



# Annual General Meeting 2020

**Sanjay Brahmawar**  
Chief Executive Officer

## SAFE HARBOR

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# COVID-19

## SUPPORTING OUR PEOPLE & CUSTOMERS



### People & platform secure



Priority 1: safety of our people



Remote working operational with minimal friction



No major workforce health issues, service delivery unaffected



### Supporting our Customers



Listened to our customers



“Business as Unusual” product access initiative launched



Very positive customer response and engagement



### A global team at its best



Adaptable, energetic, collaborative



Supporting each other, supporting our communities



Will emerge a stronger, more resilient, more agile business

# FINANCIAL RESILIENCE

## SURE-FOOTED: FINANCIALLY AND OPERATIONALLY

€510m gross cash,  
€186m reserves  
within existing  
credit facilities

c.€500m Annual  
recurring revenue

Prioritizing impactful  
investments, cost  
control actions taken



**ROBUST  
FINANCIAL  
POSITION**

**STRONG  
OPERATING  
PLATFORM**

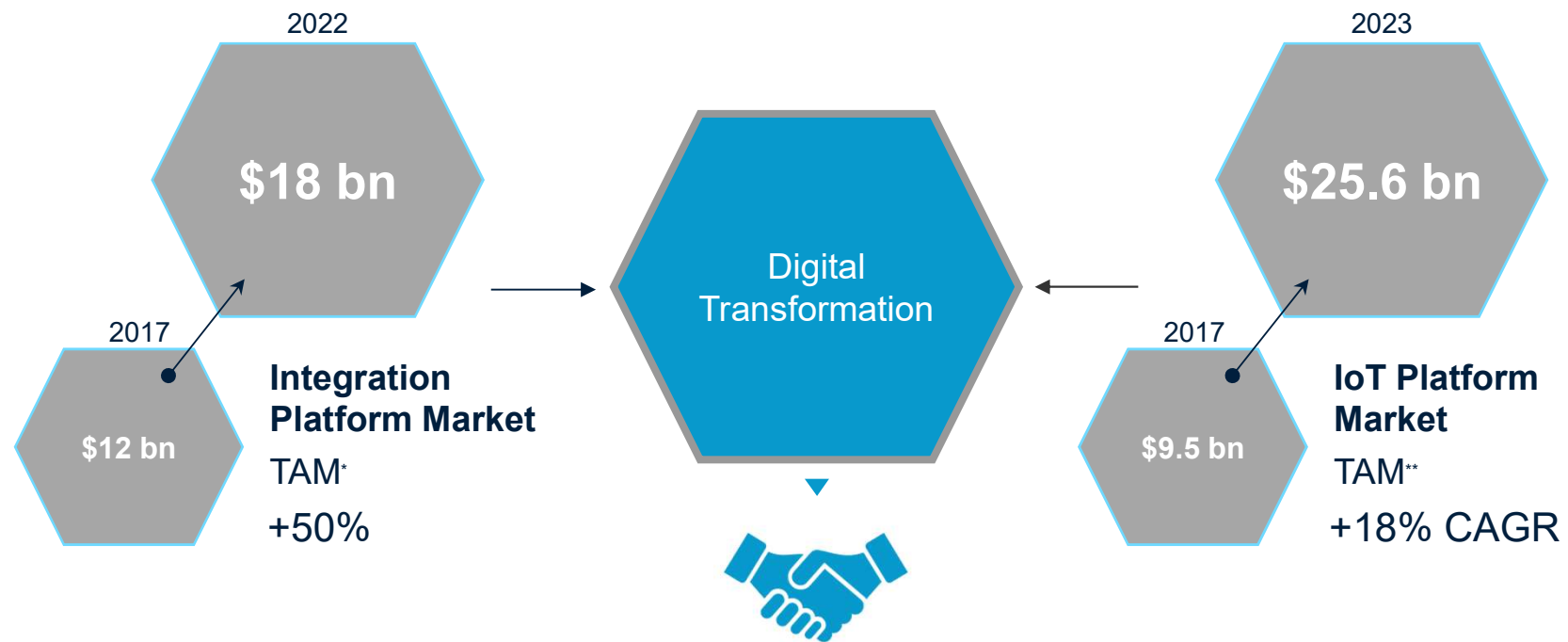
Diversified  
customer base

Low exposure to  
greatly affected  
industry sectors

Heightened  
product & market  
relevance

