



Sustainability and SAP

The Next Generation for
Business Process Excellence

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Energy & Climate Impact

State of Green Business Forum

San Francisco/Chicago
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THE BEST-RUN BUSINESSES RUN SAP™

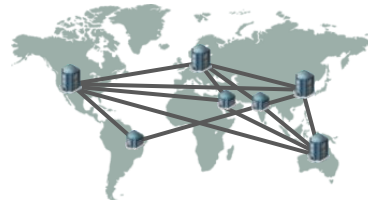


The Business Case

SUSTAIN THE BUSINESS MODEL

Ensure business longevity.

Environmental Social



Economic

RESOURCE PRODUCTIVITY

Limit exposure to price volatility of energy and natural resources.

COST AND RISK OF REGULATION

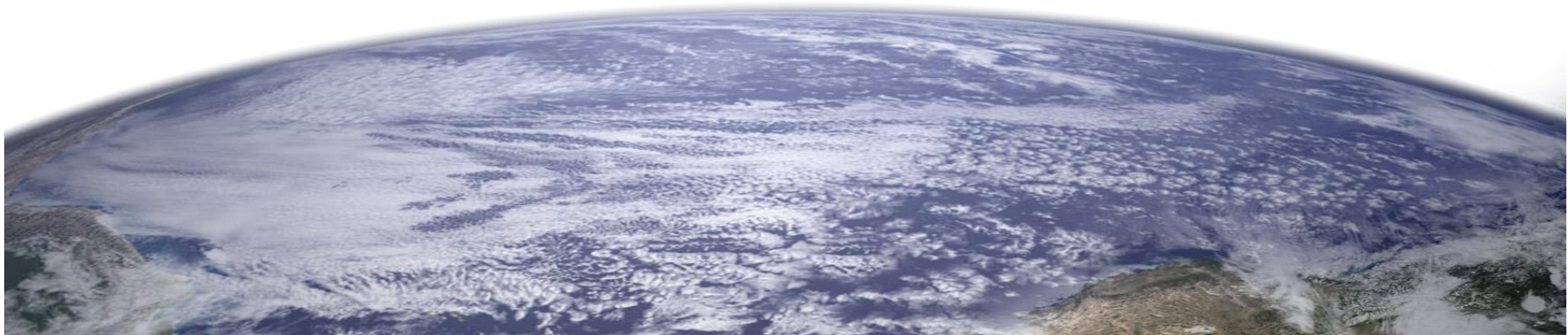
*Automate compliance.
Reduce cost and risk*

COMPETITIVE ADVANTAGE

*Enhance the brand.
More sustainable offerings.*

Increase short and long-term **PROFITABILITY**

by holistically managing
economic, social and environmental
risks and opportunities.



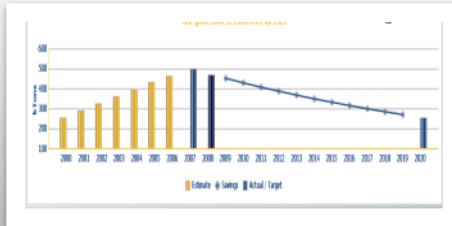
SAP's Dual Strategy



**Transform SAP into
a role model for
sustainability**

**Lead the market
of sustainability
solutions**

1



Environmental

Reduce carbon footprint to 2000 levels by 2020

2



Social

Connect SAP customer buying power with the base of pyramid

3



Economic

Grow revenues and increase margins to 2014 goals

SAP On-line Sustainability Report

<http://www.sapsustainabilityreport.com>



OUR PRIORITIES OUR SOLUTIONS OUR PERFORMANCE GRI INDEX CEO LETTER ASSURANCE RECOGNITION 



"SAP is in a unique, dual position when it comes to sustainability," said Léo Apotheker, co-CEO, SAP AG. "We have a moral obligation to start with ourselves and ensure our business operates in a transparent and accountable manner, leaves a minimal environmental footprint and reaches out to improve the social situation of others. As a business software, we also deliver solutions that help other businesses achieve clarity across their operations and better manage their sustainability performance."

LETTER FROM CEO

"We are making a strategic, long-term commitment to sustainability"

— Léo Apotheker

SUSTAINABILITY AT SAP

Sustainability as a strategic initiative for SAP focuses on sustainable operations and delivers solutions helping customers improve their sustainability posture.

SHAPE OUR FUTURE

Sustainability is an ongoing journey. SAP is fostering exchange with stakeholders to challenge and guide our approach to sustainability.

