

SAP: Leading Provider of Enterprise Application Software

Customers

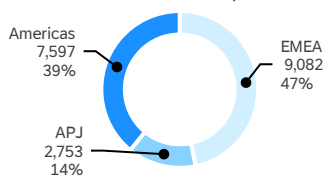
- SAP customers generate 84% of total global commerce
- 99 of the 100 largest companies in the world are SAP customers
- 86 of the 100 largest companies in the world are SAP S/4HANA customers
- Approximately 80% of SAP's customers are SMEs

Financials

Revenue – FY2025, (non-IFRS, growth rates @cc)	
Cloud revenue	€21.02b (+26%)
Cloud ERP Suite revenue	€ 18.12b (+32%)
Cloud and software revenue	€ 32.54b (+12%)
Total revenue	€ 36.80b (+11%)
Share of more predictable revenue (total of cloud revenue and software support rev.)	86% (+3pp)
Revenue – Q2/2026 (non-IFRS, growth rates @cc)	
Cloud revenue	€ 6.28b (+24%)
Cloud and software revenue	€ 8.85b (+13%)
Total revenue	€ 9.88b (+11%)

Revenue by region H1/2026

(€ m, non-IFRS at actual currencies share of total rev. in %)

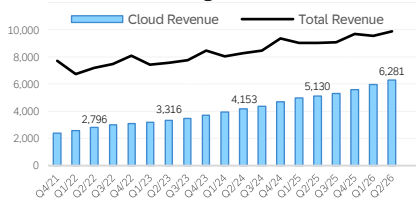


Financial outlook 2026 (non-IFRS, growth rates @cc), updated July 23, 2026, based on the assumption of a near-term de-escalation of the conflict in the Middle East

Cloud rev.	€25.8b to €26.2b, up 23%–25%
Cloud+software rev.	€36.3b to €36.8b, up 12%–13%
Op profit	€11.8b to €12.2b, up 13%–17%
Free cash flow	Approx. €10b (2025: €8.24b)
Current Cloud Backlog	Growth rate to decelerate slightly in 2026 (2025: 25%)
Non-financial outlook 2026	
Employee Engagement Index	74%–78% (2025: 76%)
Cloud Customer Satisfaction	75%–76% (2025: 75%)
Carbon emissions	Steadily decrease across relevant value chain (2025: 6.3 Mt)
Business Health Culture Index	80%–82% (2025: 81%)

SAP's Cloud Growth

in € million @ actual currencies



- Cloud ERP Suite grows fast and represents 88% of our total cloud revenue: SAP S/4HANA Cloud, SAP Business Technology Platform, and core solutions for People & Culture and payroll, spend mgmt, commerce, customer data solutions, business process transformation, and working capital mgmt

Strategy

- SAP is committed to help the world run better and improve people's lives, backed by our vision of bringing out the best in every business by helping them become an Autonomous Enterprise. Our goal is to be the #1 Business AI company, powering the Autonomous Enterprise
- The Autonomous Enterprise: a business where AI assistants and agents manage and execute many end-to-end processes, leaving humans with control over critical decisions
 - Joule: the new engagement layer, bringing together data, workflows, and agents across SAP systems and beyond
 - SAP Autonomous Suite: based on AI assistants and agents executing work across all domains
 - SAP Industry AI with built-in vertical process knowledge, data models, and regulatory logic. Will cover 7 autonomous industry domains, to be expanded across 26 industries
 - SAP Business AI Platform, details see below

SAP Business AI Platform

- SAP Business AI Platform: Will combine deep process context, unified business data, and purpose-built models with built-in enterprise governance. Will be delivered in Q3/2026. Includes:
 - SAP Joule Studio helps design, build, and extend AI agents, applications, and workflows grounded in business context
 - SAP Integration Suite connects AI agents, applications, data, and systems across the enterprise
 - SAP Business Data Cloud: unifies SAP and third-party data, along with the context from business processes, policies, and logic to make data meaningful
 - SAP Knowledge Graph: semantic layer that encodes business meaning, connecting data, processes, and relationships so AI can reason accurately
 - SAP Business Technology Platform (BTP) to build, integrate, manage, and run enterprise AI agents, apps, and workflows
 - Capabilities of acquisitions like Reltio, Dremio, Prior Labs

