

# RUN BETTER

2010 ANNUAL REPORT



The Best-Run Businesses Run SAP®



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Full screen mode is important to see and understand the many small steps in this presentation.

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Here, we want to analyze  
the income statement



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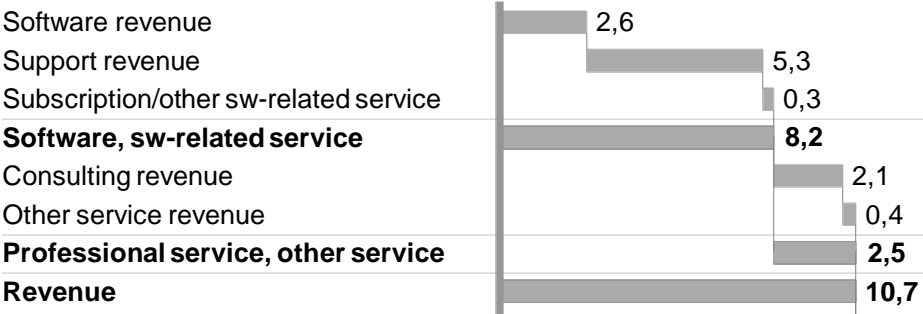
## Consolidated Income Statements of SAP Group for the Years Ended December 31,

€ millions, unless otherwise stated	Note	2010	2009
Software revenue		3,265	2,607
Support revenue		6,133	5,285
Subscription and other software-related service revenue		396	306
<b>Software and software-related service revenue</b>		<b>9,794</b>	<b>8,198</b>
Consulting revenue		2,197	2,074
Other service revenue		473	400
<b>Professional services and other service revenue</b>		<b>2,670</b>	<b>2,474</b>
<b>Total revenue</b>	<b>(5)</b>	<b>12,464</b>	<b>10,672</b>
Cost of software and software-related services		-1,823	-1,658
Cost of professional services and other services		-2,071	-1,851
Research and development		-1,729	-1,591
Sales and marketing		-2,645	-2,199
General and administration		-636	-564
Restructuring	(6)	3	-198
TomorrowNow litigation	(24)	-981	-56
Other operating income, net	(7)	9	33
<b>Total operating expenses</b>	<b>(8)</b>	<b>-9,873</b>	<b>-8,084</b>
<b>Operating profit</b>		<b>2,591</b>	<b>2,588</b>
<b>Other non-operating expense, net</b>	<b>(9)</b>	<b>-186</b>	<b>-73</b>
Finance income		73	37
Finance costs TomorrowNow litigation	(24)	-12	0
Other finance costs		-128	-117
Finance costs		-140	-117
<b>Finance income, net</b>	<b>(10)</b>	<b>-67</b>	<b>-80</b>
<b>Profit before tax</b>		<b>2,338</b>	<b>2,435</b>
Income tax expense TomorrowNow litigation		377	20
Other income tax expense		-902	-705
Income tax expense	(11)	-525	-685
<b>Profit after tax</b>		<b>1,813</b>	<b>1,750</b>

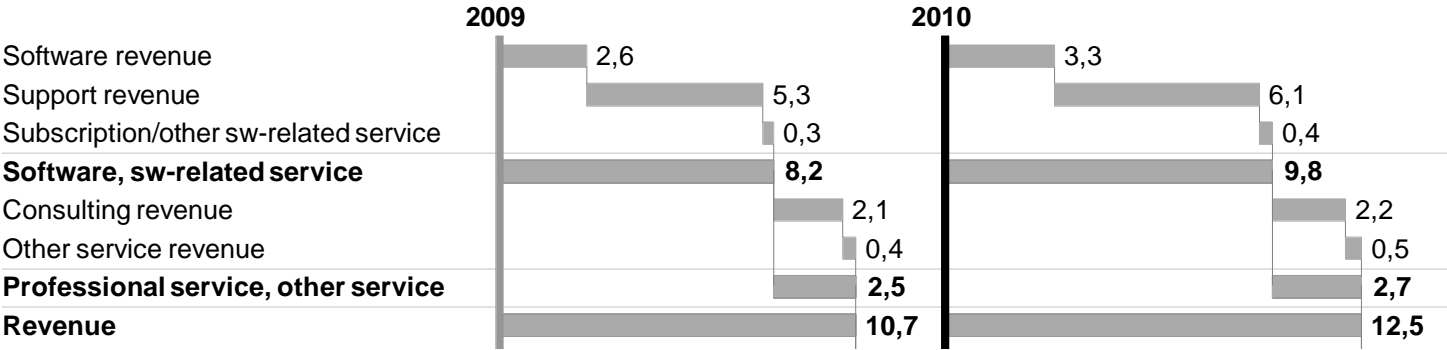
SAP Group  
**Income statement** in bn EUR  
2009



