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## Global success

- **Strong year-over-year growth**
  - ◆ H1: 11% license revenue growth (14% const. curr.)
  - ◆ Q2: 15% license revenue growth (17% const. curr.)
- **Additional market share gains: peer group share at 55%**

## Strategic partnerships 2004

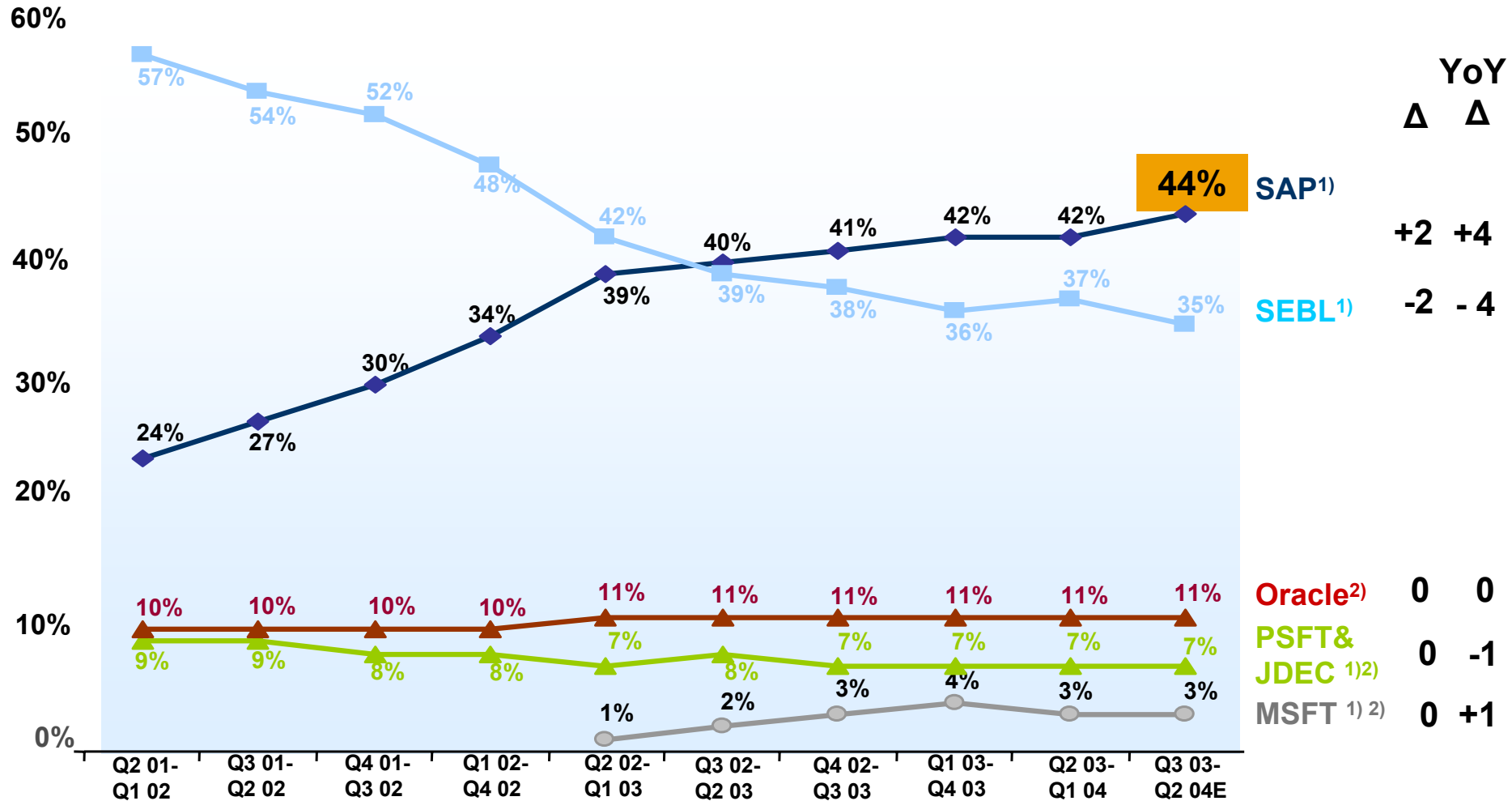
- **Microsoft**
- **IBM**
- **Deloitte**

