

SAP to Acquire Leading Software Provider datango AG

Strategic Action Bolsters SAP Commitment to Remain a Market Leader in Education Software Technology

WALLDORF, Germany, Jan. 16, 2012 -- SAP AG (NYSE: SAP) today announced its intention to acquire software and relevant assets from datango AG, a leading provider of workforce performance support software. The transaction, scheduled to close during the first quarter of 2012, will broaden the SAP® software portfolio in the education space, providing customers with powerful, easy-to-use software tools to help address their end-to-end user training, knowledge management and performance support challenges.

The datango solution provides powerful content development, translation and deployment capabilities for electronic training, documentation, and user support. SAP ownership of this asset will enable the company to develop valuable integration with other SAP tools, leading to additional value for SAP customers. Features of datango's Electronic Performance Support (EPSS), including superior object recognition, true re-recording, extensive media support and modest IT requirements, along with existing SAP offerings in the education software space, will help SAP customers to lower their total cost of ownership (TCO), significantly facilitate end-user enablement in a scalable way and accelerate end-user adoption.

Headquartered in Berlin, datango was founded in 1999 and holds a long-standing and productive relationship with SAP. In recent years, the datango software has been successfully deployed in the [SAP® Business ByDesign™ solution](#). Together, SAP and datango will capitalize on a trend in education software toward creating applications that contain tools for authors, such as e-collaboration, along with self-help scenarios and auto-teaching functions.

"The workforce performance tools market has become increasingly strategic and critical to our customers' success, and datango is a proven leader in this space," said Markus Schwarz, senior vice president and global head of SAP Education. "By having its own product in this market, SAP can now deliver and accelerate innovations and produce robust content for our customers in the future."

The transaction is subject to the usual regulatory approvals.

To learn about the SAP Education organization, watch a video, "[SAP Education - Driving Quality and Value](#)," or visit the [Training & Education page on sap.com](#). For more information, visit the [SAP Newsroom](#).

About SAP

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 176,000 customers (includes customers from the acquisition of Sybase) 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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