

Investor Relations Fact Sheet 07.19

Strategy

SAP's strategy is to be "The Experience Company powered by the Intelligent Enterprise." This updated strategy includes a new category, called **Experience Management**. It focuses on obtaining and tapping into the value of outside-in customer, employee, product, and brand feedback in real time to continuously improve the experiences businesses deliver.

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**, and our Intelligent Spend Group is the world's largest commerce platform with over US\$3.3 trillion annual commerce transacted.

Product Offering and Market

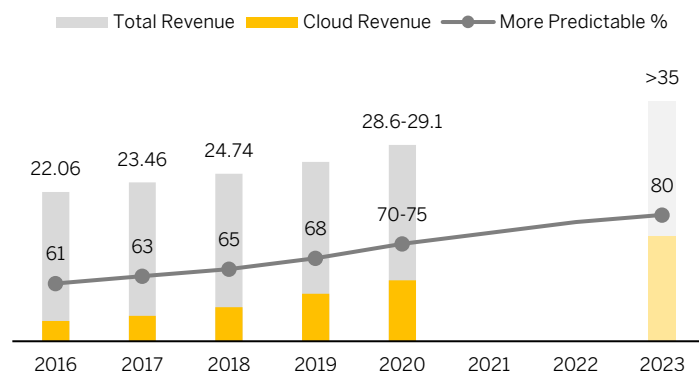
Our integrated end-to-end portfolio enables an intelligent enterprise by offering business value, data-driven innovation, rich customer experience insights, and embedded intelligence. Our software, technologies, and services address the three core elements of the intelligent enterprise – digital platform, intelligent suite, and intelligent technologies – for the **25 industries** we serve. **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 **11,500 customers, up 29% year over year**. In Q2 2019, approx. 50% of the additional S/4HANA customers were net new.

Successful Transition of Business Model

The SAP Group has a global presence and 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. 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 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 Development & Ambition

(€ billions, Non-IFRS)



Key Figures

€ millions	non-IFRS, if not otherwise stated			Δ18/17
	HY 2019	FY 2018	FY 2017	
Total revenue	12,773	24,741	23,464	+5%
New Cloud Bookings	818	1,814	1,448	+25%
Cloud revenue	3,299	5,027	3,771	+33%
Cloud and software	10,589	20,655	19,552	+6%
Operating profit	3,283	7,165	6,769	+6%
Profit after tax (IFRS)	2,397	4,089	4,046	+1%
Free cash flow	1,960	2,843	3,770	-25%
EPS (IFRS, basic, €)	1.99	3.42	3.36	+2%
Dividend per share (€)	-	1.50	1.40	+7%
Headcount (FTE, at quarter end)	98,332	96,498	88,543	+8%
Employee engagement (%)	-	84	85	-1pp
Customer Net Promoter Score (pts)	-	-5	18.7	-23.7p

* Further information about financial and non-financial performance was published in the SAP Integrated Report 2018 on February 28, 2019 at www.sapintegratedreport.com and the Half-Year Report 2019, accessible via www.sap.com/investor.

Outlook 2019 and Mid-Term Ambition*

Outlook 2019 Non-IFRS at constant currencies

Cloud revenue	€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 lower than operating profit	

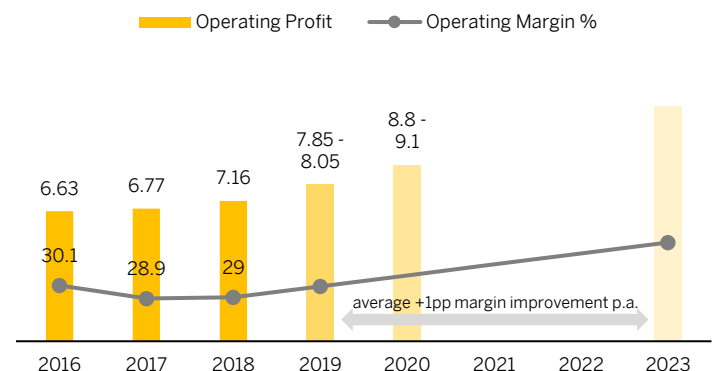
Mid-Term Ambition Non-IFRS

	2020	2023
Total revenue	€28.6B to €29.2B	> €35.0B
Cloud revenue	€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 at www.sap.com/investor.