## SAPPHIRE's around the world

- **Attendance in every region exceeded expectations**
- **SAPPHIRE U.S. approx. 8,000; SAPPHIRE APA 2,000; SAPPHIRE Tokyo 10,000**

# CRM – Relative Market Shares

(rolling 4 quarters; based on software revenues)



Source: SAP Analysis based on Company Data and Financial Analysts Estimates as of July 15<sup>th</sup> 2004

<sup>1)</sup> Forecast by Company Data and Financial Analysts (SEBL, PSFT, MSFT) and SAP internal estimates

<sup>2)</sup> Fiscal year is not calendar year - Comparison based on most recent quarter (e.g. SAP Q1 vs. Oracle Q3)

<sup>3)</sup> Siebel CRM excluding UAN and ERM



## North America:

- Outstanding growth in U.S.
- Q1 success accelerated through Q2

## Latin America:

- Remains solid
- Brazil continues to demonstrate strength

## Germany:

- Continued strong performance

## Rest of EMEA:

- Slow recovery with Q2 indicating positive signs of stabilization

## APA:

- Excellent results
- Growth engines are China and India

## Japan:

- Overall economy improved
- Q2 results indicate stabilization
- Steady recovery expected for 2nd half of 2004

# Selected Customer Wins Second Quarter 2004

## AMERICAS

- Adobe Systems
- Atkins Nutritionals
- Citrix
- Massachusetts Mutual Life Ins.
- PepsiCo
- Petroflex
- Valero Corporate Services
- Defense Logistics Agency

## EMEA

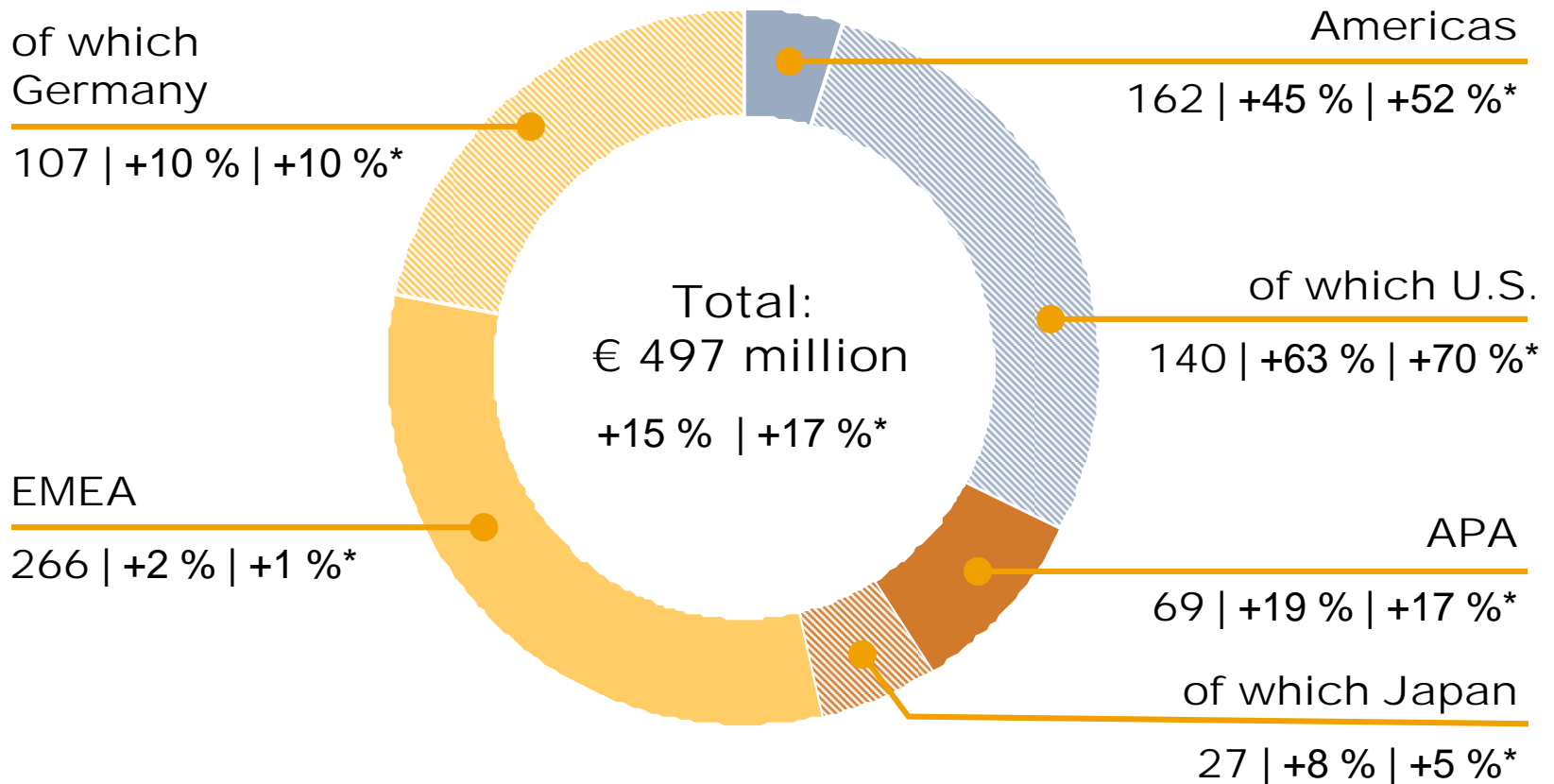
- Akzo Nobel
- BMW AG
- D. Swarovski & Co
- South African Post Office
- ThyssenKrupp AG
- Vodafone Information Systems
- Yves Rocher

