

SAP at a Glance



Investor Relations Fact Sheet – January 2018

Company Profile

SAP today is the global leader in business applications and analytics software as well as market leader in digital commerce, with over **378,000 customers** in more than 180 countries. With more than 150 million cloud users, SAP is the world's largest enterprise cloud company. **76%** of all worldwide business transactions touch an SAP system. Our continued growth is attributable to relentless innovation, a diverse portfolio, our ability to anticipate ever-changing customer requirements, and a broad ecosystem of partners.

Vision

Our enduring vision is to help the world run better and improve people's lives. As companies are faced with a changing, complex world, we enable organizations to tackle complexity by unlocking their ability to **Run Simple**. This principle guides everything we do and powers our customers' transformation into digital businesses.

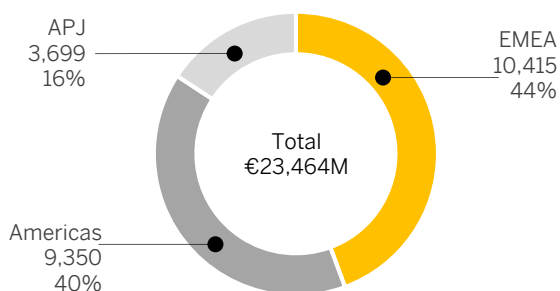
Product Offering and Market

Today companies are faced with the question of how they transform into a digital business. To support our customers' transformation to become true digital enterprises, we offer end-to-end solutions across **25 industries and 12 lines of business**, localized by country and for companies of any size, both on-premise and in the Cloud. SAP's next generation ERP S/4HANA sits at the core of the Intelligent Enterprise. With **S/4HANA** customers can massively simplify their IT landscape, run live and reinvent their business model for the digital economy across both cloud and on-premise deployments. S/4HANA adoption grew to more than 7,900 customers, up around 46% year over year.

Successful Transition of Business Model

We have a powerful combination of a **fast-growing cloud business** and a growing core. SAP anticipates that the fast-growing cloud business along with growth in support revenue will drive a **higher share of more predictable revenue**. SAP expects the total of cloud subscriptions & support revenue and software support revenue to be in a range of 70% – 75% of total revenue in 2020.

Revenue by Region (FY 2017, Non-IFRS in € millions / %)



Key Figures Non-IFRS

€ millions, unless otherwise stated	FY 2017	FY 2016	Change
Total revenue	23,464	22,067	+6%
New Cloud Bookings	1,448	1,147	+26%
Cloud subscriptions and support	3,771	2,995	+26%
Cloud and software	19,552	18,428	+6%
Operating profit	6,769	6,633	+2%
Profit after tax (IFRS)	4,056	3,634	+15%
Free cash flow	3,770	3,627	+4%
EPS (IFRS, basic, €)	3.36	3.04	+10%
Dividend per share* (€)	–	1.25	–
Headcount (FTE, at quarter end)	88,543	84,183	+5%
Employee engagement (%)	85	85	+0%
Customer Net Promoter Score* (%)	–	19.2	–

*) Will be published with the SAP Integrated Report on Feb 28, 2018.

More details about SAP key figures can be obtained from the SAP Integrated Report via www.sapintegratedreport.com or via the latest quarterly statement and half-year report via www.sap.com/investor.

Outlook 2018 Non-IFRS at constant currencies

Total revenue	€24.6B to €25.1B (5–7%)
Cloud subscriptions and support	€4.8B to €5.0B (27–30%)
Cloud and software	€20.7B to €21.1B (6–8%)
Operating profit	€7.3B to €7.5B (8–11%)

Mid-Term Ambition Non-IFRS*

2020

Total revenue	€28B to €29B
Cloud subscriptions and support	€8.0B to €8.5B
Share of more predictable revenue	70% to 75%
Operating profit	€8.5B to €9.0B

*) Stable exchange rates assumed

Additional KPIs (FY 2017)

63%

Share of more predictable Revenue

25%

Women In Management

SAP at a Glance



Investor Relations Fact Sheet – January 2018

SAP Stock and Financial Data

Ticker symbol	SAP
Main stock exchange listing	Frankfurt
U.S. stock exchange	New York (NYSE)
ISIN	DE0007164600
WKN	716460
ADR : Ordinary share ratio	1 : 1
Number of shares in millions	1,229
Free float	85%
52-week high / low (XETRA)	€100.35/€82.43
Market capitalization (December 29, 2017)	€114.8B

Relative Share Price Performance vs. DAX (12 months)



Annualized Total Return

1 year	14.34%
5 years	10.00%
10 years	11.54%

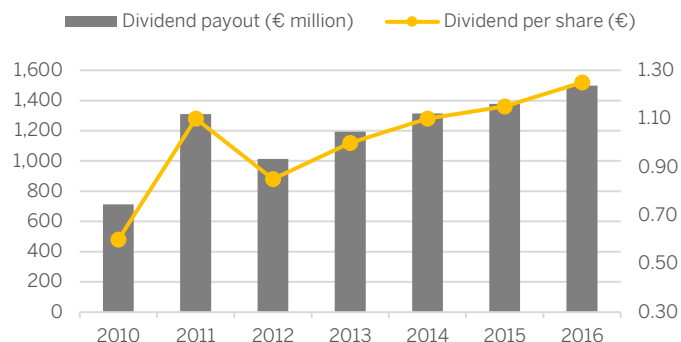
Effective date: December 29, 2017, SAP ordinary shares, dividends reinvested

Financial Calendar

SAP Capital Markets Day 2018, New York	March 6, 2018
Q1 2018 Financial Results	April 24, 2018
Annual General Meeting of Shareholders	May 17, 2018
Dividend Payment	May 23, 2018
Q2 and Half-Year 2018 Financial Results	July 19, 2018

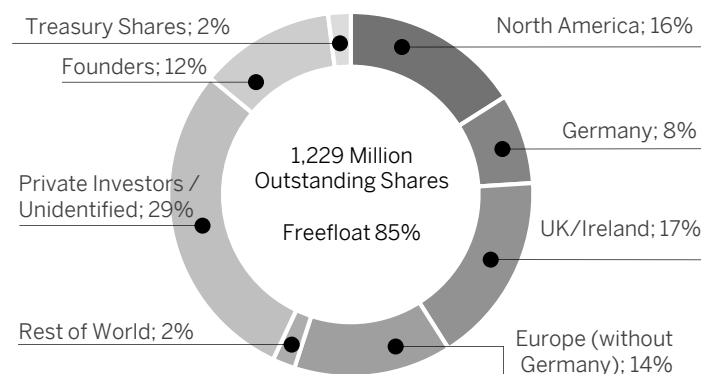
Please note that these dates could be subject to modifications

Dividend Development



SAP believes shareholders should benefit appropriately from the company's success. Since going public in 1988, SAP has continually paid dividends annually. The dividend payout ratio for the fiscal year 2016 was 41% (€1.25 per share).

Balanced Shareholder Structure (January 2018)



Three Reasons to Invest in SAP

- Global leader in business application and analytics software; largest enterprise cloud company with more than 150 million cloud users
- Solid track record of growth and clear innovation path
- High profitability; regular return of capital to shareholders through annual dividend

Looking for more Information?

Investor Hotline: +49 6227 7-67336
 Fax: +49 6227 7-40805
 E-Mail: investor@sap.com
 Internet: www.sap.com/investor
 Twitter: @SAPinvestor