

SAP – ESG Investor Briefing

Dr. Peter Graf, Chief Sustainability Officer, EVP of Sustainability Solutions
Stephan Foerster, Director, Investor Relations

July 30, 2012



Safe Harbor Statement

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP’s future financial results are discussed more fully in SAP’s filings with the U.S. Securities and Exchange Commission (“SEC”), including SAP’s most recent Annual Report on Form 20-F filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

Agenda

- **SAP at a Glance**
- Q2 2012 Financial Performance
- SRI at SAP

SAP is the World's Leading Business Software Company

SAP is...

- **#1** in enterprise applications
- **#1** in SME applications
- **#1** in business analytics
- **#1** in enterprise mobility

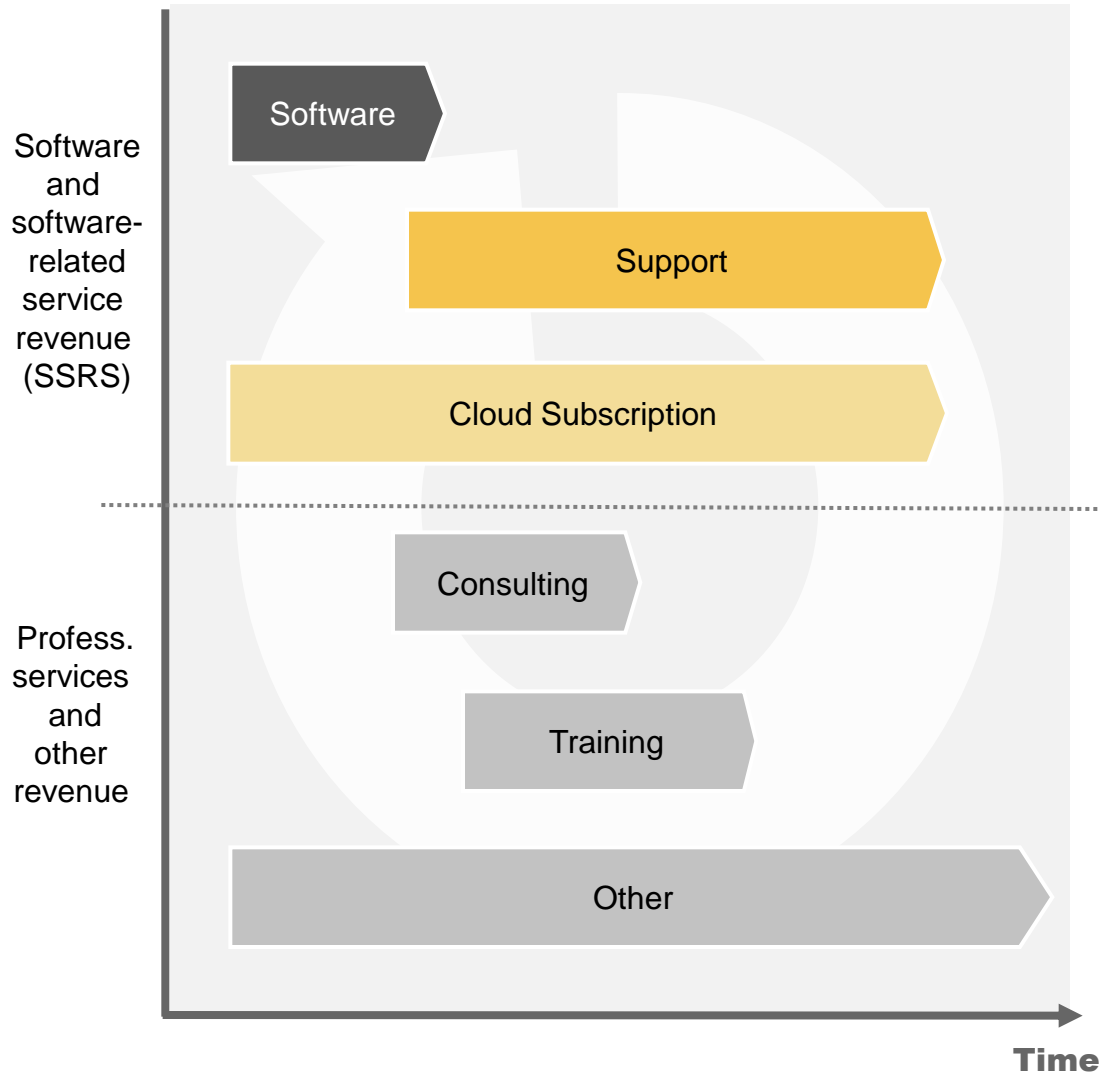
SAP is a truly global company...

- **195,000** customers
- **120** countries
- **60,000+** employees
- **€14.2B** 2011 revenue
- **30+** global technology partners
- **2,900+** certified partners

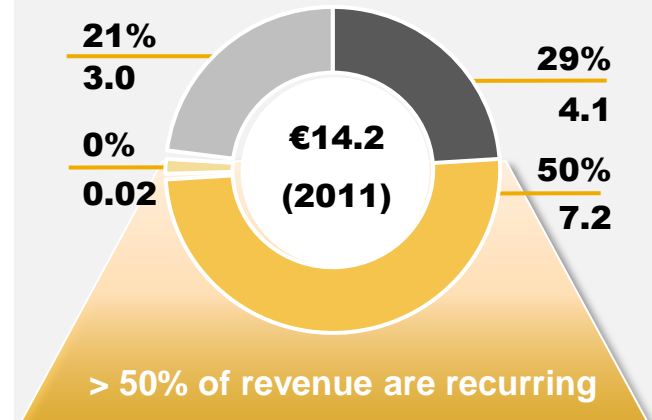


SAP's Business Model

Defensive Characteristics and Significant Growth Potential

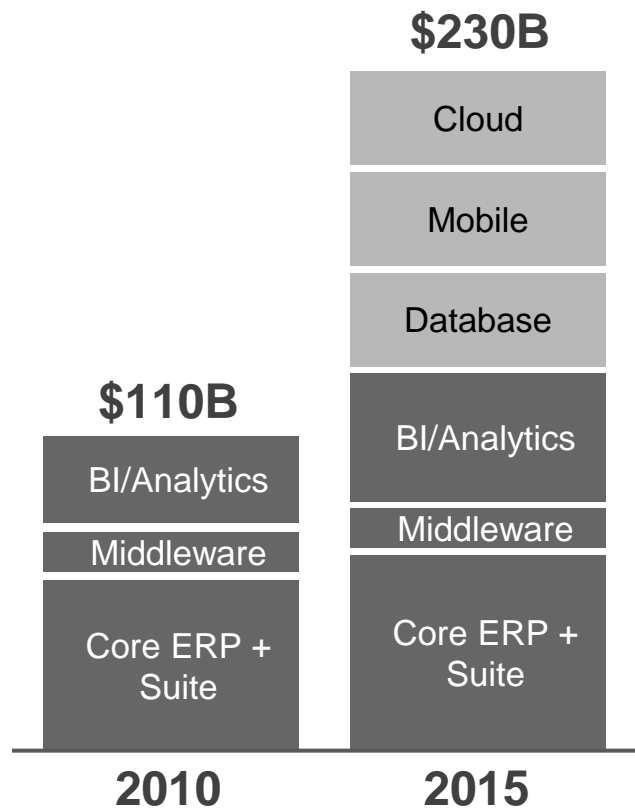


Total Revenue Breakdown
(in % / € billion)

