



SAP Global Corporate Affairs
January 25, 2016

SAP: Run Simple - The World's Largest Provider of Enterprise Application Software

As the world leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, we're here to simplify it, desktop to mobile device – SAP empowers people and organizations to work together, more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable customers to operate profitably, adapt to their industry, and grow sustainably.

CUSTOMERS

- SAP serves ~300,000 customers in 120 countries
- ~30% of SAP customers are SMEs
- SAP customers include:
 - 57% of the Fortune Global 2000 companies
 - 92% of the 100 most valued brands
 - 100% of the Dow Jones top-scoring sustainability companies
- Our customers produce:
 - 25% of the world's food
 - 32% of the world's real estate
 - 74% of the world's heavy machinery
 - 70% of the world's cars

FINANCIALS

Revenue by Region
From 2012 to 2015, in %



- Revenue – FY 2015 (non-IFRS) growth: 10%
 - Cloud sales & support: 62.3 bn (42.7%)
 - SW & Support: 64.0 bn (44.9%)
 - Total: 62.0 bn (41.6%)
- Outlook 2016 (non-IFRS) cost-cutting:
 - Cloud sales & support rev: 63.25 - 63.65 bn
 - Cloud & SW rev: up 6% to 67.2 bn
 - Operating profit as a % of rev: 4 - 4.7 bn
- Midyear outlook 2017 (non-IFRS) cost-cutting:
 - Cloud sales & support rev: 64.2 - 64.8 bn
 - Total rev: 62.5 bn
 - Operating profit as a % of rev: 4.7 - 4.8 bn
- Ambition 2020 (non-IFRS) cost-cutting:
 - Cloud sales & support rev: 67.5 - 68.0 bn
 - Total rev: 62.5 bn
 - Operating profit as a % of rev: 4.8 bn
- Cloud subscription and support revenue expected to surpass license revenue by 2018



1 Source: McKinsey: SAP analysis update 4/2013
2 SW & Support: Software and Support
3 Cloud: SAP Cloud Subscription and Services

How We Run Simple

- Our vision is to help the world run better and be more profitable
- Our mission is to help customers run as their best
- To fulfil our mission, we help our customers run more efficiently with simple and easy-to-use solutions based on innovation in the cloud and on SAP HANA, eg. SAP S/4HANA, SAP Simple Finance
- Our strategy is to become THE global company powered by SAP HANA with focus on:
 - Public cloud, standard and niche solutions
 - Business-critical MRP, Concur, Fieldglass
 - Private cloud on SAP HANA Enterprise Cloud

MARKET POSITION

ENTERPRISE APPLICATION SOFTWARE

- SAP is market leader in:
 - applications
 - analytics
 - mobility solutions
- Fastest growing database vendor
- Broadest portfolio of modular and niche solutions available on premise in the cloud and hybrid: customer's best-fit choice of consumption model

TOP CLOUD VENDORS

- Fastest growing company at scale in the cloud
- Cloud leader base 100 top cloud firms
- Largest cloud portfolio: 100 solutions for all lines of business (both as well as business-critical)
- Market leader in Human Capital Mgmt solutions
- 4 continents in 24 locations in 11 countries

INNOVATION

- 14 Developer centers (SAP Labs) worldwide
- 100+ Developer locations worldwide
- 10+ Co-Innovation and Living Labs worldwide
- 20+ Research locations worldwide
- Innovation Center in Potsdam, Germany
- Partner network with 100,000+ SAP partner companies around the world
- Sapphire Ventures: Invested in 100+ IT startups and 100+ venture capital funds globally since 1999
 - US\$ 1.4 bn capital under management
 - Operated in partnership with SAP
 - Provides SAP early visibility and access to markets, mentorship, and investment
- SAP Digital allows anyone to buy and sell things from SAP and third party suppliers with minimal human interaction

EMPLOYEES AND BASIC FACTS

- Headquarters: Walldorf, Germany
- Founded: April 1972
- Listing: Frankfurt, New York
- 70,000 employees worldwide (320,000 in 8 MEA, 33,000 in Americas, 22,000 in APAC, 20,000 in E)
- ~100 manufacturing world-wide
- nearly 80 manufacturing in headquarters

SAP'S END-TO-END SOLUTIONS

Simple user experience designed with a mobile first mindset

1 – Applications

- Packaged solutions for 25 industries and 1+ lines of business: On-premise, cloud, hybrid
- SAP Business Suite: optimized all business critical processes
- Market leader in products for business analysis and a technology leader for real-time analytics: Business Intelligence, Predictive Analytics and GROWING the next generation business suite
 - 3,700 customers in 1+ months
 - On-premise, cloud and hybrid
 - The digital consumer drives digital transformation for reimagined business models, processes and decisions: former of things and big data become accessible to any business
 - New user experience with SAP Fiori

SAP S/4HANA performance in the market per quarter



2 – SAP HANA PLATFORM

- Market leading platform for real-time computing:
 - Open platform
 - Basis for major SAP applications will become underlying technology for all SAP applications
 - SAP HANA Cloud Platform enables customers and third-party partners to develop or quickly develop entirely new ideas
 - SAP HANA Enterprise Cloud: access to the full potential of SAP HANA via managed cloud
- Customers and Partners:
 - 10,700 startups developing on HANA platform
 - 13,000+ SAP HANA One customers
 - 6,700 SAP HANA managed partners persons
 - 120 SAP IS4H HANA solutions

3 – Business Network

- SAP's Business Network capabilities provide the leading solutions in the areas of:
 - Goods and services delivery that a major volume of more than US\$ 740 billion is a corresponding 2 billion businesses
 - Travel and expense: Concur is being used by 30 billion travelers
 - Contingent labor: Fieldglass manages 1.2 million temporary workers in 2

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Richard Bailey



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Embracing the Beat of Phrase: An Psychological Symphony within **Sap Bc407 Pdf Download**

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