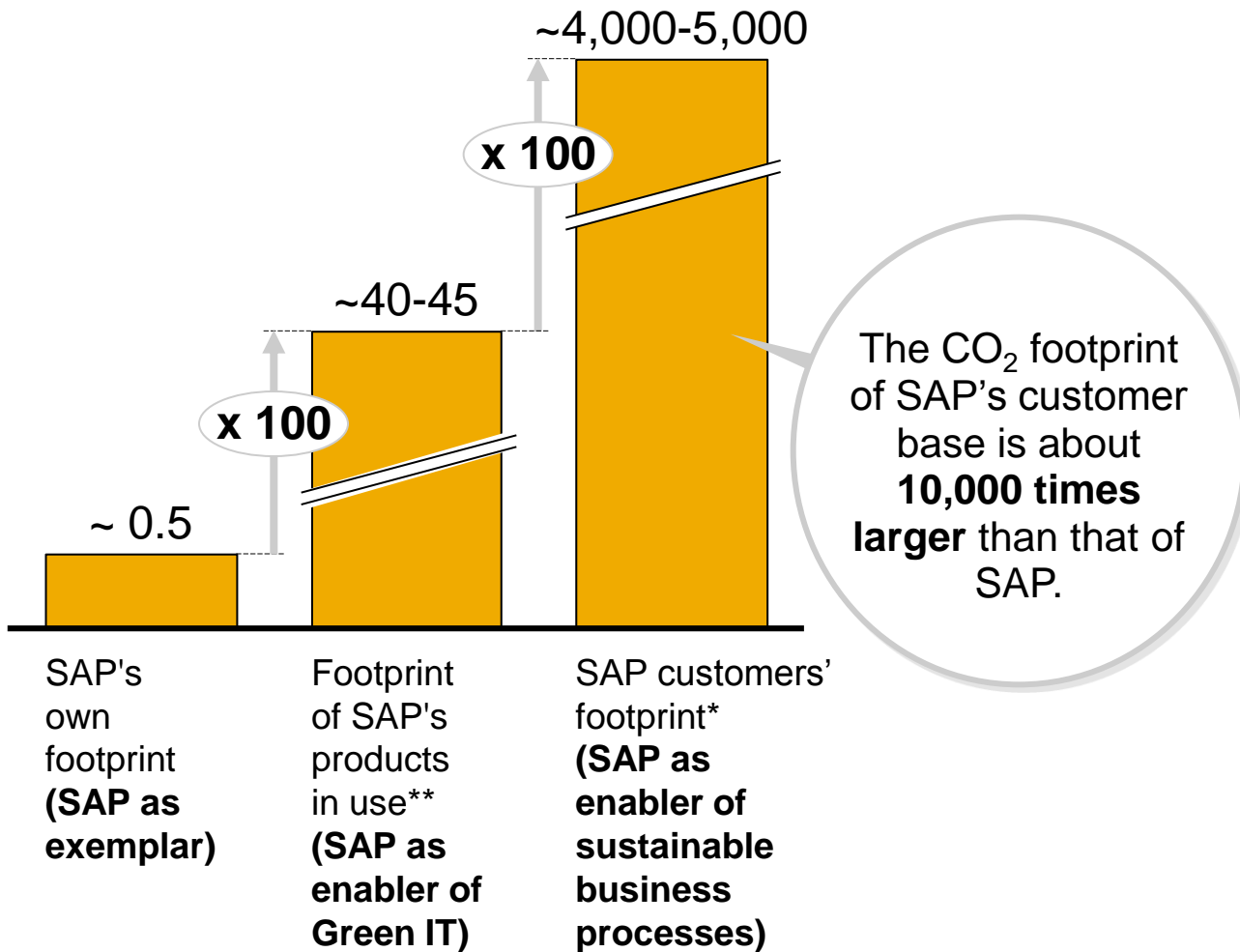


SAP's Big Lever Is Enabling Customers



[Example: Carbon footprint SAP itself, SAP products, customers in Mio tons CO₂e]

ESTIMATE



* 75% of Fortune 1000 companies
** Assume avg 1000 users per SAP 50,000 customers

Enabler – Delivering on the Sustainability Map



Key Factors to Sustainability Leadership are Accountability and Performance Improvement



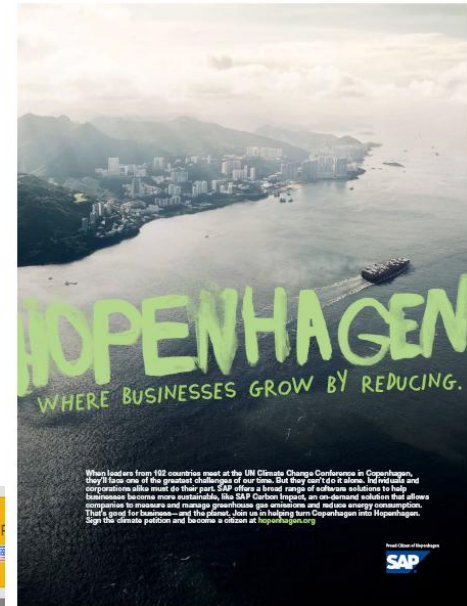
SAP Is A Recognized Sustainability Leader



- SAP is committed to sustainability as a strategic priority
- SAP executes towards aggressive sustainability targets
- SAP runs SAP to manage its sustainability

Call to Action Join the Dialogue!

www.hopenhagen.org
&
www.sap.com/sustainability



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SEE YOUR WAY CLEAR WITH SUSTAINABILITY
Learn how from SAP's chief sustainability officer

CORPORATE SUSTAINABILITY MANAGEMENT
MANAGE RISK. PROTECT BRAND. IMPROVE PROFITS.

You are charged with ensuring that all operations meet corporate sustainability directives. Internal and external stakeholders are asking you to prove the effectiveness of those efforts. All the while, as with everyone else in your company, you must be sure that every sustainability initiative protects the brand and grows profits.

THE PATH TO SUSTAINABILITY EXCELLENCE

Discover how SAP can help you achieve your sustainability goals, enabling you to overcome significant risk to your market share and seize new business opportunities.

- Explore our sustainability map.
- Read our sustainability e-book.
- Visit the sustainability library.

How do you make sure all this happens successfully? [SAP solutions and services](#) provide an easier way for companies to holistically manage sustainable operations and achieve new levels of business process excellence. By balancing the triple bottom line, which includes social, environmental, and economic risks and opportunities, you can reduce waste, save money, and more importantly protect your brand.

As a recognized leader in sustainability practices, SAP provides customers with:

> Your SAP.com resources

WE CAN HELP

Want to learn more about SAP solutions?

- Let us call you
- Chat with us
- E-mail us
- Call us at

+1-800-872-1727

A CALL FOR BOLD ACTION

SAP CEO Léo Apotheker shares his perspective on addressing the threat of global climate change.

- Read his point of view (PDF).
- Watch the interview.

SAP SOLUTIONS FOR SUSTAINABILITY