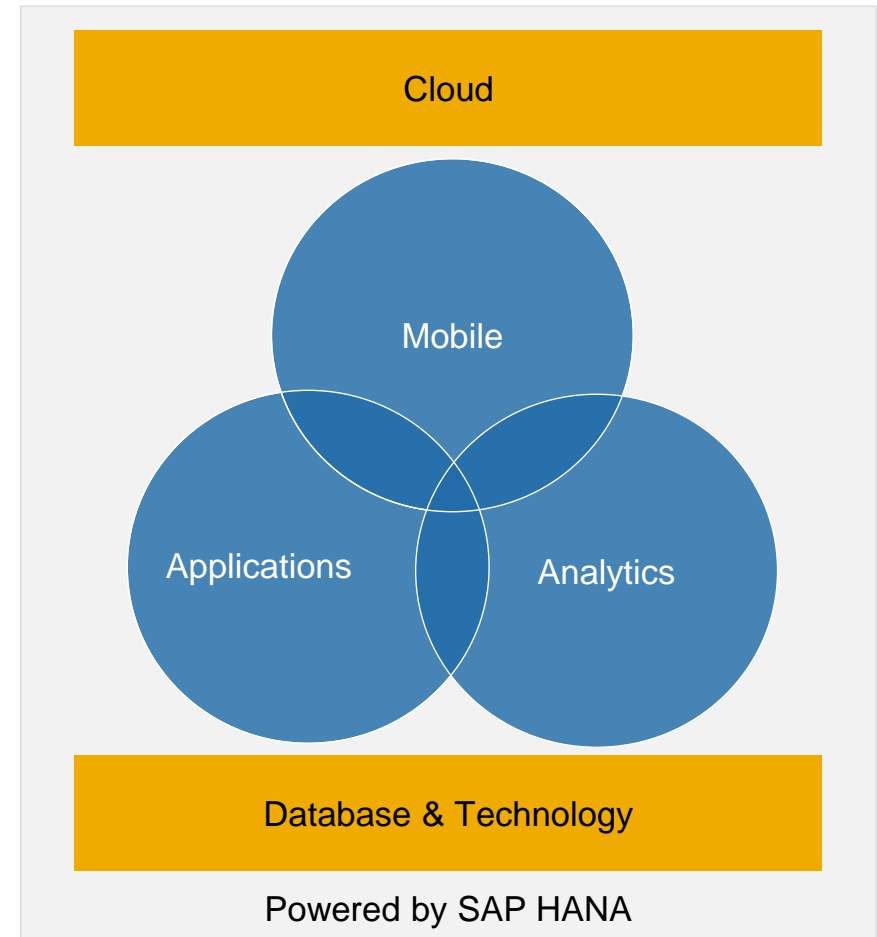


Note: 1999 based on US-GAAP, 2011 based on IFRS; in € billion unless stated otherwise

Doubling SAP's Addressable Market – Through Innovation



Leading in five markets

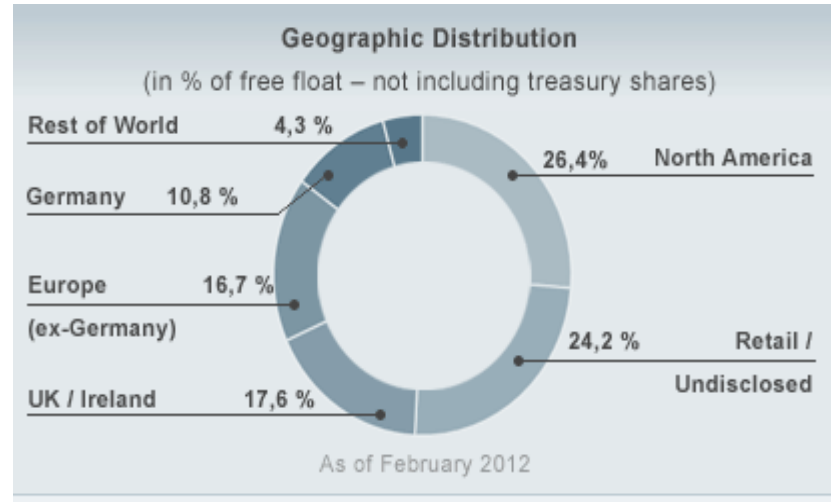
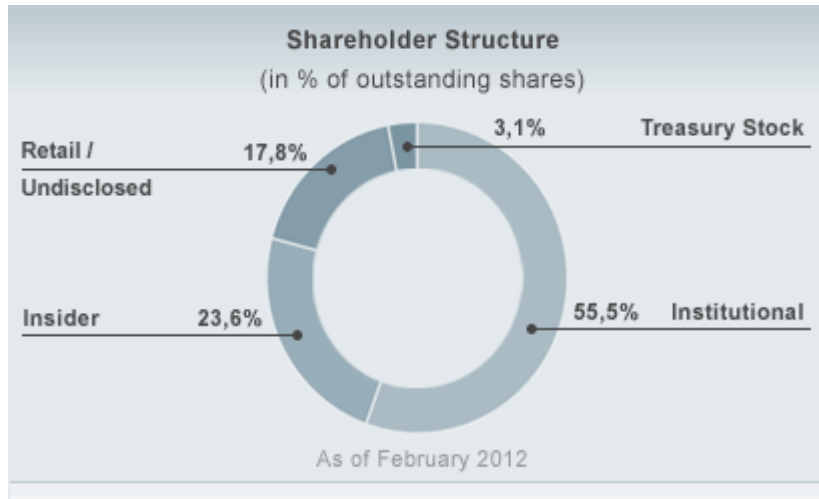


SAP's 2015 Medium-Term Ambition



- Exceed **€20 billion** of total revenue
- Reach **35%** non-IFRS operating margin
- Reach **1 billion** people
- Build a **€2 billion** Cloud business
- Become the **fastest growing database** company

SAP's Shareholder Structure



As at Dec. 31, 2011, SAP AG had issued 1,228,083,382 no-par shares (Dec. 31, 2010: 1,226,822,697) with a calculated nominal value of €1 per share.

