

Investor Relations Fact Sheet 04.19



Company Profile

SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best. Our machine learning, IoT, and advanced analytics technologies help turn customers' businesses into intelligent enterprises. Our end-to-end suite of applications and services enable more than **437,000 business and public customers** to operate profitably, adapt continuously, and make a difference. The SAP Group has a global presence and employs more than **98,600 people** as of Q1 2019.

Our Purpose and Promise

At SAP, our purpose is to help the world run better and improve people's lives. Our promise is to innovate to help our customers run at their best. SAP is committed to helping every customer become a best-run business. We engineer solutions to fuel innovation, foster equality, and spread opportunity across borders and cultures. SAP is improving lives on a global scale through our support of the **17 United Nations Sustainable Development Goals**.

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 enterprise resource planning applications touch **77% of global transaction revenue**, we run the world's largest business network with over US\$3.1 trillion in commerce annually.

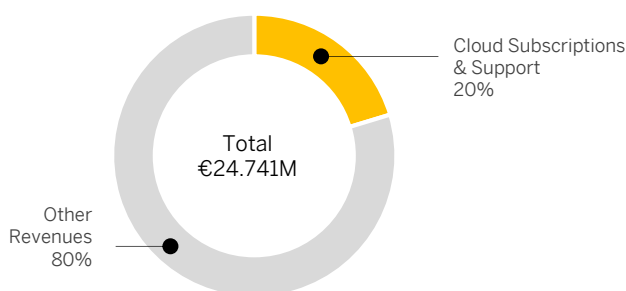
Product Offering and Market

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/4HANA** is at the core of the Intelligent Enterprise and empowers companies across all industries to reinvent their business models for the digital economy. S/4HANA adoption grew to more than **10,900 customers, up 30% year over year**. In Q1 2019, over 40% of the additional S/4HANA customers were net new.

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 and approaching 80% in 2023.

Revenue Distribution (FY 2018, Non-IFRS)



Key Figures

€ millions, non-IFRS	FY 2018	FY 2017	Δ18/17
Total revenue	24,741	23,464	+5%
New Cloud Bookings	1,814	1,448	+25%
Cloud subscriptions and support	5,027	3,771	+33%
Cloud and software	20,655	19,552	+6%
Operating profit	7,165	6,769	+6%
Profit after tax (IFRS)	4,089	4,046	+1%
Free cash flow	2,843	3,770	-25%
EPS (IFRS, basic, €)	3.42	3.36	+2%
Dividend per share (€)	1.50	1.40	+7%
Headcount (FTE, at quarter end)	96,498	88,543	+8%
Employee engagement (%)	84	85	-1pp
Customer Net Promoter Score (points)	-5	18.7	-23.7p

* Further information about financial and non-financial performance was published in the SAP Integrated Report 2018 on February 28, 2018 at www.sapintegratedreport.com.

Mid-Term Outlook and Ambition (Updated)*

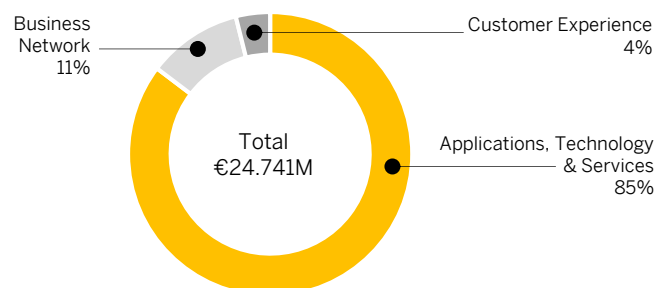
Outlook 2019 Non-IFRS at constant currencies

Cloud subscriptions and support	€6.7B to €7.0B (33% to 39%)
Cloud and software	€22.4B to €22.7B (8.5% to 10%)
Operating profit	€7.85B to €8.05B (9.5% to 12.5%)
Total Revenue to increase strongly, at a rate slightly lower than operating profit	

Mid-Term Ambition Non-IFRS	2020	2023
Total revenue	€28.6B to €29.2B	> €35.0B
Cloud subscriptions and support	€8.6B to €9.1B	> 3x 2018 result
Share of more predictable revenue	70% to 75%	~80%
Operating profit / margin	€8.8B to €9.1B	+~500bp margin increase

*) While SAP's full-year 2019 business outlook is at constant currencies, actual currency reported figures are expected to be impacted by currency exchange rate fluctuations as the company progresses through the year. Find details on expected 2019 currency impacts in the most recent quarterly statement.