SAP Group  
**Income statement** in bn EUR  
2009



SAP Group  
**Income statement** in bn EUR  
 2009, 2010

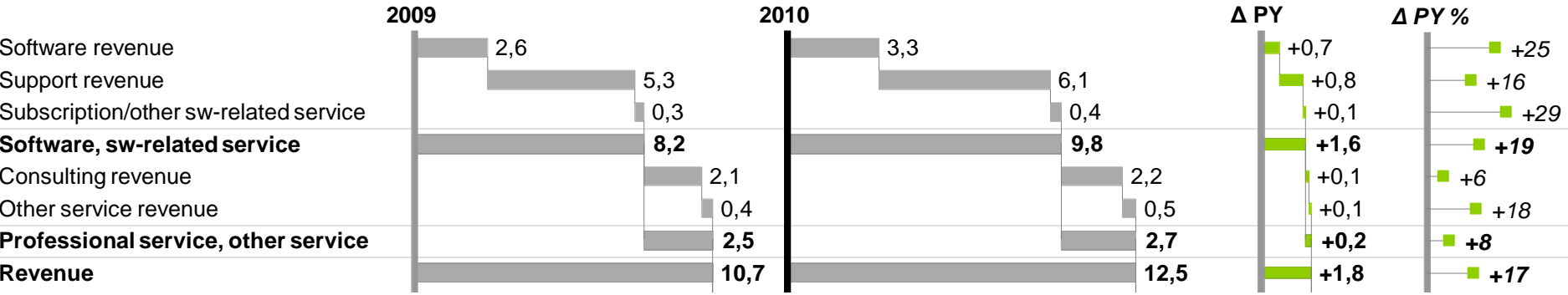


SAP Group  
**Income statement** in bn EUR  
 2009, 2010, ΔPY

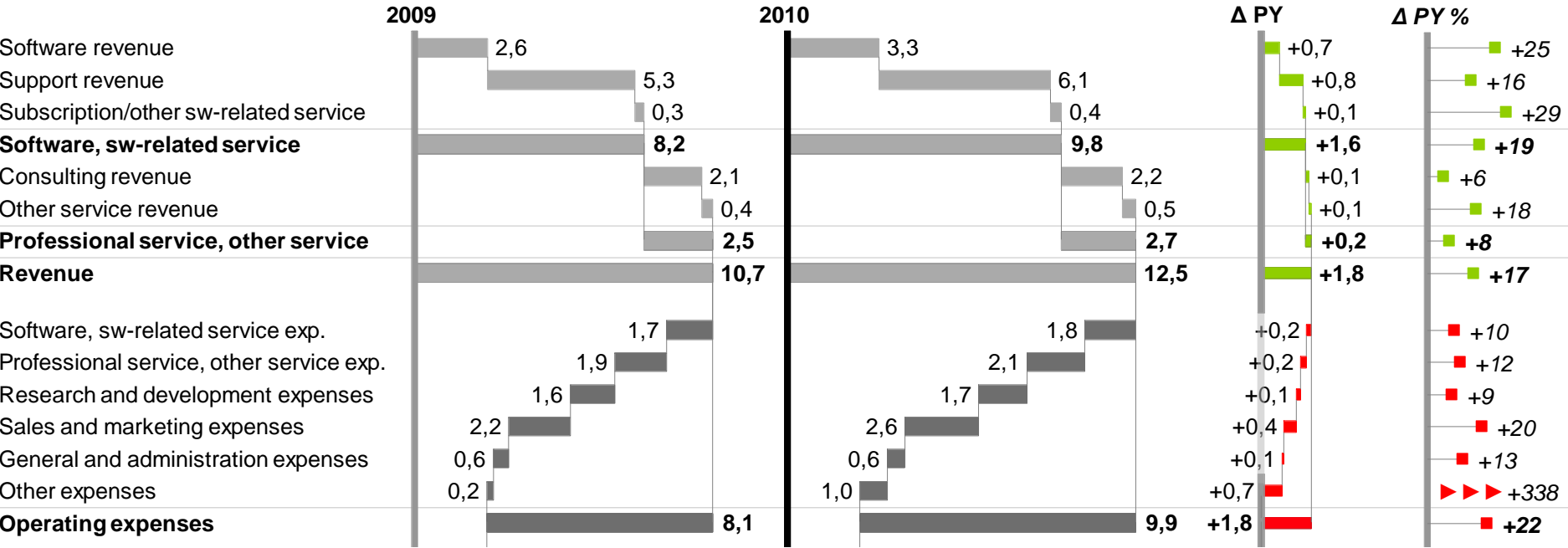




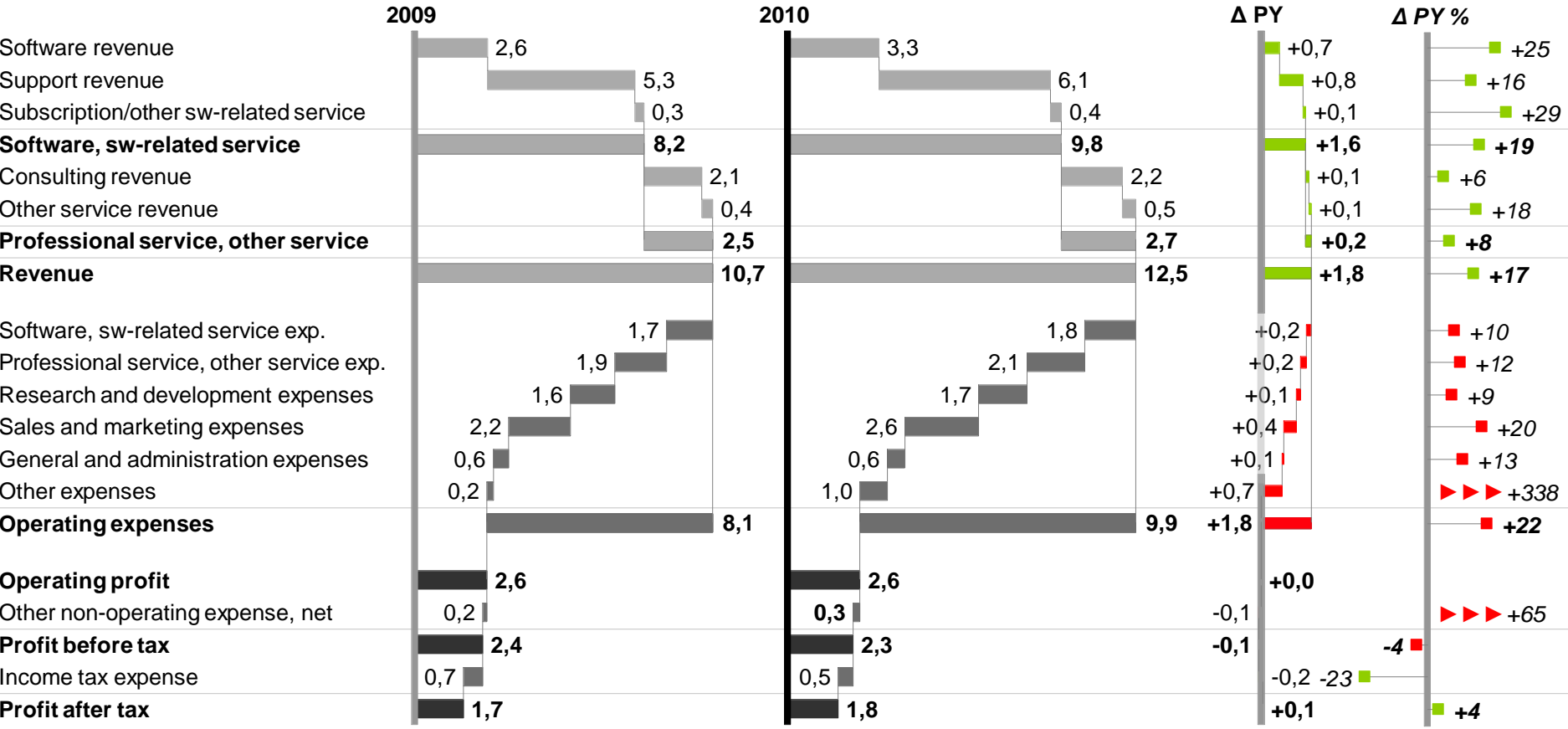
SAP Group  
**Income statement** in bn EUR  
 2009, 2010, ΔPY and ΔPY%