The shareholder structure of SAP is characterized by a wide distribution of share ownership. Applying the definition accepted on the Frankfurt Stock Exchange – which excludes treasury stock from the free float – the **free float stood at 73.3%** at the end of Feb. 2012 (2011: 73.1%). U.S. and Canadian investors remained the largest group of shareholders

Source: Thomson Reuters Shareholder ID, February 2012

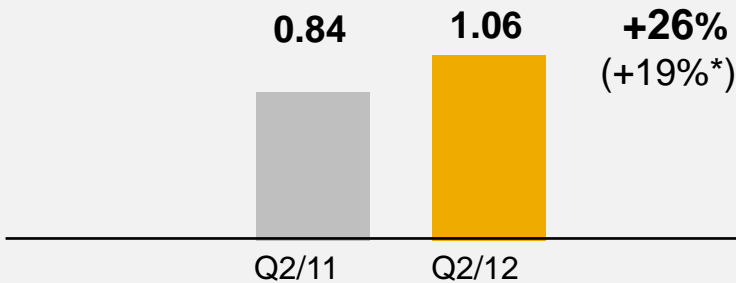
Agenda

- SAP at a Glance
- **Q2 2012 Financial Performance**
- SRI at SAP

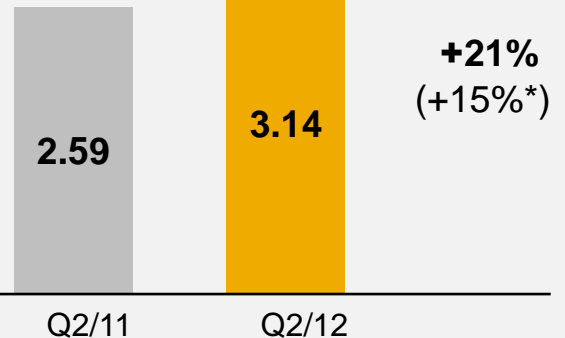
Significantly Outperforming Market Expectations by Exceeding €1bn in Software Revenue in Q2 2012

Q2 2012 Key Performance Indicators

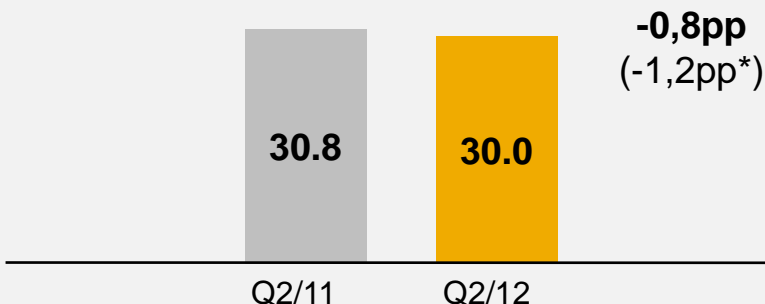
Software Revenue (€ bn)



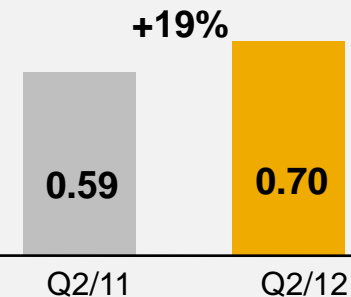
SSRS Revenue (€ bn)



Operating Margin (%)



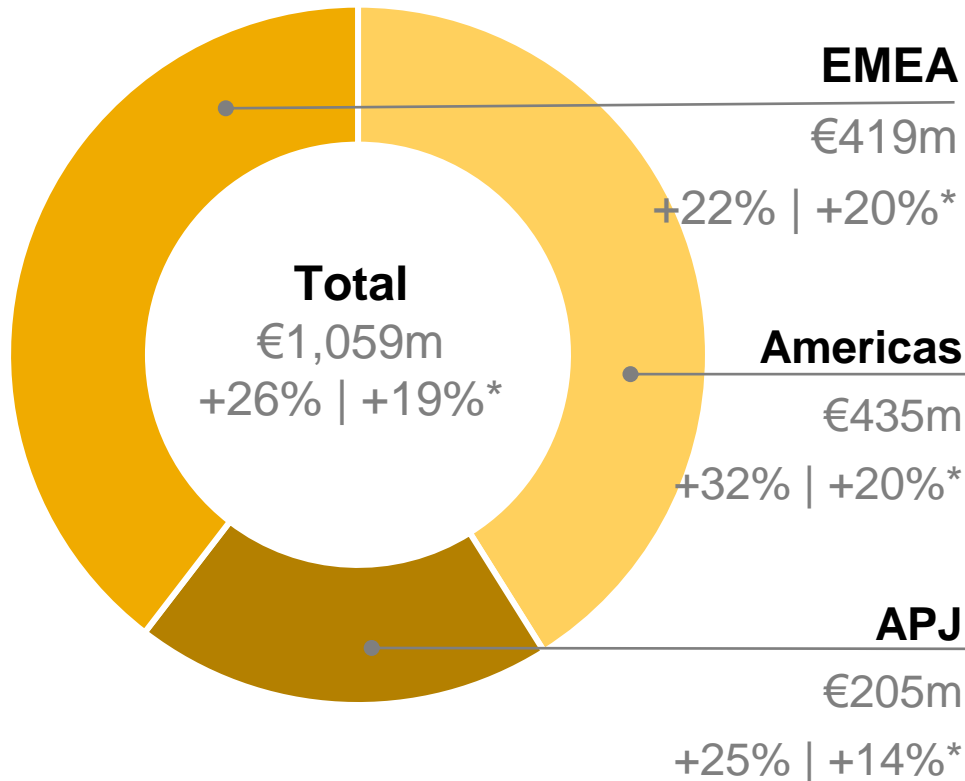
Basic Earnings per Share (€)



All numbers Non-IFRS / * At constant currencies

10th Consecutive Quarter of Double-Digit Growth

Q2 Software Revenue Reached Upper End of Guidance



All regions posted double-digit software revenue gains despite volatile global economy

- **Americas:** strong Q2 with +32% software growth
 - Latin America record quarter with strong contributions from innovations. Mexico, Chile, and Colombia were instrumental
- **EMEA:** excellent results with +22% growth in software revenue – outstanding performance considering tough comparables and ongoing macroeconomic uncertainty
 - Germany posted again double-digit growth
 - Strong contribution from UK, France, Austria, and Switzerland
- **APJ** reported best Q2 ever with stellar growth of +25%
 - Japan and Australia stood out in particular
 - China grew by more than 30%

* At constant currencies

On Track to Deliver on Full-Year 2012 Guidance

	SAP's Outlook FY 2012	Basis for comparison 2011
SSRS Revenue (Non-IFRS at cc)	+ 10% to 12%	€ 11.35bn
Operating Profit (Non-IFRS at cc)	€5.05bn to €5.25bn	€ 4.71bn
Effective Tax Rate (IFRS)	26.5% to 27.5%	27.8%
Effective Tax Rate (Non-IFRS)	27.0% to 28.0%	26.5%

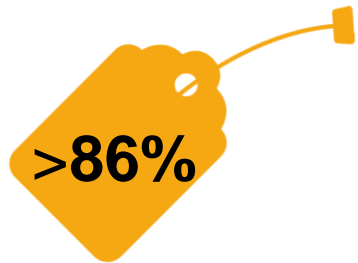
Business outlook was provided on Jan 25, 2012 at SAP's Q4 and FY 2011 earnings announcement and was reiterated at SAP's Q2 earnings on July 24.