Segment Revenue Distribution (FY 2018, Non-IFRS)



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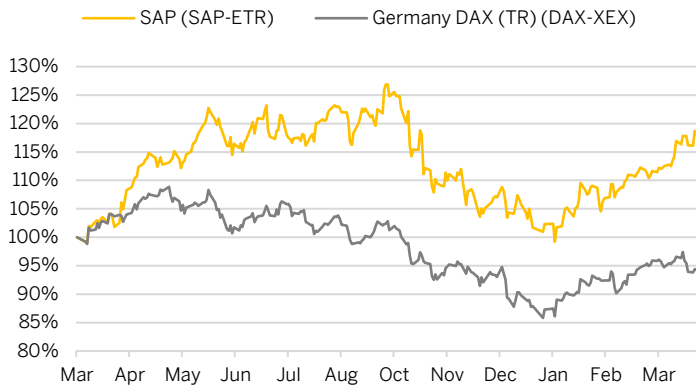
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SAP Stock and Financial Data

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	85.5%
52-week high / low (XETRA)	€107.8/€84.06
Market capitalization (March 29, 2019)	€126.6B

Relative Share Price Performance vs. DAX (12 months)



Annualized Total Return

1 year	22.84%
5 years	12.89%
10 years	15.91%

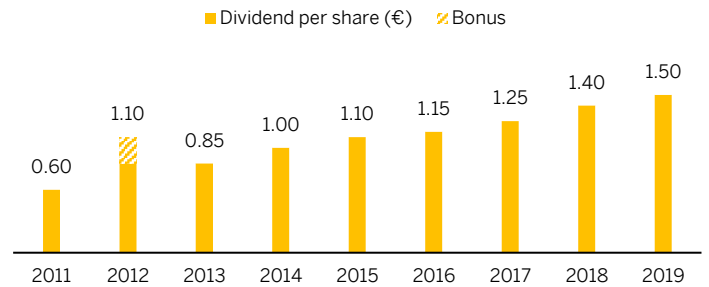
Effective date: March 29, 2019, SAP ordinary shares, dividends reinvested

Financial Calendar

Annual General Meeting of Shareholders	May 15, 2019
Ex Dividend	May 16, 2019
Dividend Payment	May 20, 2019
Q2 and Half-Year 2019 Results	July 18, 2019
Q3 2019 Results	October 21, 2019
Preliminary Q4 and Full-Year 2019 Results	January 28, 2020

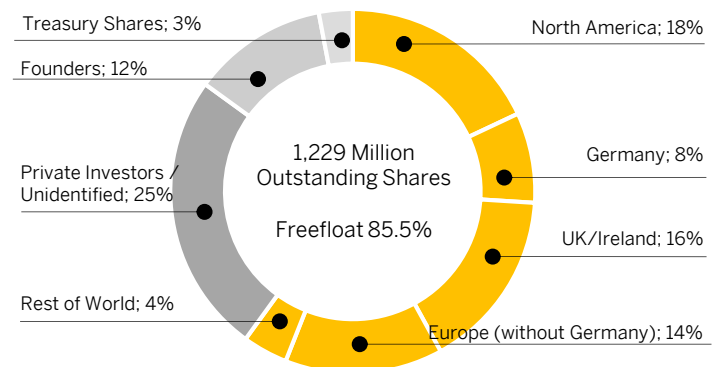
Please note that these dates could be subject to modifications

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 proposal for the fiscal year 2018 is 1.50€ per share (+7%) which would result in a 44% payout ratio. The Annual General Meeting will decide on the dividend on May 15, 2019.

Balanced Shareholder Structure (April 2018)



Reasons to Invest in SAP

- SAP is perfectly positioned to benefit from the massive growth drivers in the market
- SAP is highly successful with a stable, predictable and sustainable business model
- SAP is a leader in sustainability and supports the 17 UN Sustainable Development Goals
- SAP stands for an attractive and dependable dividend policy
- SAP receives an excellent credit rating, rewarding our well balanced financing strategy

Looking for more Information?

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