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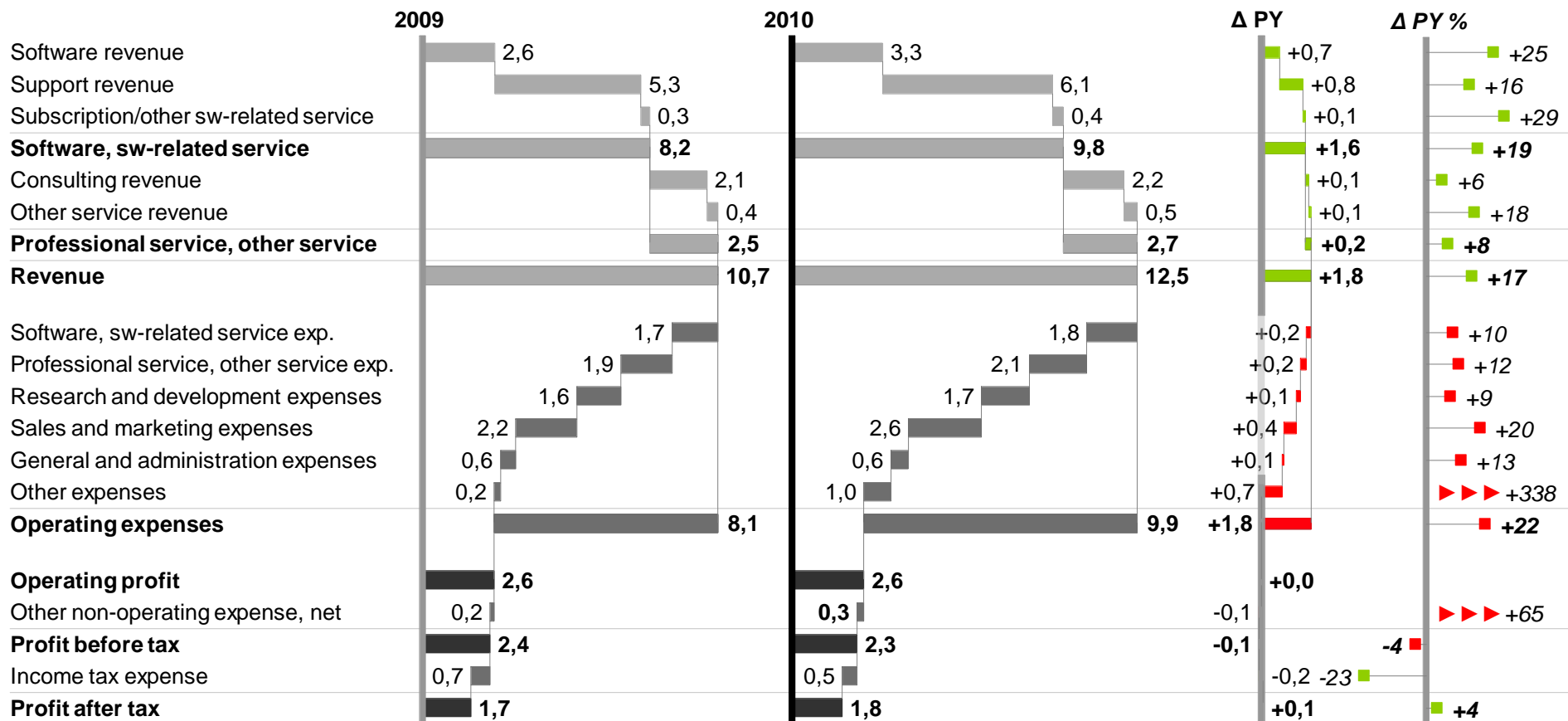