Agenda

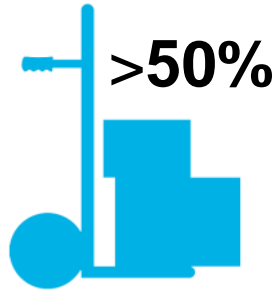
- SAP at a Glance
- Q2 2012 Financial Performance
- **SRI at SAP**

With 190,000 Customers, Our Impact Is Significant

SAP Touches 60+% of the World's Business



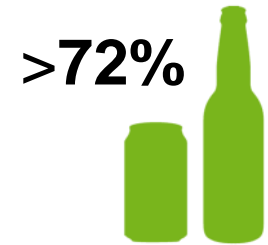
of the world's
athletic footwear
provided



of the world's
packages
couriered



of the world's
chocolate
production



of the world's
beer production



>30 million
households use energy
more responsibly with
Smart Grid solutions



>2 million
people work
more safely
using **People**
Safety solutions



>77,000
automobiles
manufactured
per day

Our Purpose

Help the World Run Better and Improve People's Lives



We Run A Holistic Approach to Innovation & Sustainability

Driving Value



Competitiveness
New Markets



Efficiency
Risk Reduction

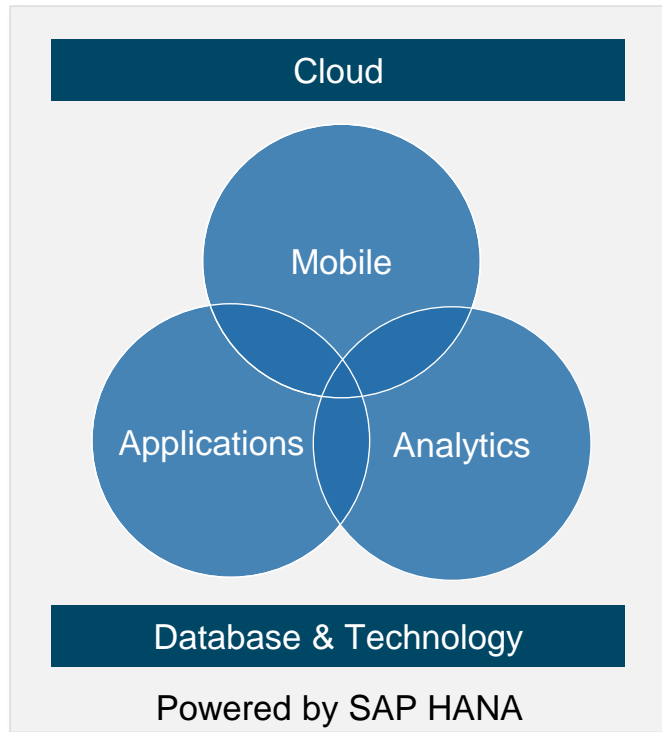


Talent
Brand

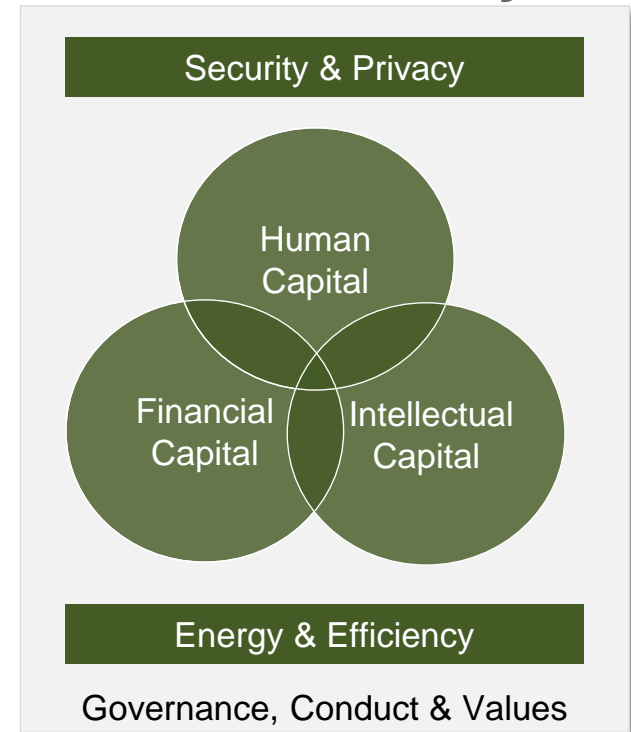
From a Sustainability Strategy to a Sustainable Strategy