## ASIA / PACIFIC

- Cemen Thai Distribution
- Hyundai Heavy Industries
- Jet Airways
- National Australian Bank
- NEC Micro Systems
- Shanghai Municipal Electric Power
- Yokohama Rubber

# Software Revenue by Region – Second Quarter 2004

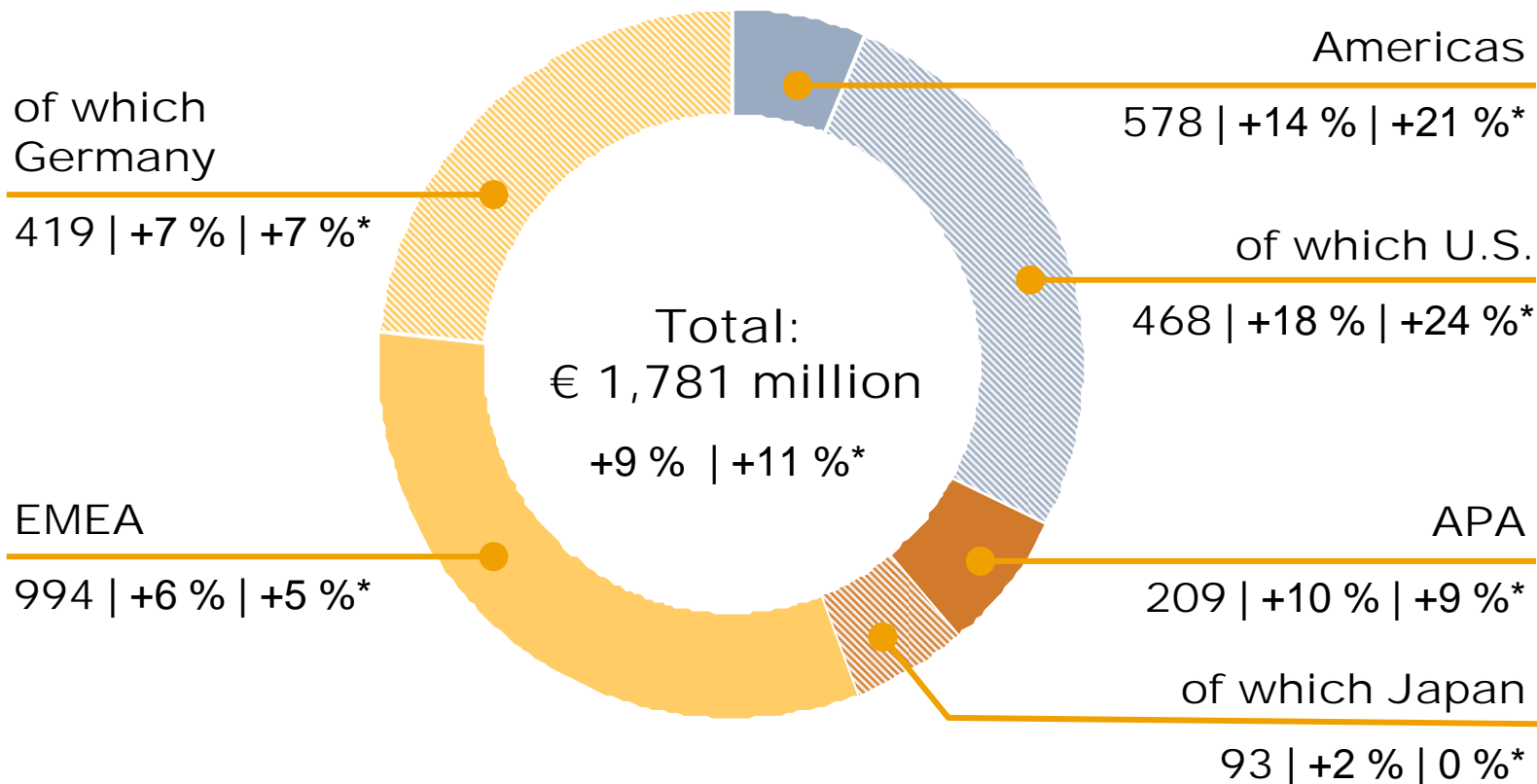
in € millions | percent change | percent constant currency change