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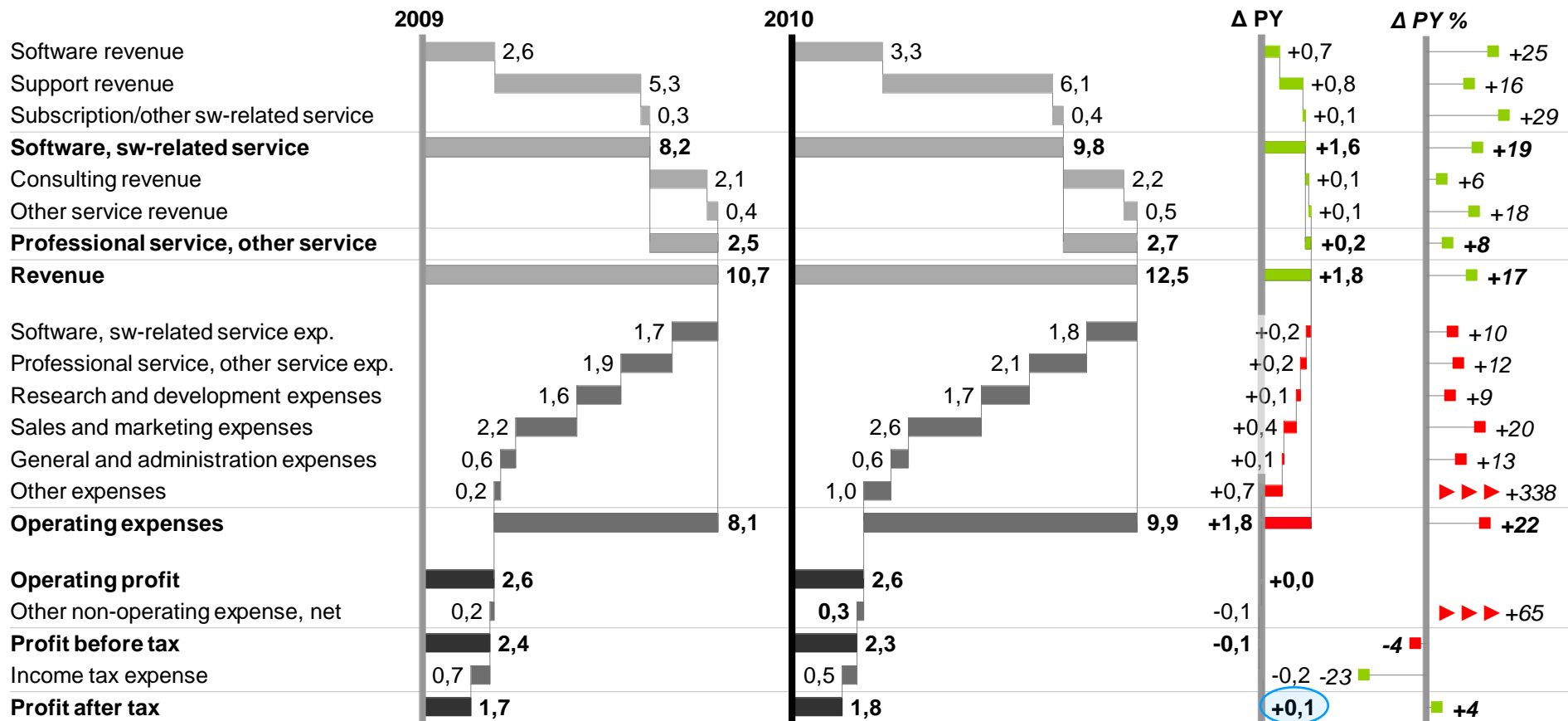
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SAP Group  
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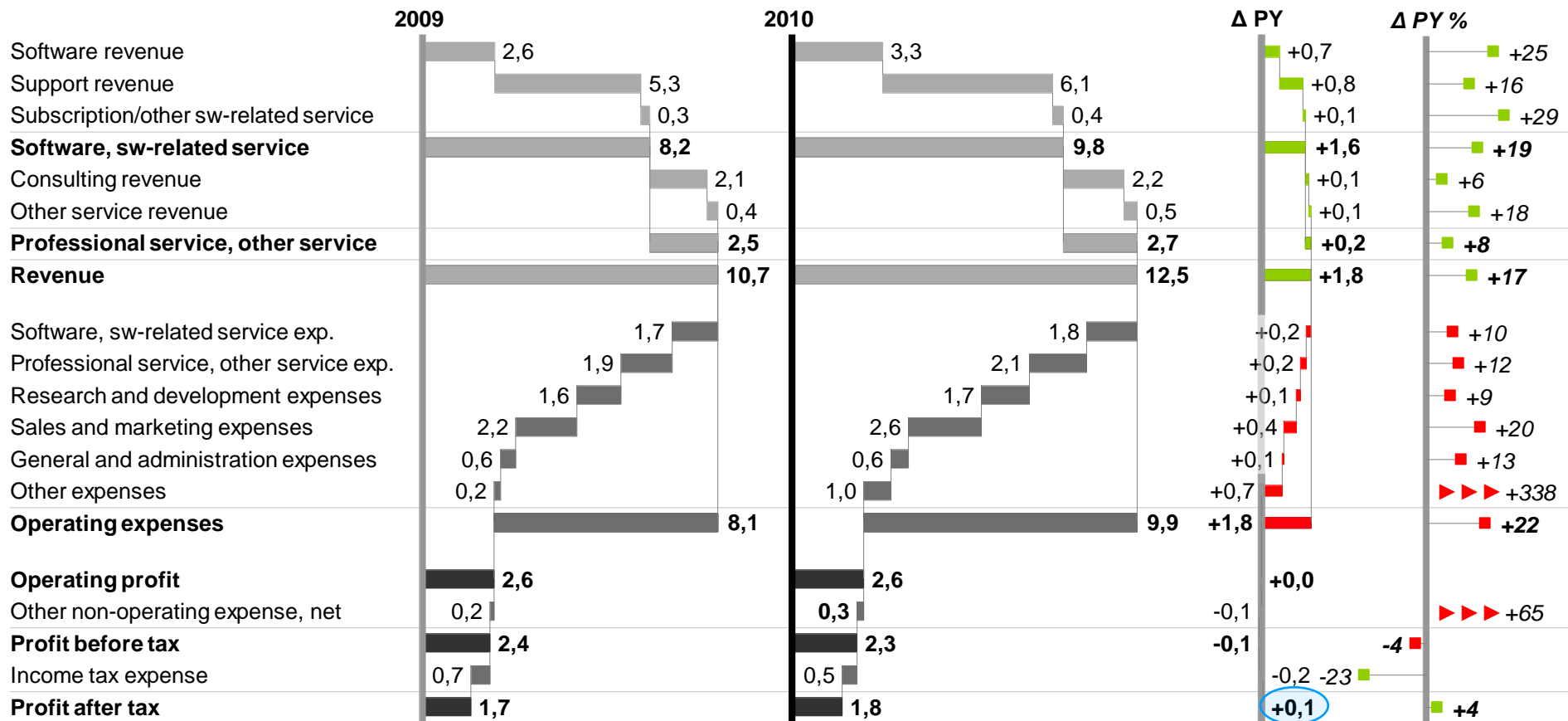
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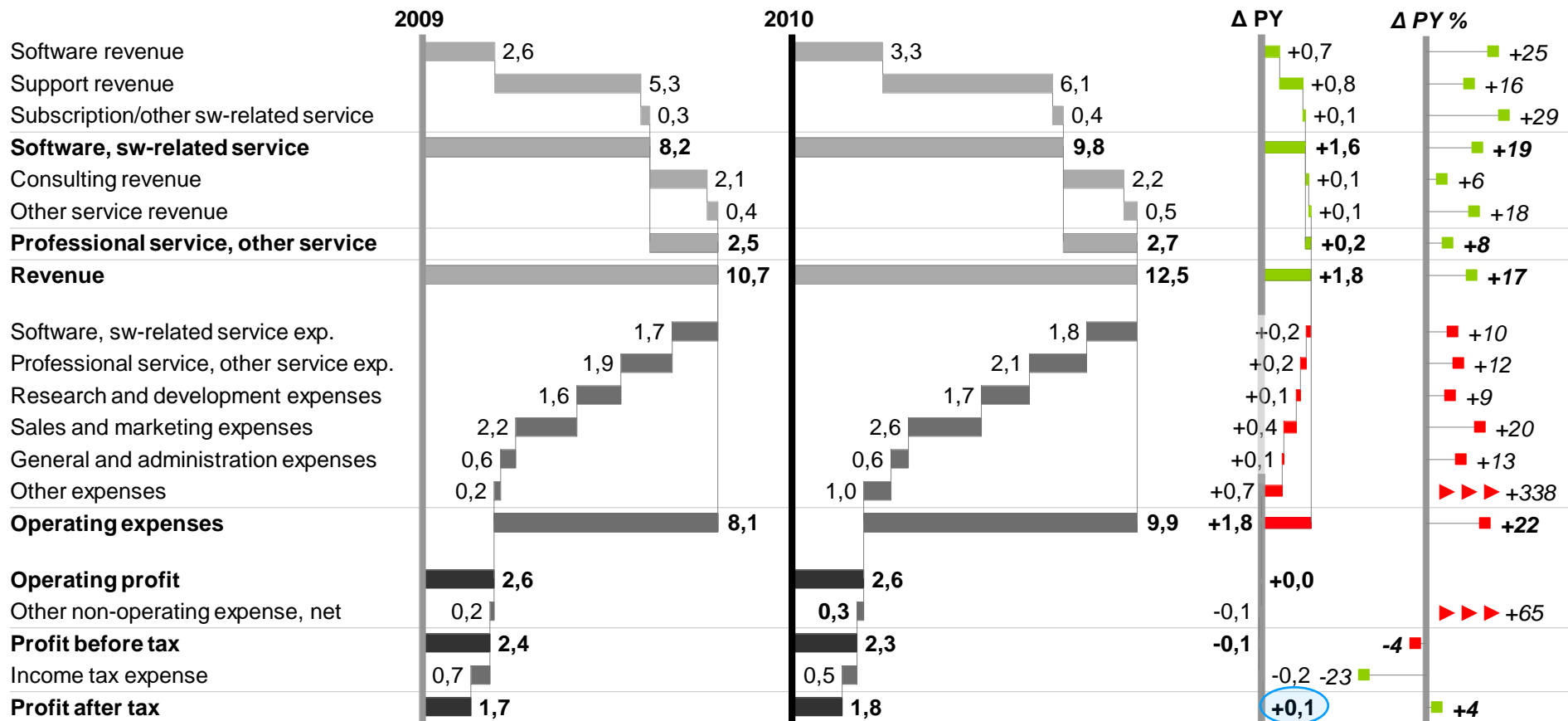