Integrated Thinking for Value Creation

Innovation



Sustainability



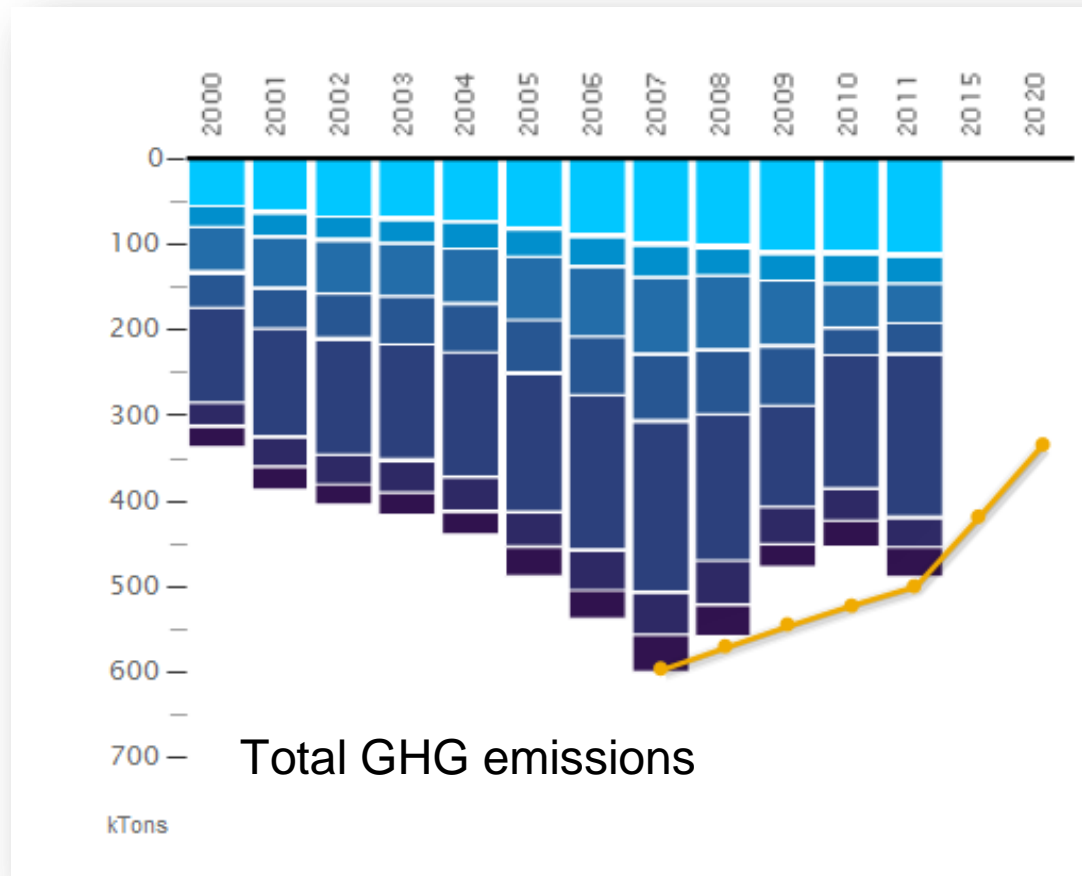
Towards an Integrated Strategy

A Journey, Not an Event



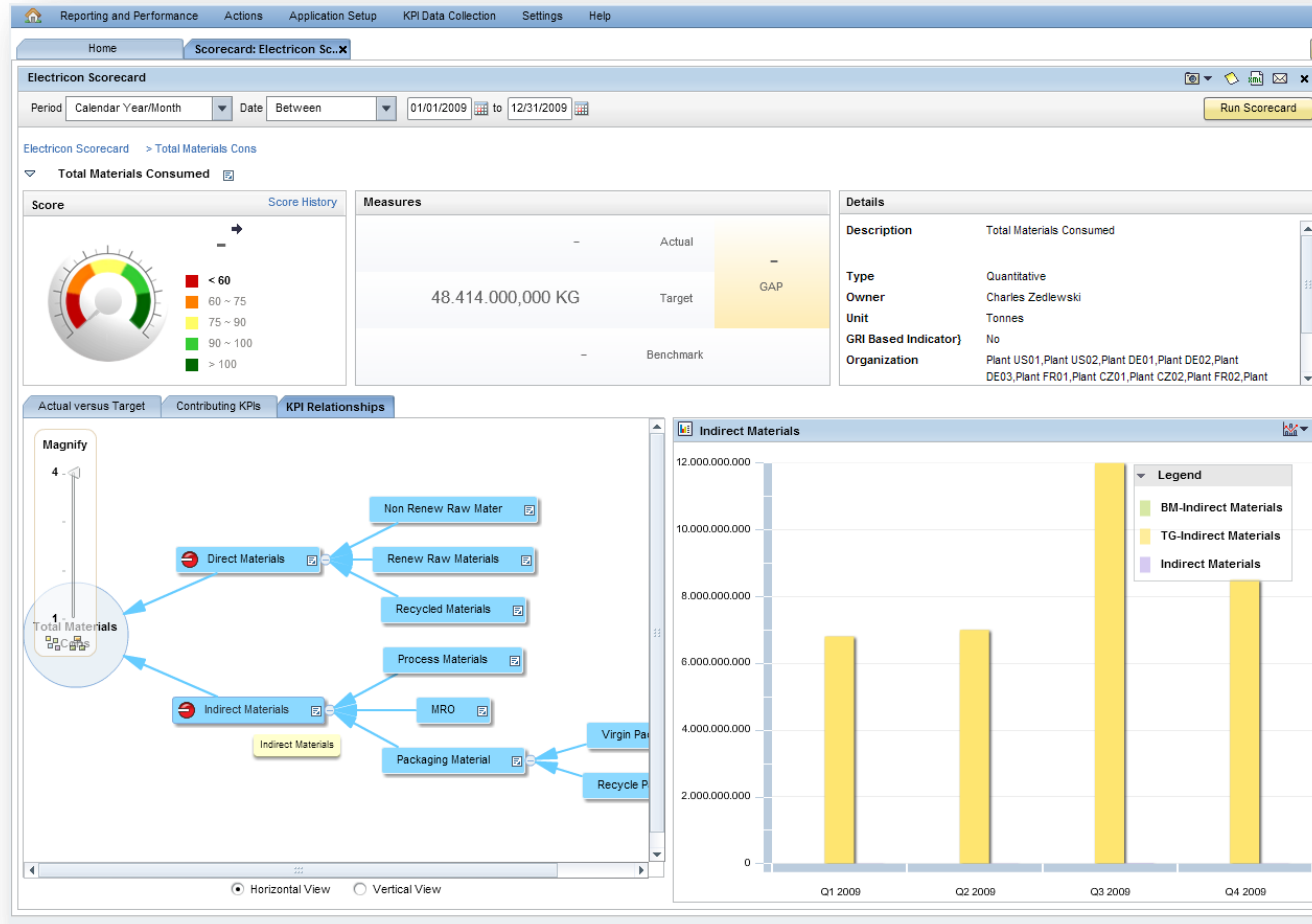
Commit: Clear Target Setting

Return to 2000 Emissions by 2020



Report: Data Collection, Aggregation & Analysis



SAP Manages 400+ Sustainability KPIs







Report: Online and Mobile

www.SAPSustainabilityReport.com

Social

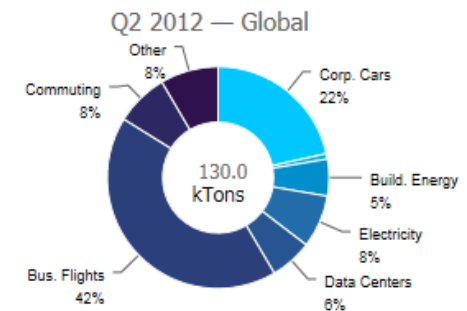
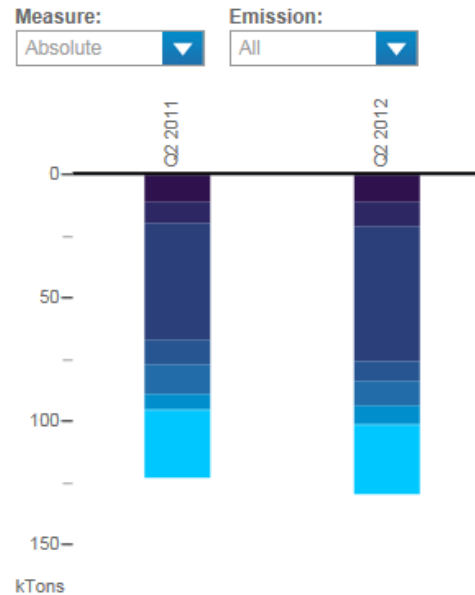
	2010		2011
Employee Retention	93	=	 93 %
Women in Management	17.8	↗	 18.7 %
Business Health Culture Index	59	↗	 65 %
Employee Engagement	68	↗	 77 %