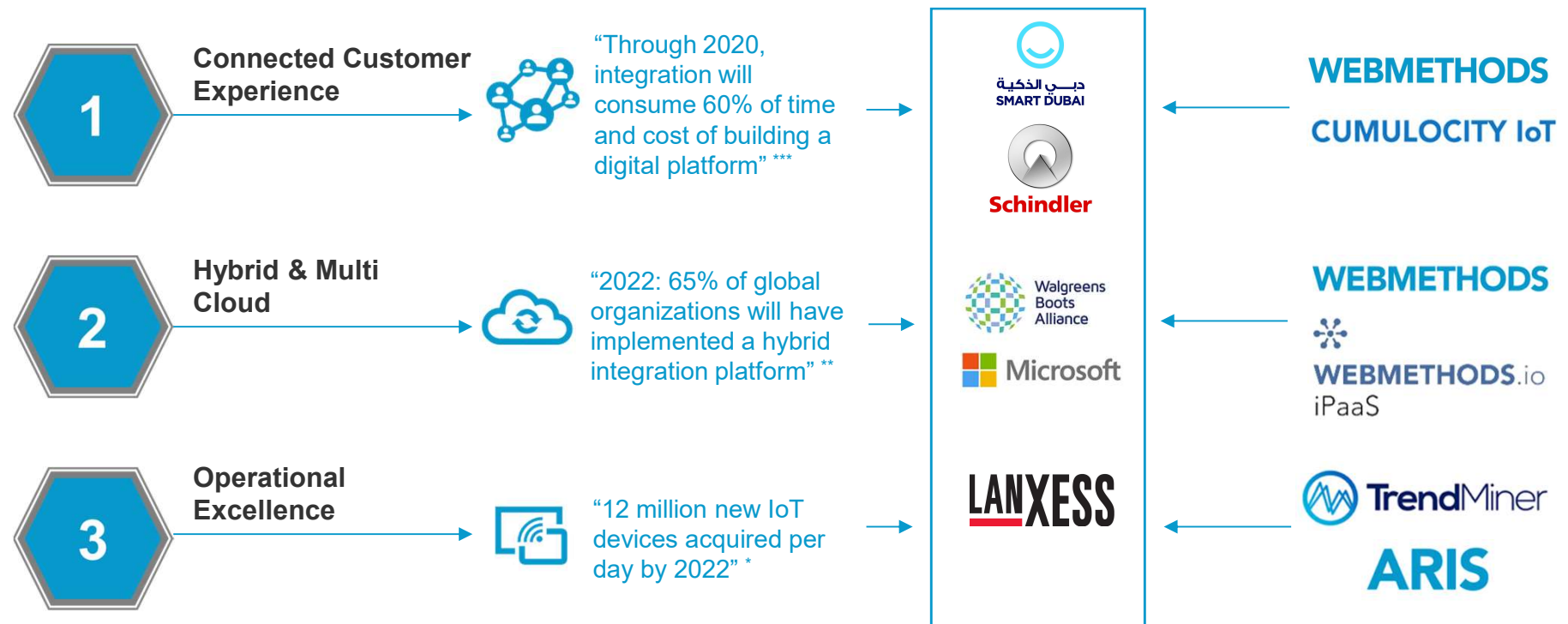
# OPPORTUNITY IS OUR CATALYST

## TARGET MARKETS IGNITING



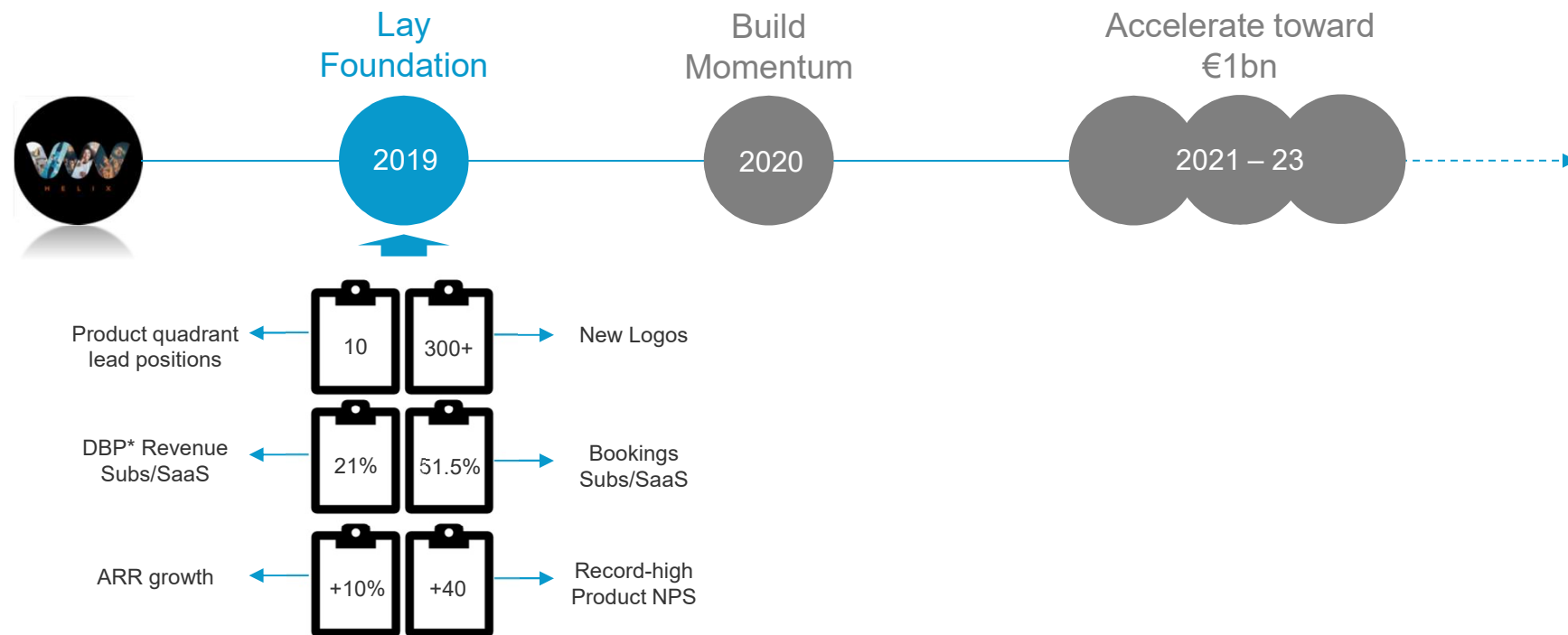
# OPPORTUNITY TO CLAIM NEW TERRITORY

## 3 KEY OPPORTUNITIES



# EVOLVING OUR HELIX JOURNEY

## AN ENTIRELY NEW COMPANY FROM THE INSIDE, OUT



# FOCUS: LEADERSHIP POSITIONS IN PRODUCTS

## SOFTWARE AG STRONG PROGRESS 2019

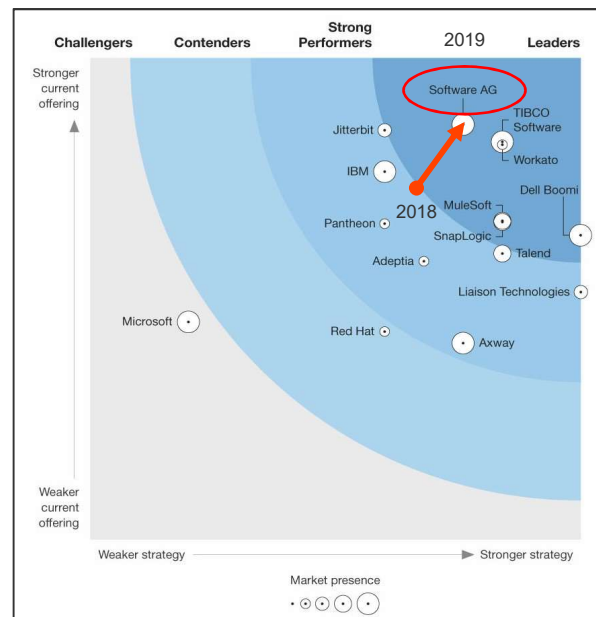