\* % currency adjusted – actuals 2004 converted with the exchange rates of 2003

# Total Revenue by Region – Second Quarter 2004

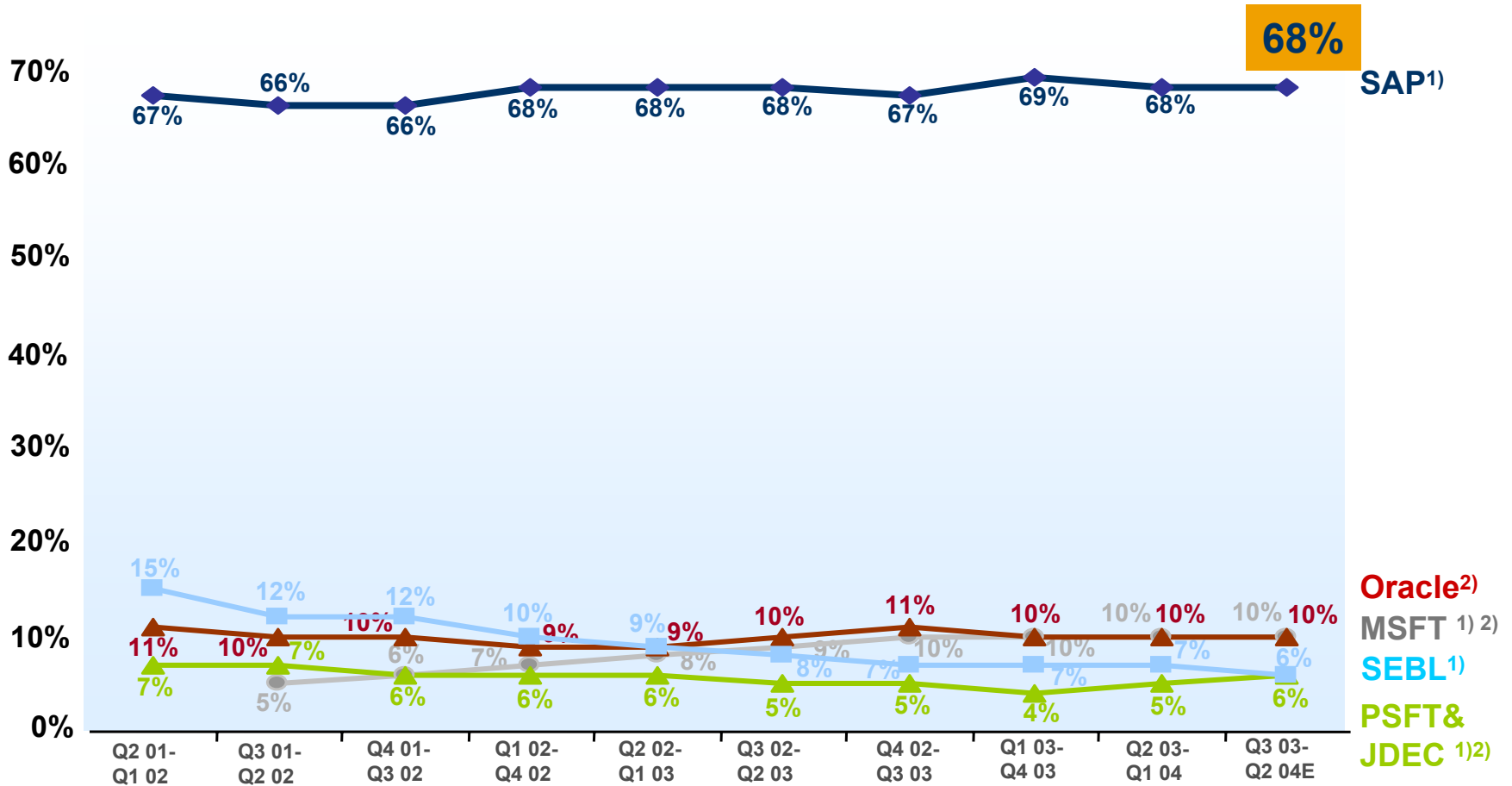
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# EMEA – Relative Market Shares

(rolling 4 quarters; based on software revenues)



Source: SAP Analysis based on Company Data and Financial Analysts Estimates as of July 15<sup>th</sup> 2004