Technology For Non-Profits	715	↗	 863
Volunteering Hours	59	↗	 105 k hours
Social Investment	12.8	↗	 16.1 million Euro

Environment

	2010		2011
Greenhouse Gas Footprint	455	↗	 490 kTon
Total Energy Consumed	845	↗	 860 GWh
Renewable Energy	45	↗	 47 %
Data Center Energy	2,746	↗	 2,824 kWh/Employee

Report: Quarterly

Q2 2012



Emissions Target 2012: 480 kilotons

Emissions for 1H12: 275 kilotons, +14% yoy

Emissions for 2Q12: 130 kilotons, +4% yoy

Women in Mgmt Target 2017: 25%

Women in Mgmt in 2Q12: 19.0%, up from 18.2% in 2Q11

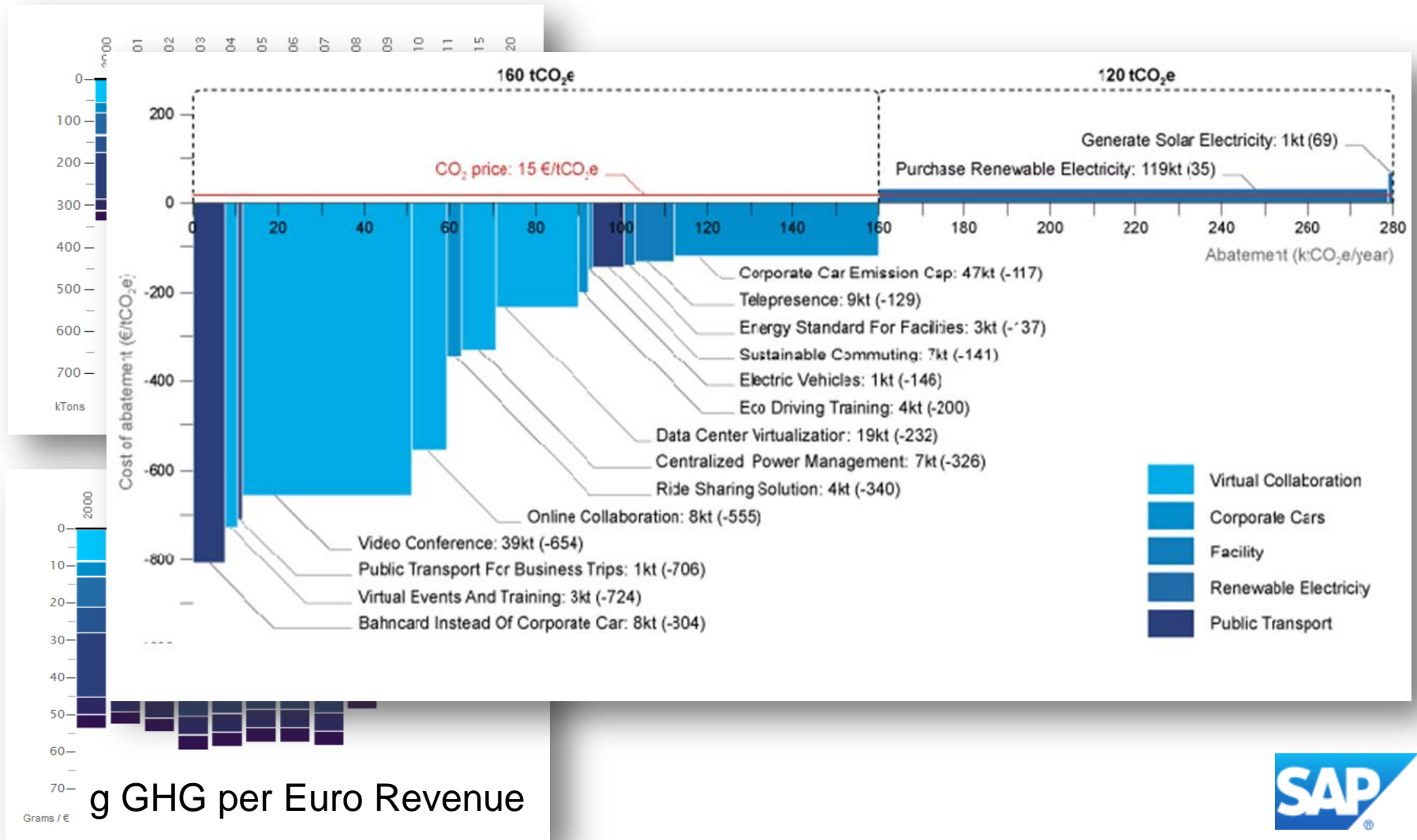
Employee Retention: 94%, up from 93% in 2Q11

SAM Sustainability Awards (Gold Class and Software Sector Lead)