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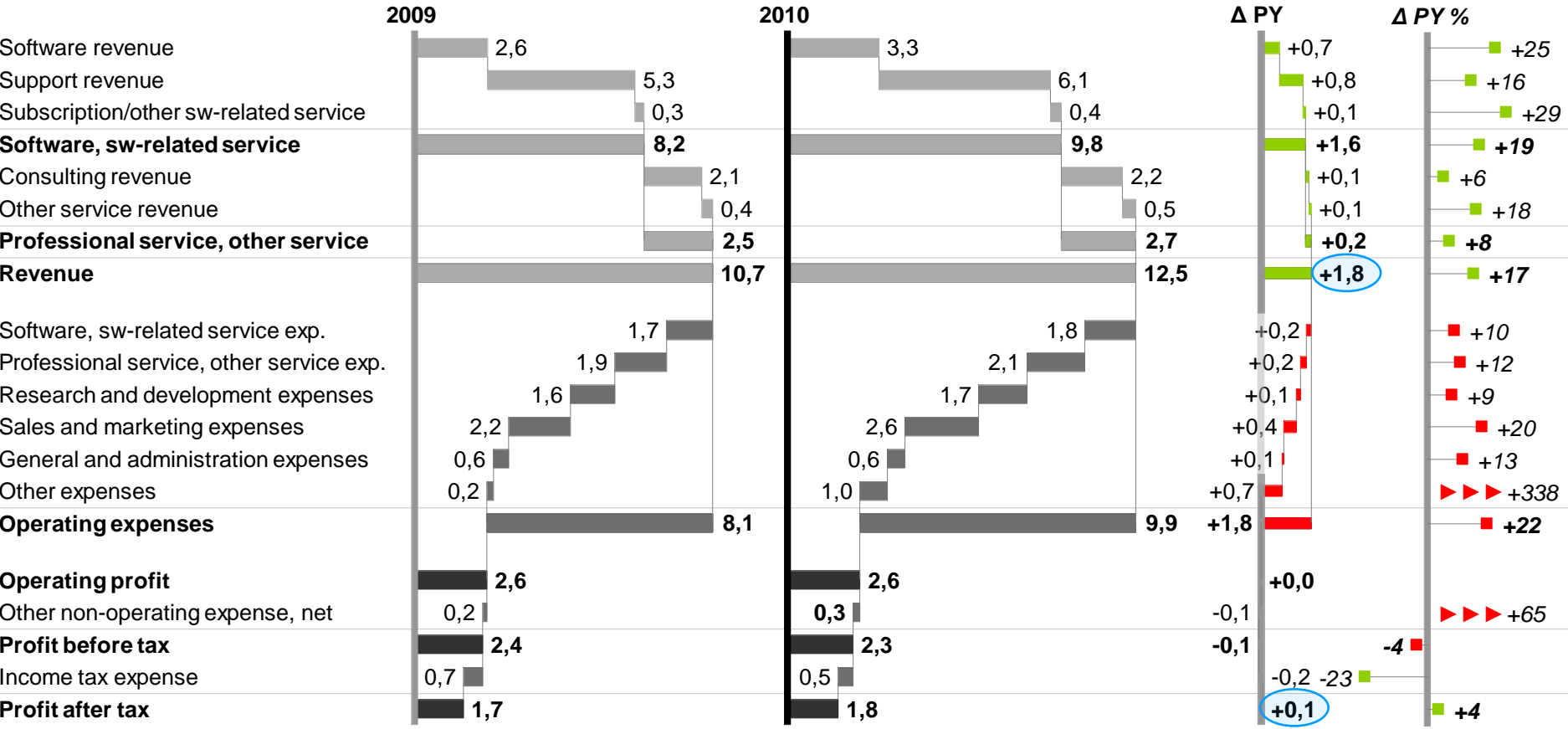
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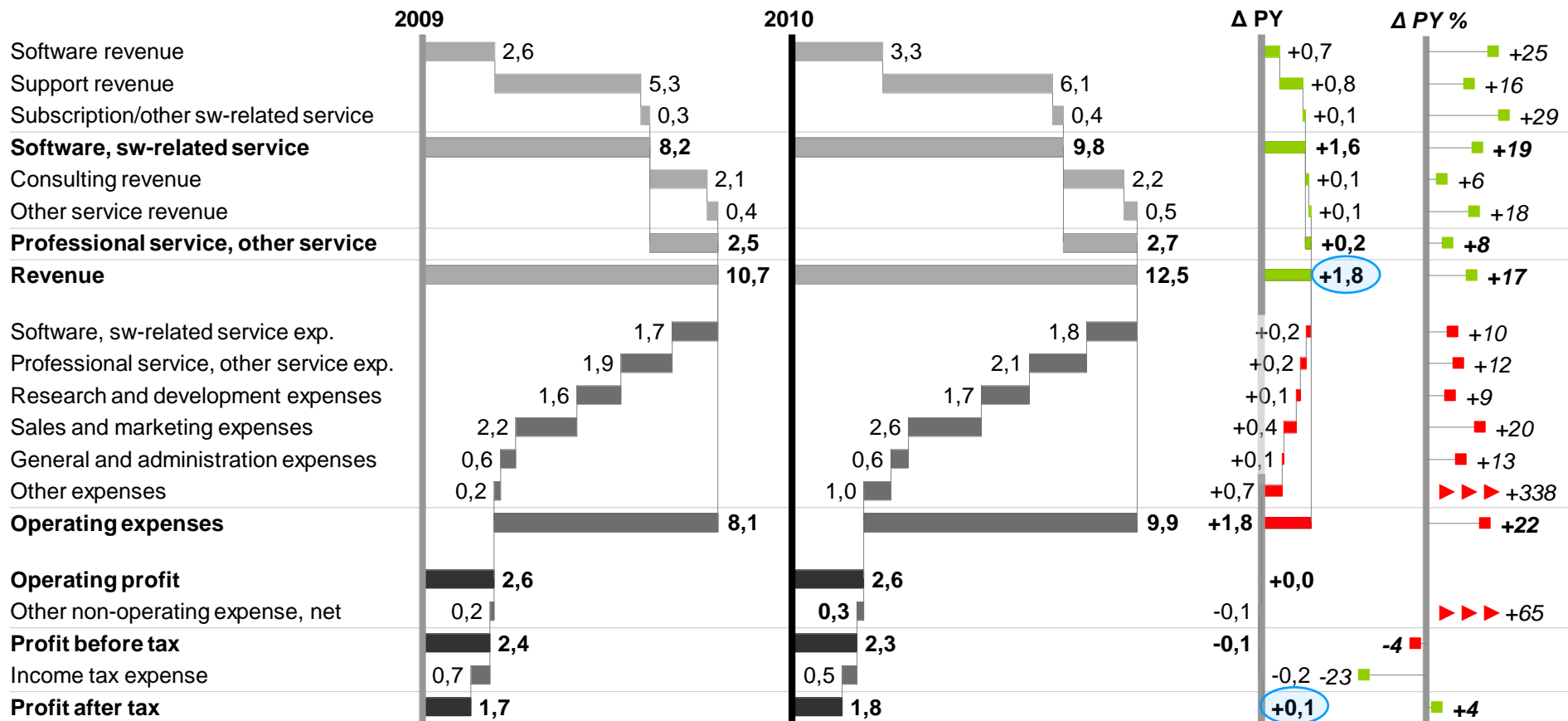
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**Income statement** in bn EUR  
 2009, 2010, ΔPY and ΔPY%