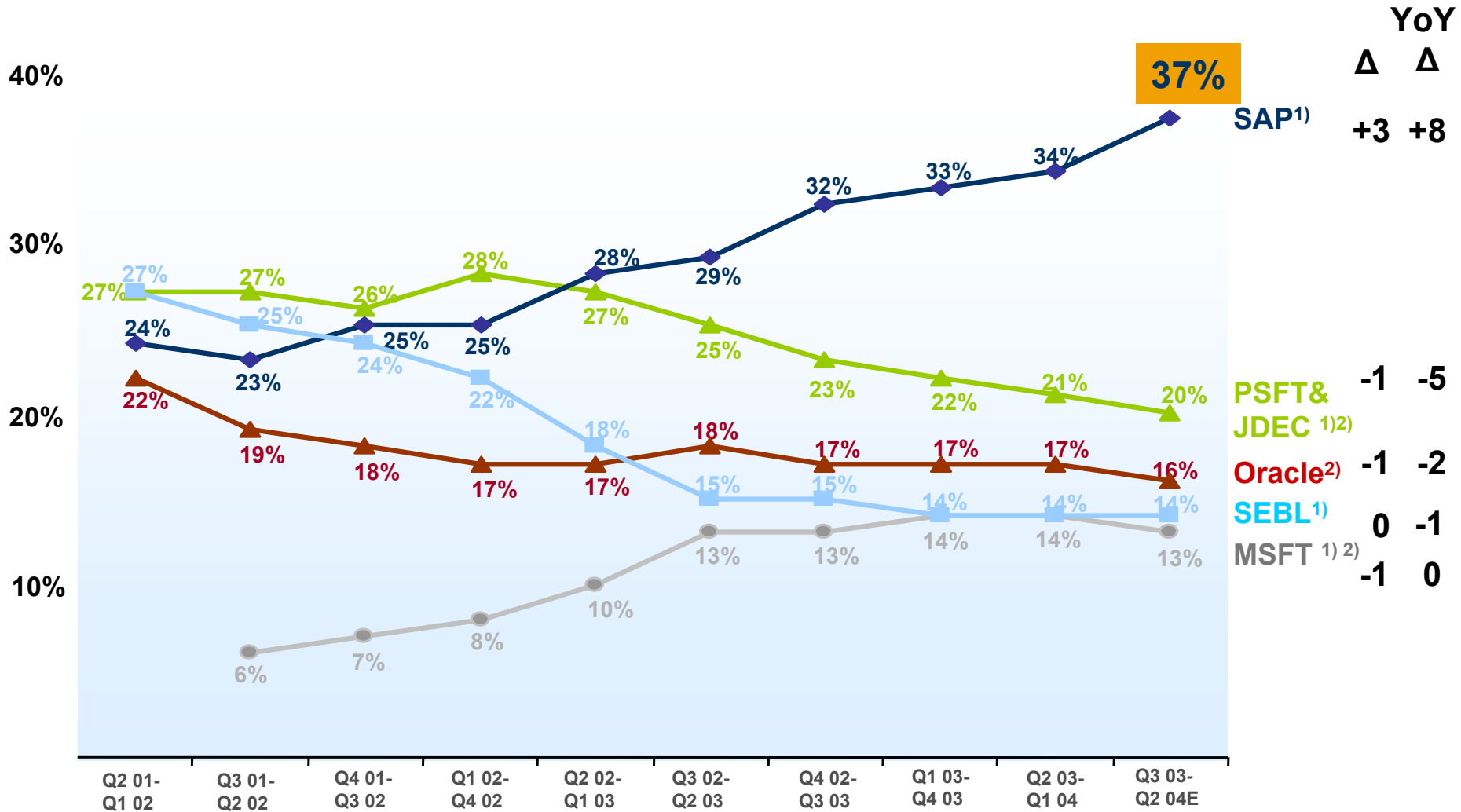
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<sup>2)</sup> Fiscal year is not calendar year - Comparison based on most recent quarter (e.g. SAP Q1 vs. Oracle Q3)



# U.S. – Relative Market Shares

(rolling 4 quarters; based on software revenues)



Source: SAP Analysis based on Company Data and Financial Analysts Estimates as of July 15<sup>th</sup> 2004

<sup>1)</sup> Forecast by Company Data and Financial Analysts (SEBL, PSFT, MSFT) and SAP internal estimates