2012 Social Innovation Awards presented by JustMeans

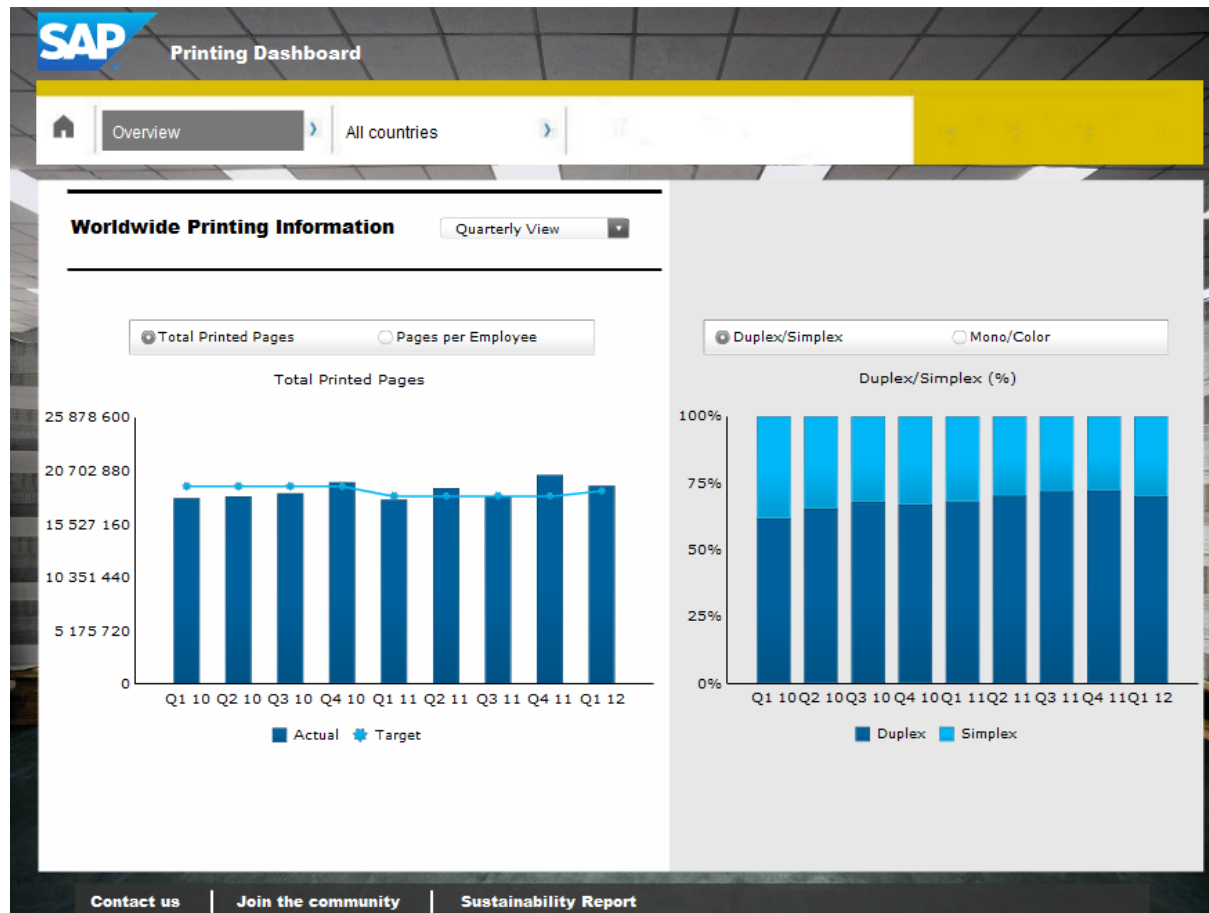
Report: Interactive, Forward Looking

SAP's Current And Future Emissions



Report: In Depth Analysis Available to All Employees

Printing, Commuting, Facilities & Data Centers



Engage: Social Media

Stories of Transformation

Charitra: Charity...



Charitra stands for Charity Transformation. It is an SAP online web application...



Views (89)

SAP Co-CEOs



Jim Hagemann Snaab & Bill McDermott, SAP Co-CEOs talk about SAP...



Views (122)

Respectable design



What does respectable user experience mean? What do 'respect' and 'design' have...



Views (208)

Social Investment



SAP Social Sabbatical: A New Model for Leadership Development and Social Impact...



Views (719)

Sustainable Business...



SAP and PlanNet Finance joined forces to help improve the incomes and living...



Views (112)

Sustainable Role Model



Ina Schlie, Head of SAP AG Global Tax, talks about leading in a time of...



Views (80)

Italy's Chief...



In January 2011, Tiberio Tesi became the Chief Sustainability Officer for SAP in...



Views (130)

Ephi Banaynal dela...



I've been at SAP for almost two years. I'm responsible for developing the...



Views (388)

Why don't I take the...



"Why don't I take... the stairs? Why take the stairs when I can take... the..."



Views (198)

Rachel Parikh: Finding...



I work in the sustainability group and my focus is leadership development and...



Views (46)

SAP Sustainability...

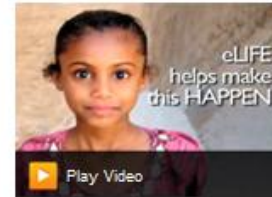


Peter Graf, SAP CSO, talks about SAP, sustainability and the 2011 report.



Views (44)

eLife - Economic...



Many girls who live in poverty feel cut off from opportunity but hold potential...



Views (79)

World Partnership Walk...



As part of their passion to contribute to their communities, SAP employees in...



Views (141)

Materiality



There is scarce truth enough alive to make societies secure, but security...



Views (742)

Green IT



Oliver Bussmann, SAP CIO, talks about Green IT



Views (84)

Solvay



The main concern was to be compliant with regulation. It is very clear that in...



Views (57)

Baker Hughes



The economy and the market is really driving transparency. Our shareholders...



Views (78)

Unilever -...



Unilever has about 2 billion consumers per day with 400 brands in the areas of...



Views (294)