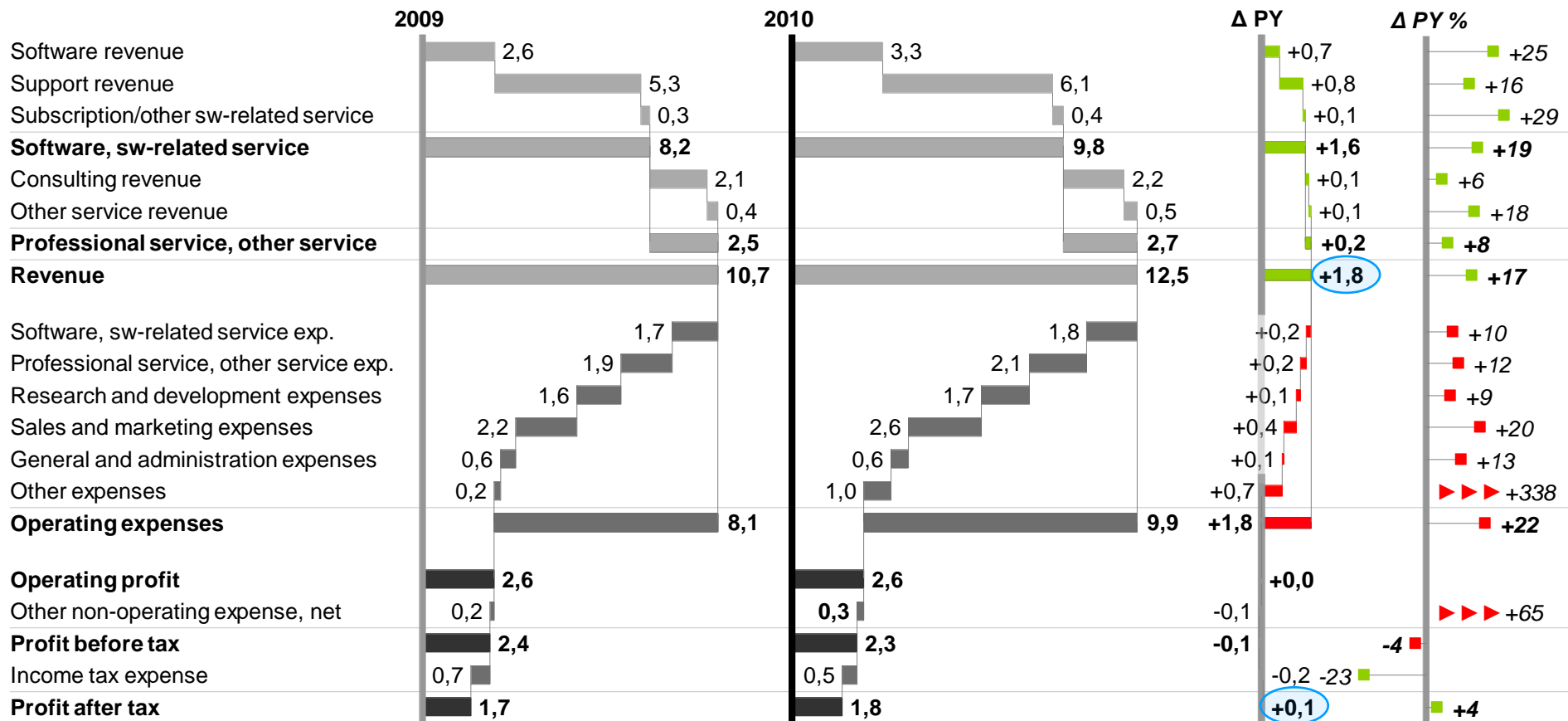
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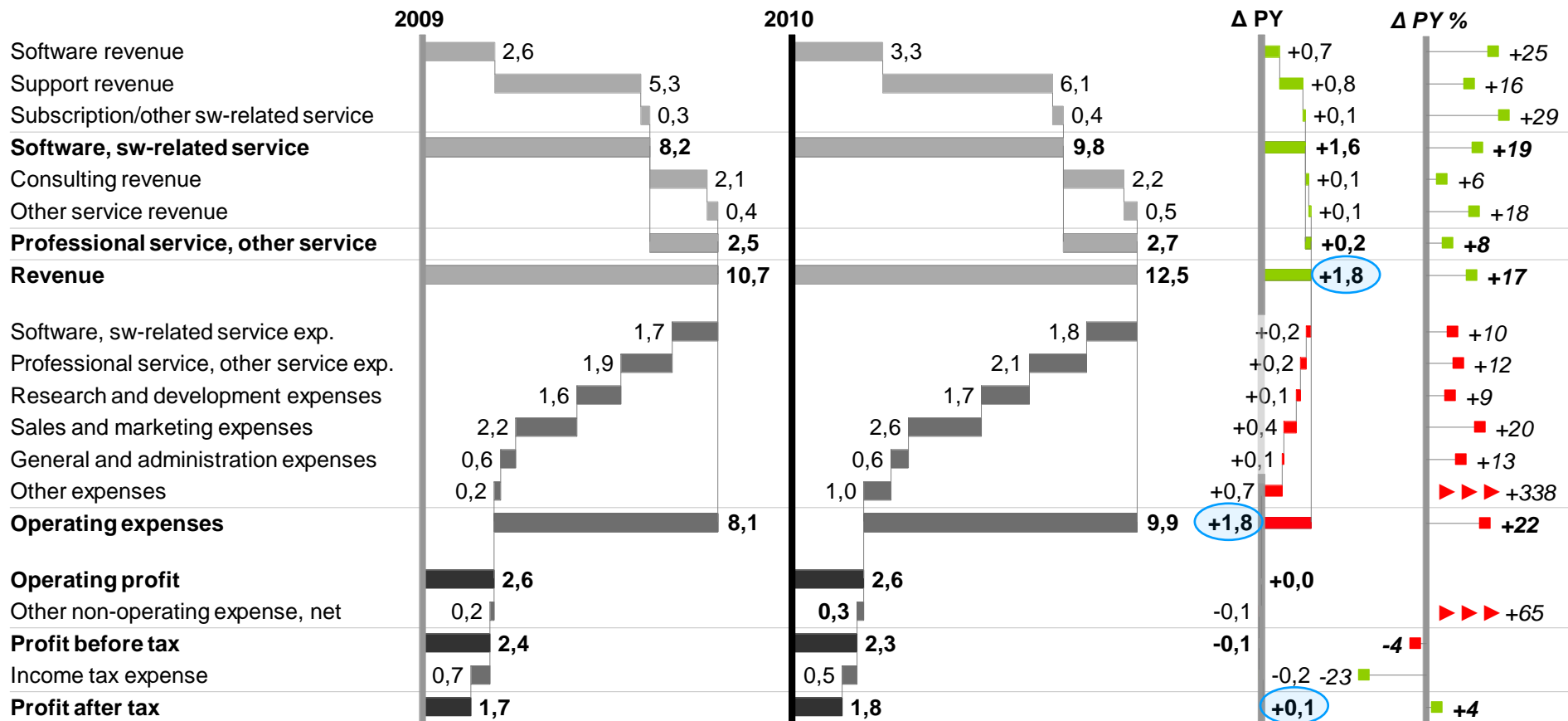
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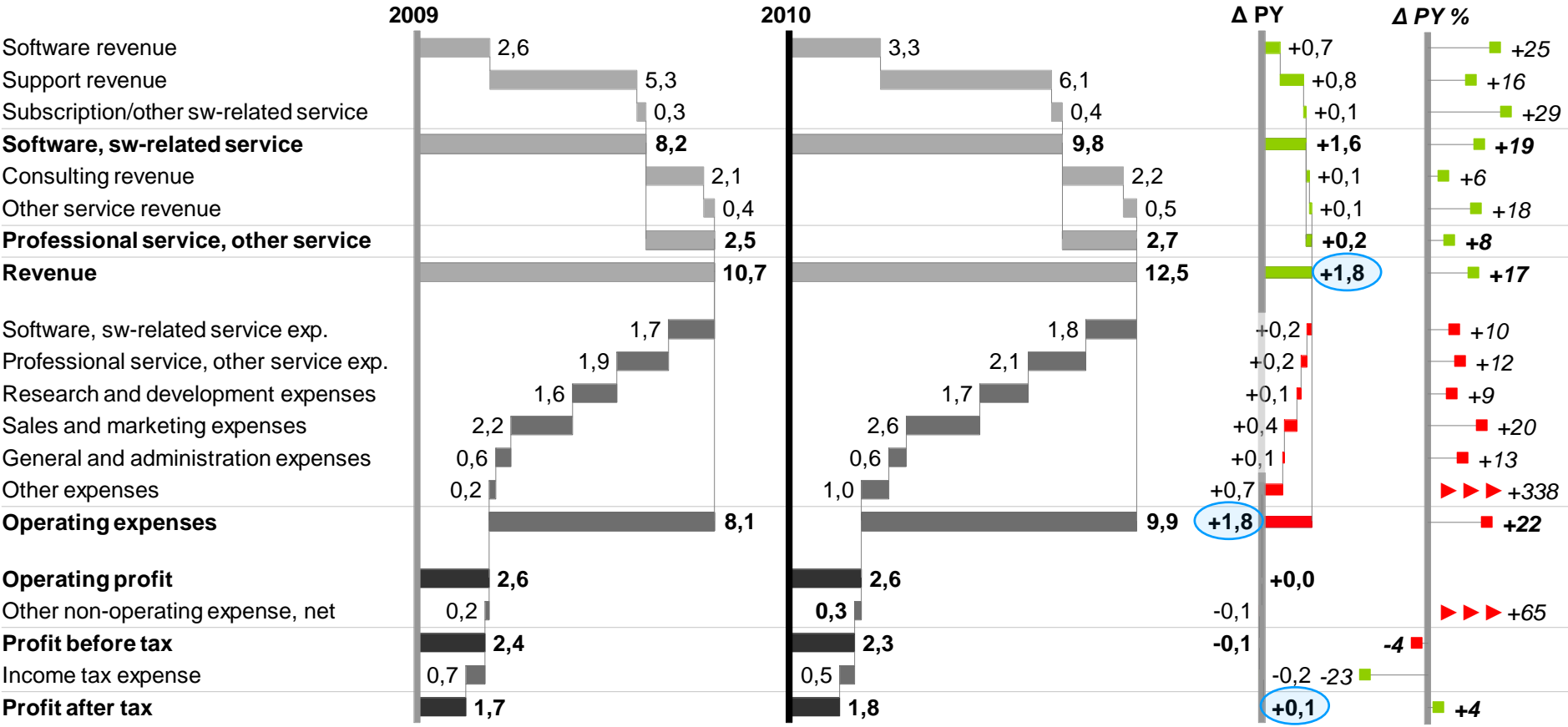