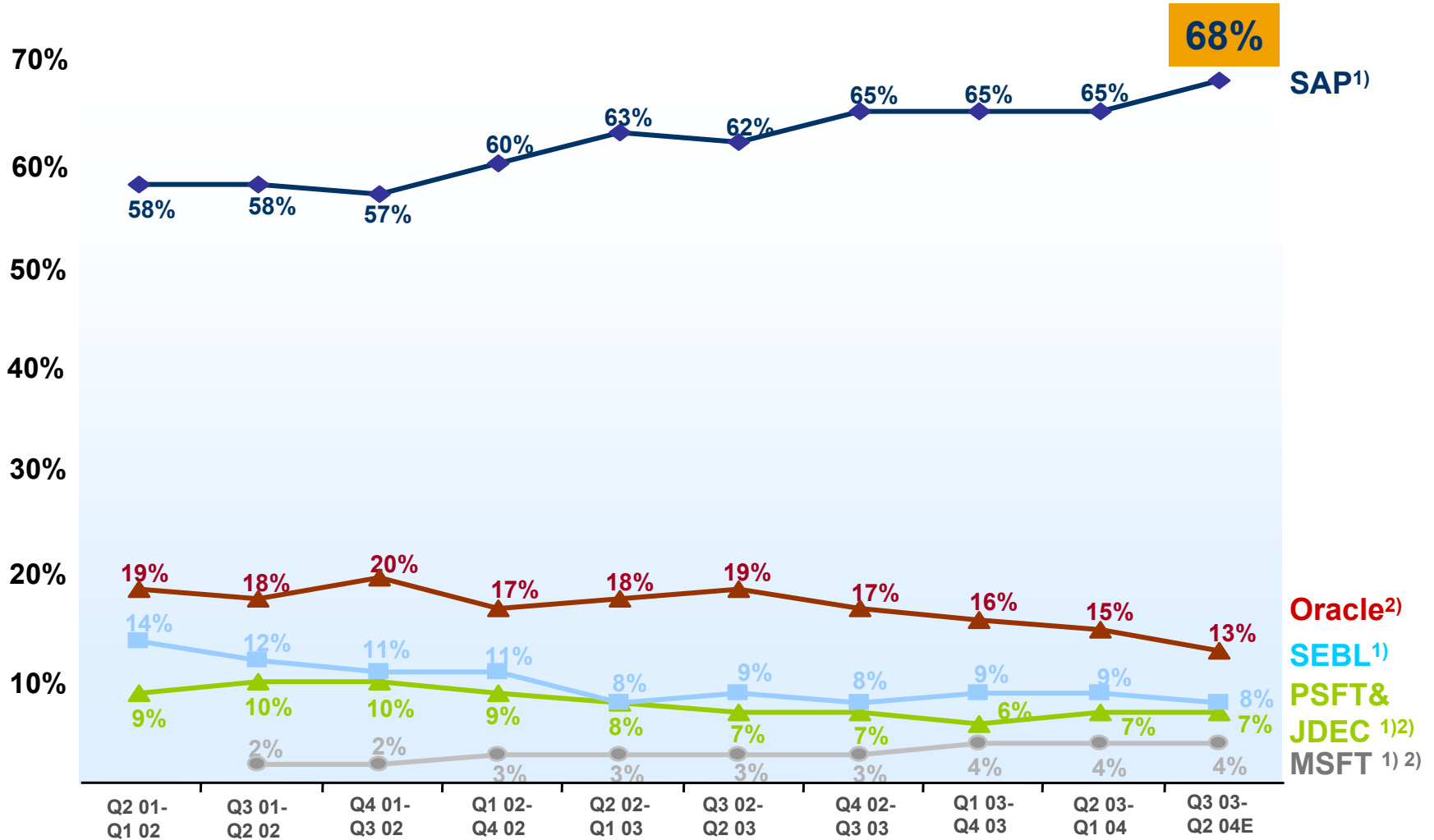
<sup>2)</sup> Fiscal year is not calendar year - Comparison based on most recent quarter (e.g. SAP Q1 vs. Oracle Q3)



THE BEST-RUN BUSINESSES RUN SAP

# APA – Relative Market Shares

(rolling 4 quarters; based on software revenues)