Profit & Margin Development & Ambition

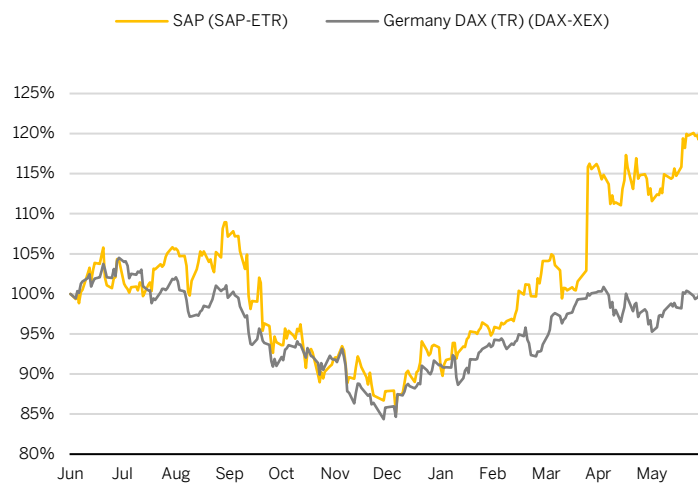
(€ billions, Non-IFRS)



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	85.4%
52-week high / low (XETRA)	€122.04/€85.20
Market capitalization (June 28, 2019)	€149.9B

Relative Share Price Performance vs. DAX (12 months)



Annualized Total Return

1 year	23.06%
5 years	17.03%
10 years	16.77%

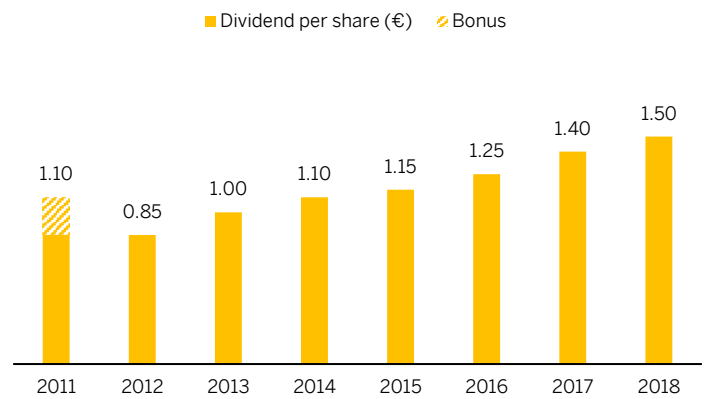
Effective date: June 28, 2019, SAP ordinary shares, dividends reinvested

Financial Calendar

Q3 2019 Results	October 21, 2019
Special Capital Markets Day, New York City	November 12, 2019
Preliminary Q4 and Full-Year 2019 Results	January 28, 2020
Q1 2020 Results	April 21, 2020
Annual General Meeting 2020	May 20, 2020
Ex-Dividend	May 21, 2020
Dividend Payment	May 25, 2020

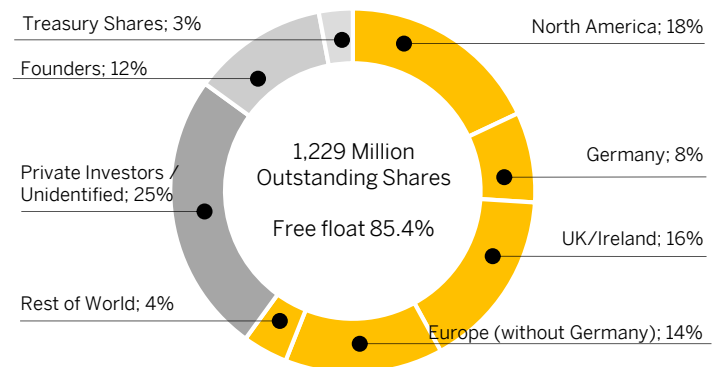
Please note that these dates could be subject to modifications

Dividends



Since going public in 1988, SAP has continually paid dividends annually. Our dividend policy is to pay 40% or more of IFRS profit after tax. The dividend for the fiscal year 2018 was €1.50 per share (+7%) which resulted in a 44% payout ratio. Dividend yield as of May 20 was 1.34% at a share price of €111.90.

Balanced Shareholder Structure (June 2019)



26.2%

Q2 2019
Women in Management
+0.4pp YoY
(Goal: 30% in 2022)

185kt

HY1 2019
CO₂-Emissions
+10kt YoY
(Goal: carbon neutral in 2025)

Looking for more Information?

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