr>
<tr>
<td>Operating profit</td>
<td>-4 to -6</td>
<td>-2 to -4</td>
</tr>
</tbody>
</table>

All numbers based on Non-IFRS. 2018 outlook is at constant currencies. 2020 ambition does not include any contribution from the Callidus acquisition.
Executive Q&A Session

Bill McDermott, CEO
Rob Enslin, Cloud Business Group
Adaire Fox-Martin, Global Customer Operations EMEA & Greater China
Bernd Leukert, Products & Innovation
Jennifer Morgan, Global Customer Operations Americas & APJ
Luka Mucic, CFO