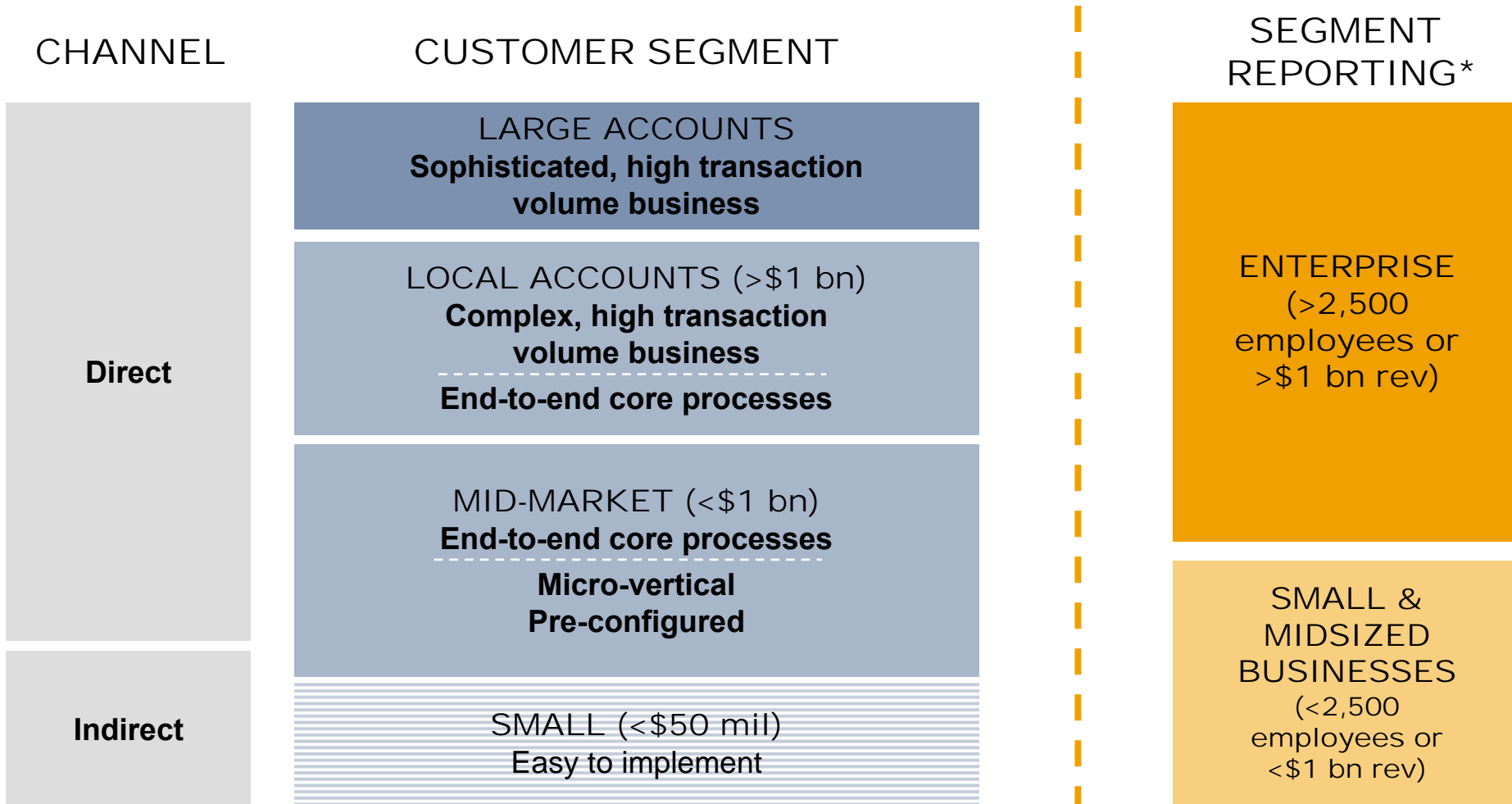
Source: SAP Analysis based on Company Data and Financial Analysts Estimates as of July 15<sup>th</sup> 2004

<sup>1)</sup> Forecast by Company Data and Financial Analysts (SEBL, PSFT, MSFT) and SAP internal estimates

<sup>2)</sup> Fiscal year is not calendar year - Comparison based on most recent quarter (e.g. SAP Q1 vs. Oracle Q3)



SAP will continue to deliver on the specific needs of different customer segments



\*) based on order entry



- **SAP's market segmentation reporting is consistent with industry analysts' global definition**
- **Market segmentation is defined by:**
  - ◆ **primary - customer headcount (Enterprise >2,500 >SMB)**
  - ◆ **secondary - customer revenues (Enterprise >\$1 bn >SMB)**
- **SAP's market segment revenue is based on order entry**

## SEGMENT REPORTING\*

**ENTERPRISE**  
(>2,500 employees or >\$1 bn rev)

**SMALL & MIDSIZED BUSINESSES**  
(<2,500 employees or <\$1 bn rev)

rolling 4 quarters	Q4 03	Q1 04	Q2 04
<b>Enterprise</b>	<b>72%</b>	<b>73%</b>	<b>72%</b>
<b>SMB</b>	<b>28%</b>	<b>27%</b>	<b>28%</b>

\*) based on order entry