

SAP at a Glance

Investor Relations Fact Sheet – October 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 **413,000 customers** in more than 180 countries. 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

In the digital era, **data is the “new currency”** in an enterprise. Businesses that are able to harness their data faster and more effectively will be the ones that succeed through disruption. As the world’s largest enterprise software company, SAP offers perspective on the massive scale and power of data. Our customers have a vast amount of enterprise data assets flowing through our SAP ERP and cloud applications and business networks every day. Our enterprise resource planning applications touch **77% of global transaction revenue**, we run the world’s largest business network with over US\$2.6 trillion in commerce annually, and we have over 170 million users of our cloud applications.

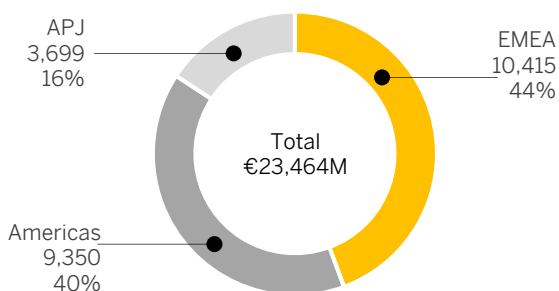
Product Offering and Market

To support our customers’ transformation to become true intelligent enterprises, we offer end-to-end solutions across **25 industries and 7 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 9,500 customers since it has been launched in February 2015.

Successful Transition of Business Model

We have a powerful combination of a **fast-growing cloud business** and a solid 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% to 75% of total revenue in 2020.

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



Key Figures

€ millions, non-IFRS	9M 2018	FY 2017	FY 2016	Δ16/17
Total revenue	17,307	23,464	22,067	+6%
New Cloud Bookings	1,078	1,448	1,147	+26%
Cloud subscriptions and support	3,614	3,771	2,995	+26%
Cloud and software	14,329	19,552	18,428	+6%
Operating profit	4,618	6,769	6,633	+2%
Profit after tax (IFRS)	2,401	4,056	3,634	+15%
Free cash flow	2,338	3,770	3,627	+4%
EPS (IFRS, basic, €)	2.01	3.36	3.04	+10%
Dividend per share (€)	–	1.40	1.25	+12%
Headcount (FTE, at quarter end)	94,989	88,543	84,183	+5%
Employee engagement (%)	–	85	85	+0%
Customer Net Promoter Score (%)	–	18.7	19.2	-0.5pp

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 (2x raised) Non-IFRS at constant currencies

Total revenue	€25.2B to €25.5B (7.5 to 8.5%)
Cloud subscriptions and support	€5.15B to €5.25B (36.5 to 39%)
Cloud and software	€21.025B to €21.250B (8 to 9%)
Operating profit	€7.425B to €7.525B (9.5 to 11%)

Mid-Term Ambition 2020 (raised) Non-IFRS*

Total revenue	€28B to €29B
Cloud subscriptions and support	€8.2B to €8.7B
Share of more predictable revenue	70% to 75%
Operating profit	€8.5B to €9.0B

*) The updated ambition is based on estimated average 2018 currencies, assuming the current foreign exchange environment prevails until year-end. The previous ambition was based on average 2017 currencies.

Additional KPIs (FY 2017)

63%

Share of more predictable Revenue

25%

Women In Management

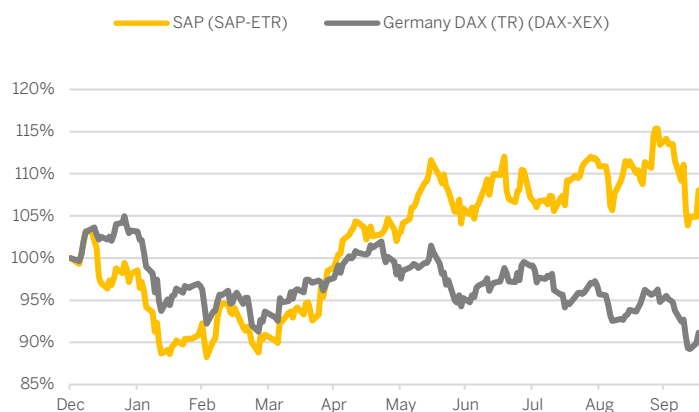
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SAP Stock and Financial Data

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)	€107.80/€82.47
Market capitalization (September 28, 2018)	€130.2B

Relative Share Price Performance vs. DAX (9 months)



Annualized Total Return

1 year	16.3%
5 years	15.3%
10 years	12.3%

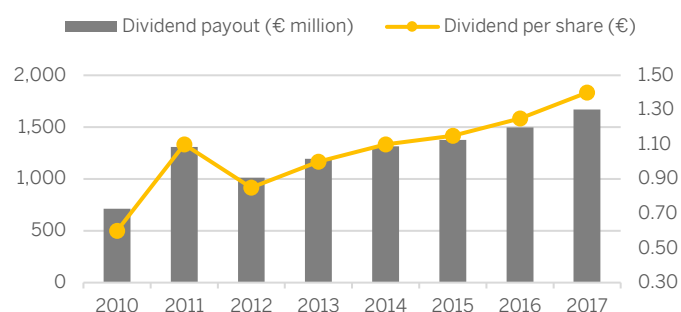
Effective date: September 28, 2018, SAP ordinary shares, dividends reinvested

Financial Calendar

Q4 and Full-Year 2018 Financial Results	Jan 29, 2019
Capital Markets Day 2019	Feb 7, 2019
Publication of the Integrated Report 2018	Feb 28, 2019
Annual General Meeting of Shareholders	May 15, 2019

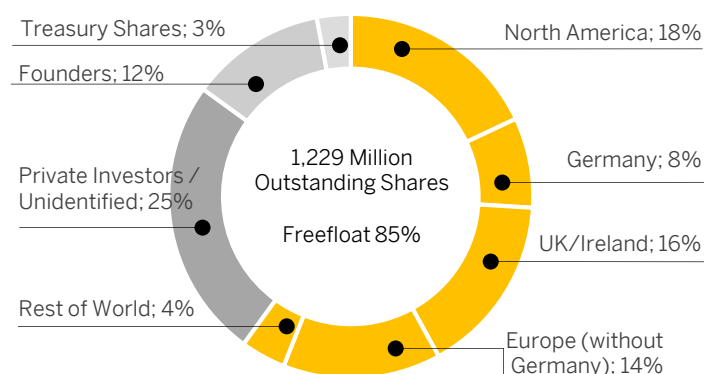
Please note that these dates could be subject to modifications

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 2017 was 41% (€1.40 per share).

Balanced Shareholder Structure (September 2018)



Reasons to Invest in SAP

- SAP's innovation leadership is helping customers win in the digital economy. Perfectly positioned at the top of the IT stack
- SAP is a leader in sustainability, ranked #1 in Dow Jones Sustainability Index for 11 years in a row
- SAP is outpacing the market with a rapidly expanding cloud business and a growing core
- SAP is pushing relentlessly towards a much more predictable business in the long term

Looking for more Information?

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