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SAP ANNOUNCES LUISA DEPLAZES DELGADO AS EXECUTIVE BOARD MEMBER IN CHARGE OF HR

Walldorf, Germany - July 12, 2012 - [SAP AG](#) (NYSE: SAP) today announced that the SAP Supervisory Board has appointed Luisa Deplazes Delgado as a member of the SAP Executive Board in charge of global Human Resources (HR) and labor relations director. Deplazes Delgado will begin in September 2012, and will be based in Walldorf, Germany.

Deplazes Delgado brings to the role more than 20 years of business and HR experience with Procter & Gamble (P&G). She currently serves as CEO and general manager of P&G Nordic, based in Stockholm, Sweden. Over the past five years, Deplazes Delgado led a significant business transformation effort in the region. She brought the organization closer to the digitally-savvy Nordic customer base through innovative sales and marketing as well as organizational and leadership programs, which in turn drove growth and productivity in the region. Previously, Deplazes Delgado served for seven years as P&G's head and vice president of HR for Western Europe, leading the transformation of its HR function to strategic business partner and change agent. She has worked for P&G in various local and international roles in Portugal, the UK, Belgium and Switzerland, both in business units and corporate HR.

Deplazes Delgado will drive and enhance SAP's strategic people agenda, focusing on leadership development, talent development, recruitment and employee engagement, as well as organizational design and simplification, which are essential for the long term success of SAP, and the achievement of the company's 2015 goals.

"SAP's HR mission is to attract, develop, inspire and retain the best talents worldwide to help us make every customer best run through innovative business solutions," said Bill McDermott and Jim Hagemann Snaab, co-CEOs, SAP. "With her international business and HR experience, Luisa shares our commitment to inspiring and enabling people to run at their best, while bringing a fresh perspective to our executive team. We are thrilled to welcome her."

Swiss born, Deplazes Delgado studied law at the Université de Genève. She holds a master's degree in law from the University of London's King's College and London School of Economics, as well as other post-graduate qualifications. She is fluent in English, German, French, Italian, Portuguese and Spanish, and is a native Reto-Romansh speaker.

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As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 190,000 customers (includes customers from the acquisition of SuccessFactors) to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as "anticipate," "believe," "estimate," "expect," "forecast," "intend," "may," "plan," "project," "predict," "should" and "will" and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP's future financial results are discussed more fully in SAP's filings with the U.S. Securities and Exchange Commission ("SEC"), including SAP's most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

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