Innovation

- R&D expense ratio: 18.7% (Non-IFRS; R&D expense as % of total revenue) for Q2/2026. R&D headcount (FTEs): 38,309 at June 30, 2026, equaling 34.2% of total headcount
- Worldwide >100 development locations, 13 SAP Labs
- Sapphire Ventures: >200 company investments, operates independently from SAP. >\$10b in assets under management

Industry Position

Enterprise Application Software

- SAP is a leader in enterprise applications software, enterprise resource management applications, supply chain management applications, procurement applications software, travel and expense management software, and ERP software acc. to leading analyst firms
- Broad portfolio of modular and suite solutions

Top Cloud and AI Vendor

- Cloud user base: >350m users
- Cloud infrastructure: Choice across hyperscale cloud vendors (Alibaba, Amazon, Google, Microsoft) and SAP
- 43 data centers in 24 locations in 15 countries
- >45,000 cloud customers use SAP Business AI
- >400 AI use cases avail, thereof 37 specialized Joule agents
- SAP Sovereign Cloud Portfolio to meet country-specific sovereignty requirements on data, operational, legal + technical levels. Deployment on SAP cloud infrastructure, on-site and on hyperscaler infrastructure
- Partners in >140 countries: >3,000 partners with cloud delivery, innovation and SAP solution expertise; >3,500 sell partners servicing SAP midmarket customers; 420 partners engage with AI Foundation on SAP BTP
- >3,000 partner solutions on SAP Store

SAP Autonomous Suite

Enterprise Resource Planning (ERP)

- SAP S/4HANA Cloud: Cloud ERP portfolio helping customers run mission-critical operations, introduce new business models and expand globally
- RISE with SAP: helps customers modernize their on premise ERP. Includes S/4HANA Cloud, SAP Signavio, SAP LeanIX, WalkMe and more cloud solutions as well as acceleration services and tools
- SAP GROW: entry point to AI for new customers. Built on SAP Cloud ERP. Helps organizations get started across finance, supply chain and HR, with embedded AI and industry best practices
- Business One: ERP for SMEs, AI-enabled, led by partners

Finance and Spend Management

- SAP Ariba: connecting procurement from source to pay
- SAP Fieldglass: managed contingent work worth \$26b in Q2/2026
- SAP Concur: >104m end users
- SAP Taulia offers leading cash flow acceleration solutions and processes >\$980 billion p.a. for its customers and partners

Supply Chain Management

- SAP Supply Chain Management: AI-powered cloud software and the business network orchestrate supply chain processes, data, and trading partners enabling companies to become more agile, autonomous, productive, and sustainable
- SAP Business Network with >\$7.7 trillion in annual commerce
- >910 million B2B transactions, B2B transacting relationships up 7.7% (trailing 12-month basis ending Q2/2026)

Human Capital Management

- SAP SuccessFactors solutions: Comprehensive and global HR software, helping organizations manage, optimize and skill their workforce

Customer Experience

- SAP CX: AI-powered platform unifying marketing, commerce, sales, and service in a single autonomous system, running on the live operational data of SAP ERP

Transformation Management

- SAP Signavio, SAP LeanIX and WalkMe solutions enable integrated business transformation across processes, data, applications, and people

Additional Solutions, Services and Support

- >1,200 local versions across SAP solutions
- SAP Sustainability solutions: ERP centric, AI-driven solutions help companies manage their carbon footprint, reduce waste
- Services and Support: success plans ranging from mission-critical support and self-guided resources to a personalized partnership orchestrating innovation adoption and transformation. Professional, development, and application management services also available

General Facts

- Headquarters: Walldorf, Germany
- Founded: April 1, 1972. Listing: Frankfurt, New York
- 112,019 employees worldwide (June 30, 2026)
 - 158 nationalities worldwide
 - >77% of SAP employees are SAP shareholders

Ratings

- Credit ratings: Standard & Poor's: A+; Moody's: A1
- CDP Score (Carbon Disclosure Project): A- in climate

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