Engage: Consumer Applications

Non-Financial Incentives

Meet great people

Tell TwoGo the type of people you like

Avoid un-cool people

Block unwanted people

Be safe

TwoGo only works with your company email address - no fake identities

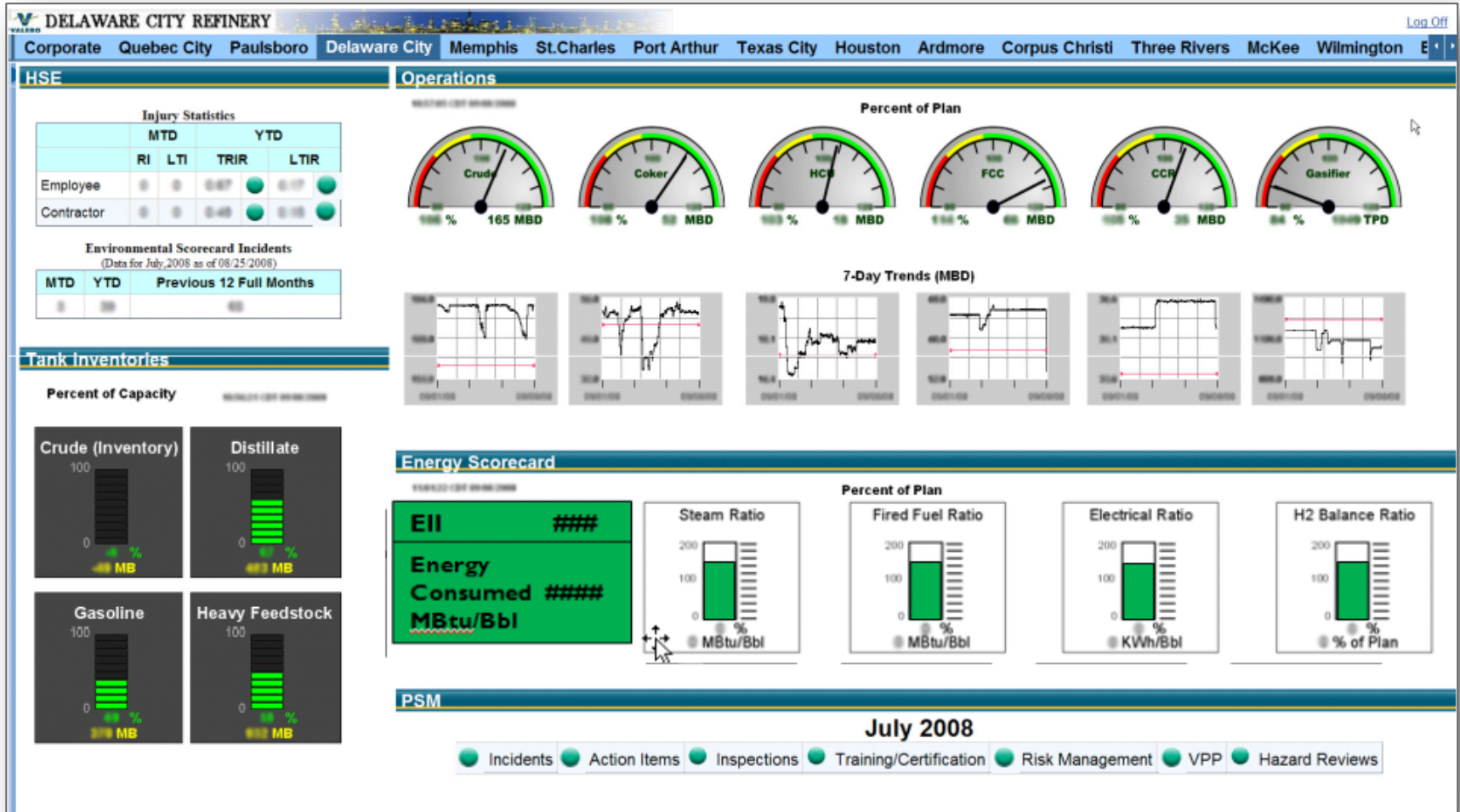
Have fun

Challenge each other on who's the greenest or most social of you all



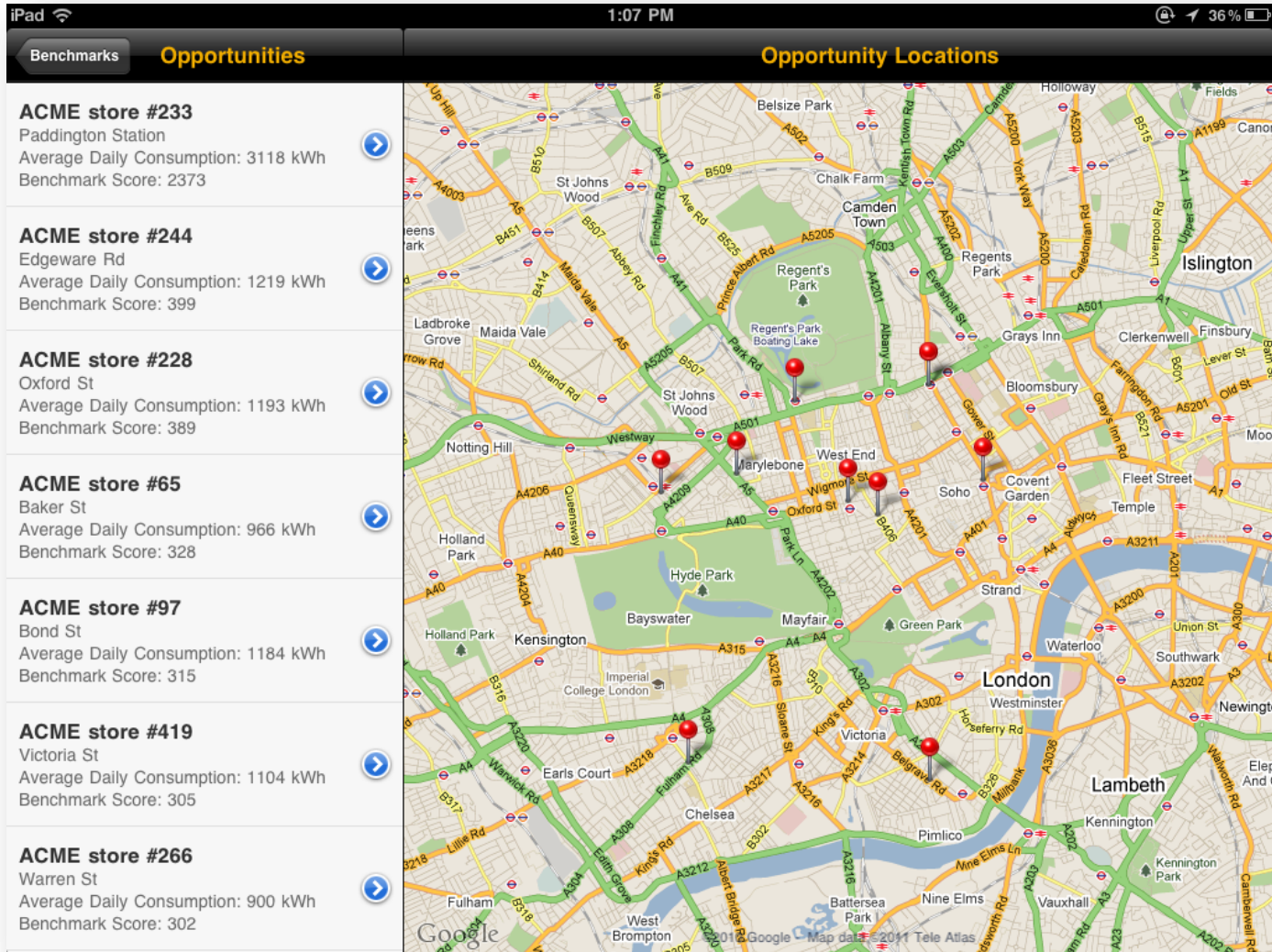
Transform: Energy Management

Valero



Transform: Utility Service Offerings

Centrica



Transform: Supply Chains

Danone



Transform: Operations

Baker Hughes



Transform: Product Safety

Varian Medical



Integrated Software for Integrated Strategies





Thank You!