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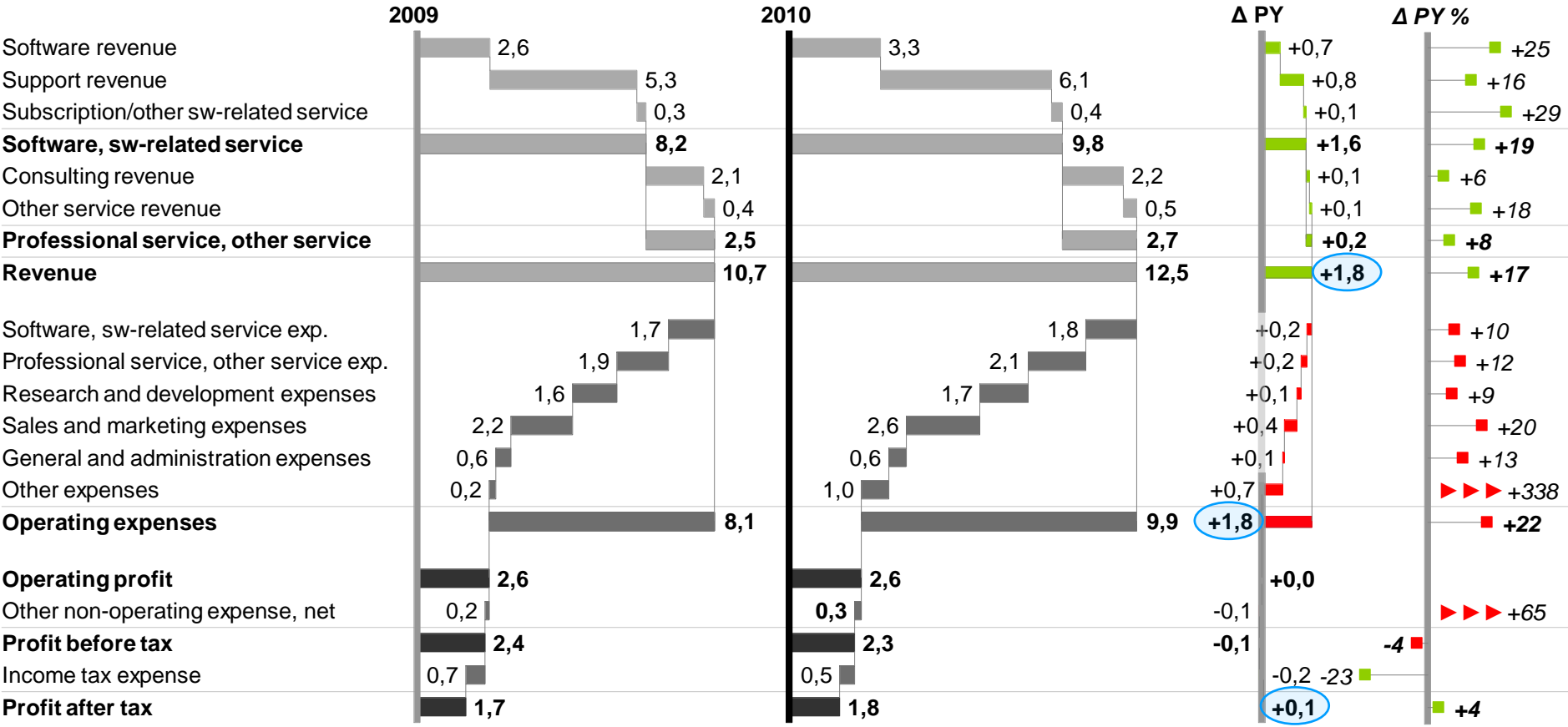
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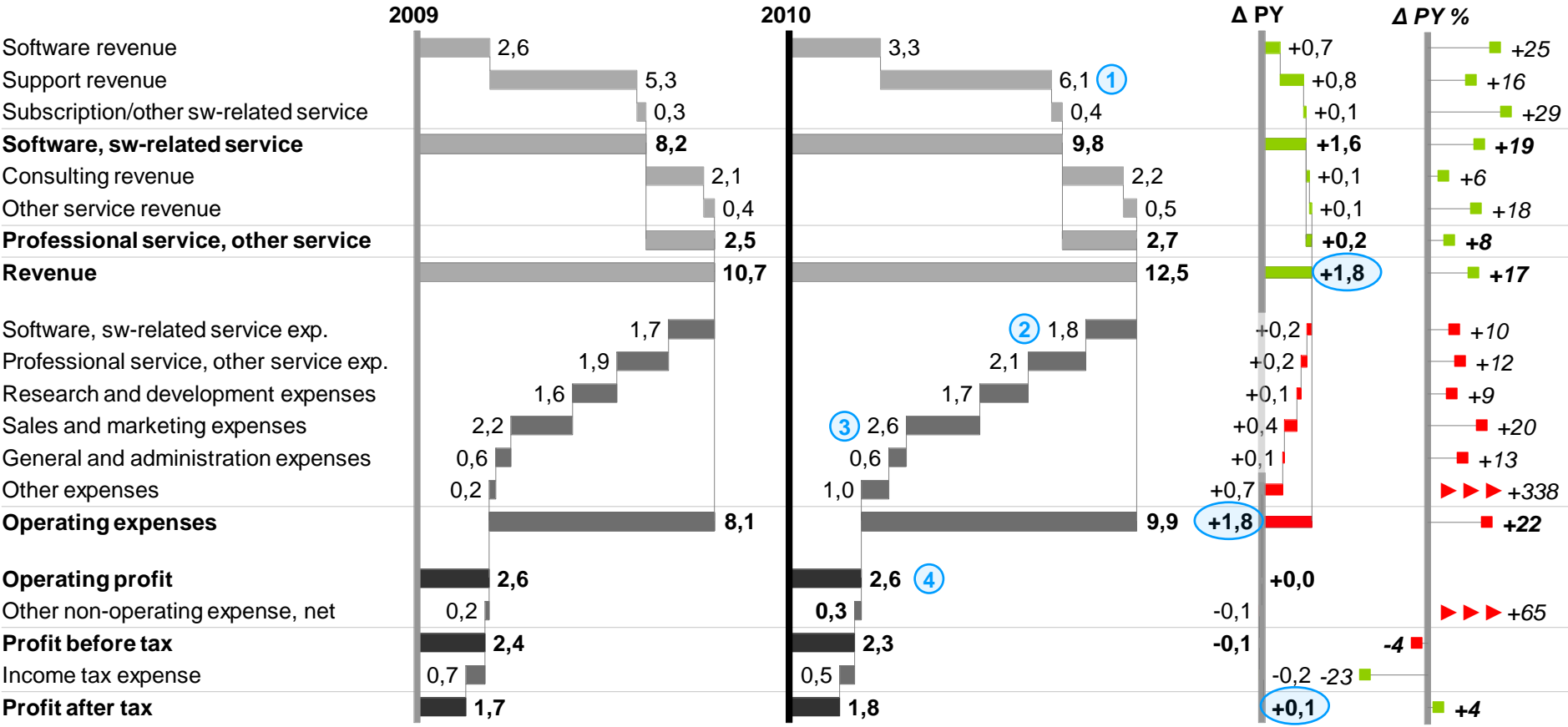


