



SAP Global Communications

June 2012

SAP at a Glance: The World's Largest Provider of Enterprise Software

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, 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 continuously, and grow sustainably.

Customers

- 63% of the world's transaction revenue touches an SAP system
- SAP serves more than 190,000 customers in 120 countries
- 79% of SAP customers are SMEs
- SAP customers include:
 - 79% of the Global Fortune 500
 - 85% of the 100 most valuable brands

SAP in Numbers (non-IFRS)

- Financial results - FY 2011
 - SSRS¹ revenue € 11.35 billion
 - SW² revenue € 3.97 billion
 - Sales revenue € 14.26 billion
 - Investment in R&D € 1.9 billion (13.9% of sales)
- Financial results - Q1 2012
 - SSRS revenue € 2.63 billion
 - SW revenue € 637 million
 - Sales revenue € 3.36 billion
 - 9th consecutive quarter of double-digit SSRS growth

Key Facts

- Headquarters: Walldorf, Germany
- Founded: April 1, 1972
- Listing: Frankfurt, New York
- 59,420 employees worldwide (31/03/2012)
 - 120 nationalities worldwide
 - 75 nationalities at the headquarters
 - 17,000 employees in R&D
- Partner network with 11,500 SAP partner companies around the world
- Development centers in 14 countries
- Research locations in 50 countries
- Co-Innovation Labs in 6 countries

Mid-term Objectives by 2015

- Sales: € 20 billion, of which € 2 billion in cloud
- Operating margin: 35% (non-IFRS)
- 1 billion SAP users
- Strengthen market leadership in applications, analytics and mobility
- Gain market leadership in cloud solutions and SAP HANA®
- Further accelerate the customer focused innovation cycle
- Expand the addressable market to US\$ 230 billion: organic growth, strategic acquisitions, geographic expansion, co-innovation with partner companies
- Industry's fastest growing database for in-memory computing (SAP HANA)
- Expand partner network, 40% sales share through partner channel
- Leading position in intelligent business networks

The Five Market Categories of SAP

1 – Applications

- SAP is the market leader in enterprise IT
- Standardized products for 24 industries and 11 lines-of-business
- SAP Business Suite optimizes all business-critical processes, including finance, marketing, human resources, procurement
- Rapid Deployment Solutions provide quick availability of applications, within a few weeks

2 - Analytics

- SAP is the market leader in products for business analysis (business intelligence) and a technology leader for real-time analysis anytime, anywhere for:
 - Enterprise Information Management (EIM)
 - Enterprise Performance Management (EPM)
 - Governance, Risk & Compliance (GRC)

3 – Mobility

- SAP software enables mobile access to business data and applications, anytime and anywhere, for example:
 - SAP CRM Sales
 - SAP Travel Expense Report
 - SAP Customer and Contacts
- Secure mobile access from any device on any operating system via SAP® Afaria®
- SAP is the market leader for mobile business applications with 60 million mobile users

4 – Database&Technology / SAP HANA

- SAP database solutions leverage in-memory, cloud and mobile technologies
- SAP HANA is
 - the market-leading technology for real-time computing
 - the fastest product and the fastest growing solution in the history of SAP
 - the underlying technology for all SAP applications
 - >10,000 times faster than traditional databases (data analysis)
- Example: SAP HANA reduces the analysis of human DNA from 3 weeks to <3 minutes and allows to combine numerous analyses, i.e. for individualized cancer therapies

5 - Cloud

- SAP has the largest user base (17 mill. users) of cloud applications
- SAP is the market leader in Human Capital Management in the cloud
- SAP's new cloud business unit with >5,000 employees creates hybrid solutions for the use of business software on premise and in the cloud, with seamless transition
- Line-of-business solutions for business-critical processes related to employees, finances, customers and suppliers

Selected Customers by Industries

- Automotive: BMW, Chrysler, Ford, General Motors, McLaren, Porsche, Tata Motors, ZF
- Banking: American Express, Bank of Ireland, HSBC, National Australia Bank
- Chemicals: Asian Paints, BASF, Braskem, Dow Chemical, DuPont
- Healthcare: AOK, B. Braun, CB Medical, Charité University Hospital
- Retail: Benetton, Chico's, Harrods, Home Depot, Fossil, Groupe Casino, Grupo Fasma, Index Living Mall, Wal-Mart
- High Tech / Electronics: Canon, Cisco, eBay, Fujitsu, IBM, Intel, Nokia, Panasonic, Samsung, SAP, Sharp, Sony
- Defense & Security: U.S. Air Force, Canadian Department of National Defense, U.S. Department of Defense
- Consumer Products: Coca-Cola, Danone, Ferrero, Kraft Foods, Lego, McDonald's, Nestle, Nike, Nongfu Springs, PepsiCo, Puma
- Life Sciences: Colgate-Palmolive, Johnson Products, Procter & Gamble, Roche, Unilever
- Logistics: German Post Worldnet, Ferromex, Fraport, Panalpina
- Aerospace: EADS, Airbus, Japan Airlines, Lockheed Martin
- Industrial Machinery / Components: ABB, Atlas Copco, Caterpillar, Claas, General Electric, Linde, MAN, Hitachi, Bosch, Siemens
- Media: BBC, Bertelsmann, CBC, Disney, Forbes, Oxford University Press, Springer
- Public Sector: City of Houston, City of Portland, Halton Region / Canada, Supremo Tribunal Federal / Brazil, Washington State
- Oil and Gas: BP, Chevron, Kuwait Petroleum, Petrobras, Statoil, Total
- Telecommunications: German Telekom, MTS Allstream, Vodafone
- Utilities: Ausgrid, E.ON, EnBW, ESB Networks
- Insurance: Maritima Seguros, Société Générale, Swiss Re, Zurich Financial

1 SSRS: Software- and Software related Services

2 SW: Software

