Customers
• SAP serves >345,000 customers in 190 countries
• 80% of SAP customers are SMEs
• SAP customers include:
  o 87% of the Forbes Global 2000 companies
  o 98% of the 100 most valued brands
  o 100% of the Dow Jones top scoring sustainability companies
• Our customers produce:
  o 78% of the world’s food
  o 82% of the world’s medical devices
• 76% of the world’s transaction revenue touches an SAP system¹

Strategy and Business Model
• Our vision is to help the world run better and improve people’s lives. We strive to make our world a better, more sustainable place and help solve some of its most complex problems.
• We execute on our vision by empowering our customers to become digital businesses through SAP technology, so we can address the challenges facing our world today and have an impact in three vital areas:
  o Economy: SAP software and technology enables customers to innovate and build strong industries and infrastructure
  o Society: SAP software and technology is addressing complex challenges around disease prevention and detection, as well as providing solutions for smarter government and smarter cities
  o Environment: SAP software and technology is helping our customers make the world more energy efficient, and drive more sustainable supply chains around the world

Financials
Revenue - FY2016 (non-IFRS, growth rates @cc)
- Cloud subscriptions and support €2.99bn (+ 31%)
- Cloud and Software €18.43bn (+ 8%)
- Total €22.07bn (+ 7%)
Revenue - Q4/2016 (non-IFRS, growth rates @cc)
- Cloud subscriptions and support €827m (+ 29%)
- Cloud and Software €5.76bn (+ 6%)
- Total €6.72bn (+ 5%)

Outlook 2017 (non-IFRS@cc)
- Cloud subscriptions and support €3.8 to €4.0bn
- Cloud and Software +6% to +8% (2016: €18.43bn)
- Total revenue €23.2 to €23.6bn
- Operating profit €6.8 to €7.0bn
- Ambition 2020 (non-IFRS)
- Cloud subscriptions and support €8.0 to €8.5bn
- Total revenue €28 to €29bn
- Operating profit €6.5 to €7.0bn

Share of predictable revenue (defined as the total of cloud subscriptions & support revenue and software support revenue) was 61% in FY 2016. SAP continues to expect the share of more predictable revenue to reach 70% – 75% in 2020.

Employees and Basic Facts
• Headquarters: Walldorf, Germany
• Founded: April 1, 1972
• Listing: Frankfurt, New York
• 84,183 employees worldwide (12/31/2016)
  o EMEA: 36,222
  o Americas: 24,696
  o APJ: 23,265
  o >150 nationalities worldwide
  o >100 nationalities at headquarters


Market Position
Enterprise Application Software
• SAP is market leader in:
  o Applications
  o Analytics
  o Mobility solutions
  o Fastest growing database vendor
  o Broader portfolio of modular and suite solutions available on premise, in the cloud and hybrid: customers have full choice of consumption model

Top Cloud Vendor
• Cloud user base: >125 m subscribers
• Largest cloud portfolio: >30 solutions for all lines-of-business (LoB) as well as business suites
• HCM Market leader: TOTAL workforce management solutions across permanent AND contingent labor with SuccessFactors and Fieldglass. SuccessFactors is localized for 81 countries in 42 languages, Fieldglass for 130 countries and 19 languages
• 46 million subscribers on SuccessFactors
• >34 m subscribers on collaboration platform SAP Jam
• 44 datacenters in 27 locations in 11 countries
• At SAP Digital, we make digital commerce, digital connectivity and digital best practices accessible to everyone. In 2016, >55,000 orders placed digitally in >100 countries/territories.

Innovation
• >100 Development locations worldwide
• 19 Development centers (SAP Labs) worldwide
• 14 Co-Innovation Labs worldwide
• 12 Innovation Centers
• Partner network with >15,500 SAP partner companies around the world
• Sapphire Ventures: Invested in >70 IT startups and >30 venture capital funds globally since 2011
• US$ 2.4 bn capital under management
• Operates independently from SAP
• Provides SAP early visibility and access to markets, trends & innovation

SAP’s End-to-End Solutions
Simple user experience designed with a mobile first mindset

1 – Applications
• Packaged solutions for 25 industries and 12 lines-of-business: On premise, cloud, hybrid
• SAP Business Suite optimizes all business-critical processes
• Market leader in products for business analysis and a technology leader for real-time analysis: Business Intelligence, Predictive Analytics, including BI/4HANA

2 – Platforms
• SAP HANA: Market-leading platform for real-time computing:
  o Open platform, transactional and analytical
  o Rapid development environment for SAP and custom-built applications
  o Flexible deployment options: on premise or in the cloud (private, bring your own license for public IaaS cloud, or pay as you go via SAP HANA One)
• SAP HANA Cloud Platform enables customers to extend existing cloud applications or quickly develop entirely new ones
• SAP HANA Enterprise Cloud: access to the full potential of SAP HANA via private managed cloud
• Customers and Partners:
  o 5,200 startups developing on HANA platform
  o Around 1,400 SAP HANA One customers
  o ~2,50 partners authorized to sell SAP S/4HANA

3 – Business Networks
• SAP’s Business Network companies provide the leading solutions in the areas of:
  o Goods and services: SAP Ariba has a trade volume of >US$ 855 billion p.a., connecting ~2.5 million businesses
  o Travel and expense: Concur is being used by >45 million travelers
  o External workforce and service procurement: Fieldglass manages >3.1 million temp. workers p.a.

Useful Links
Executives – Supervisory Board
Products – Industries and Solutions
Events – Financials – Photos and Films
SAP Profile

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