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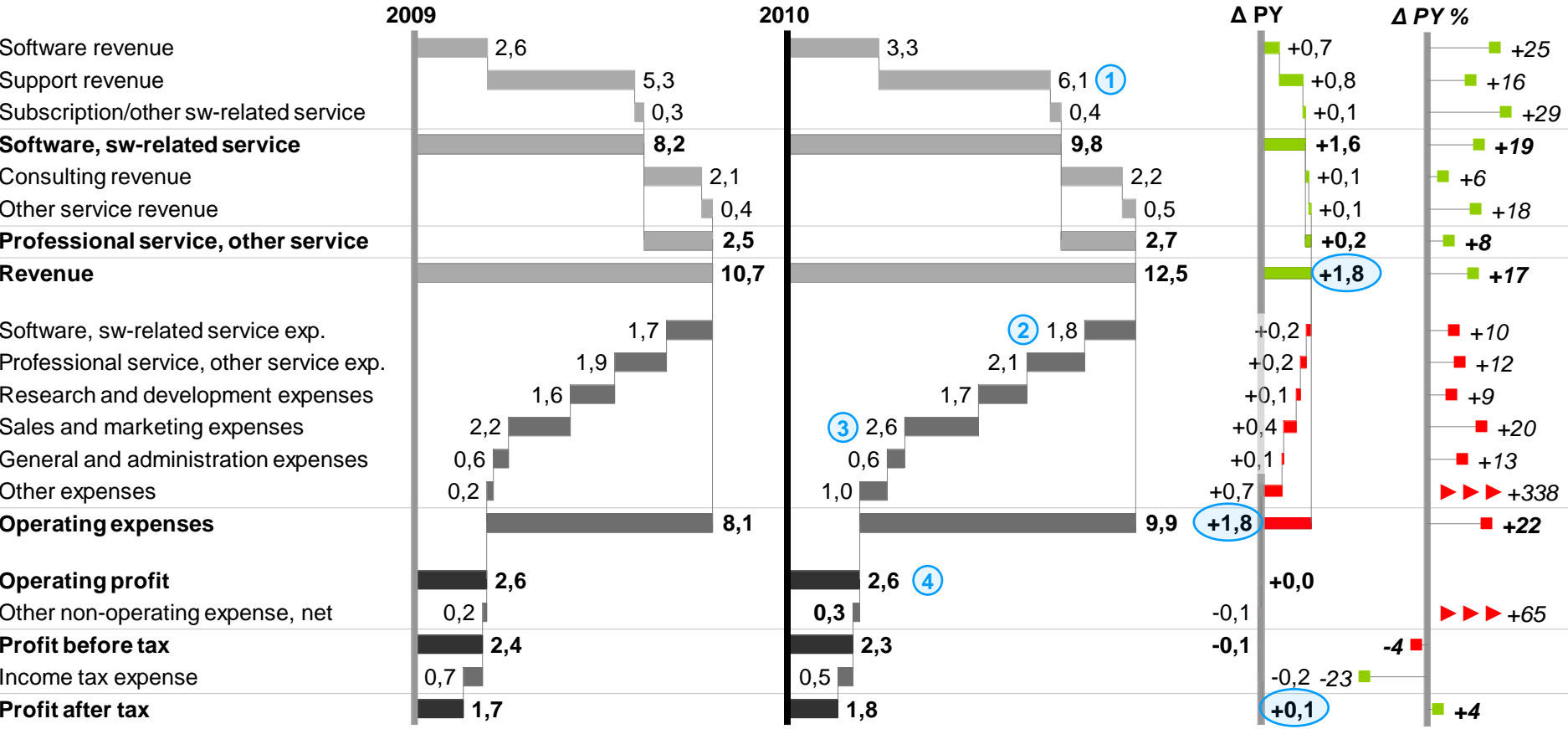
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