**Gartner**

API Management



**FORRESTER**

Hybrid Integration



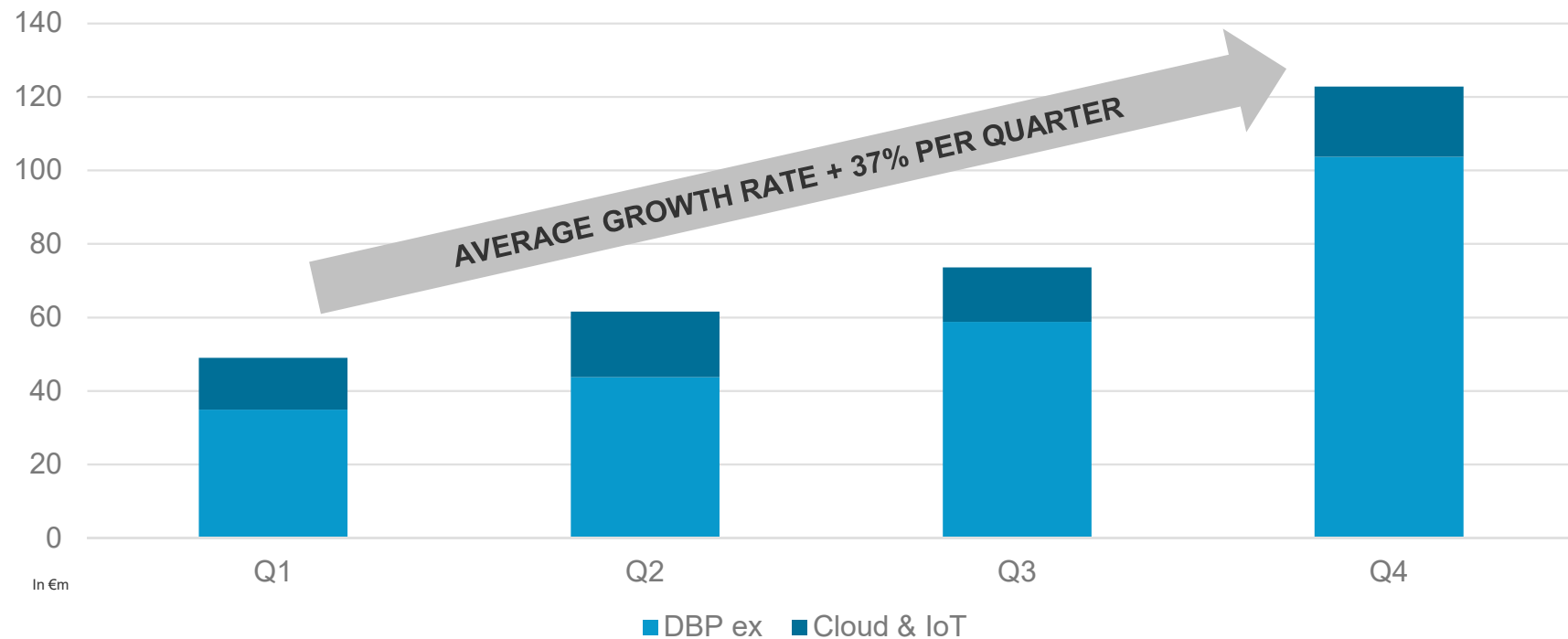
**Gartner**

Industry IoT



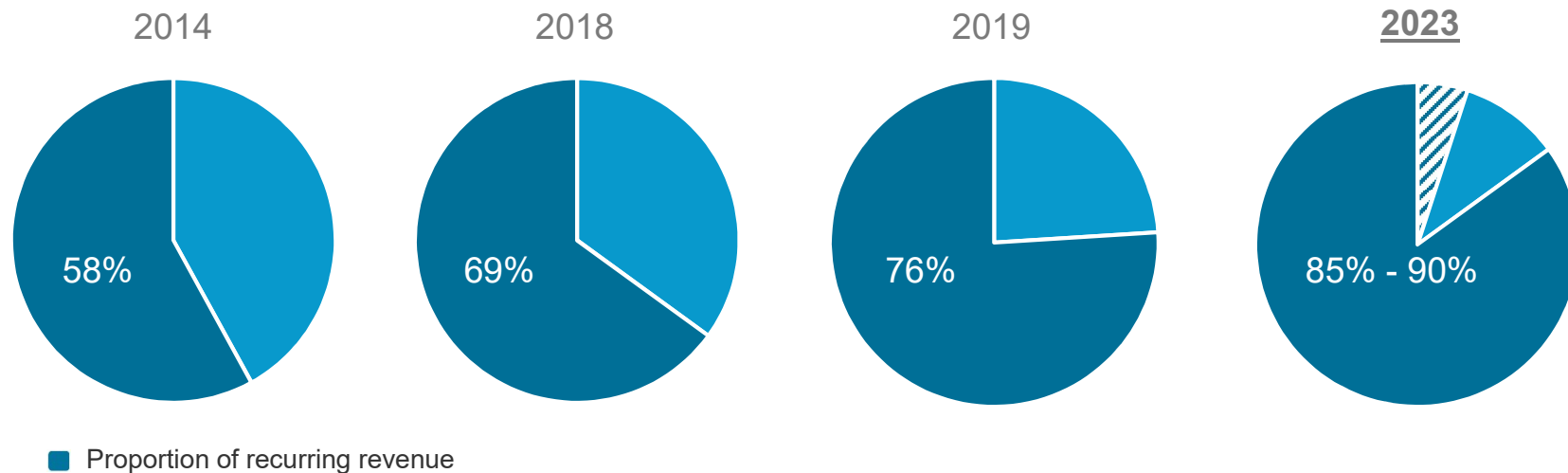


## ORDER INTAKE IN 2019 GREW CONTINUOUSLY BOOKINGS GROWTH



## RECURRING PRODUCT REVENUE CONTINUES TO GROW DEMONSTRATING OUR SHIFT TO MORE PREDICTABLE SALES

Software AG Product Business

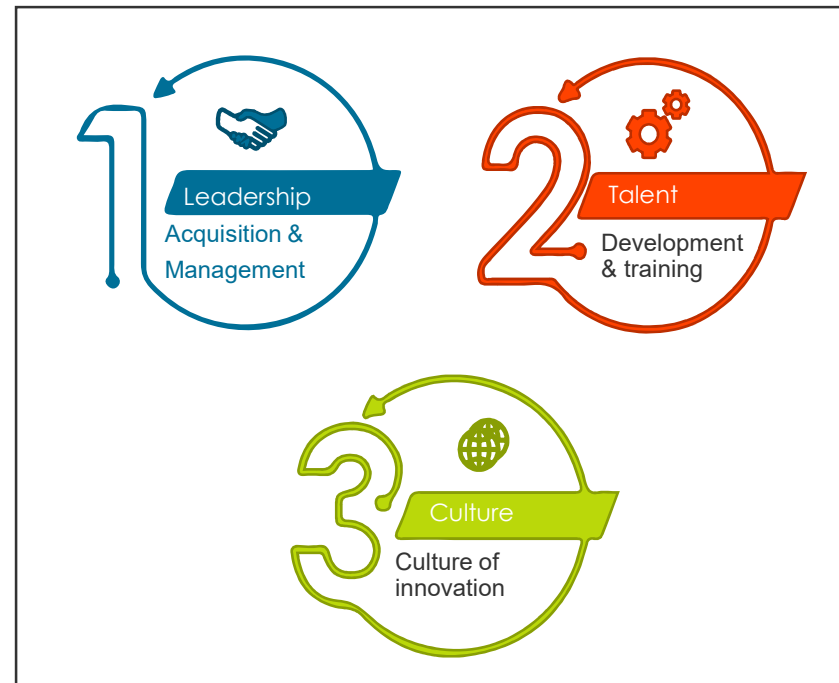
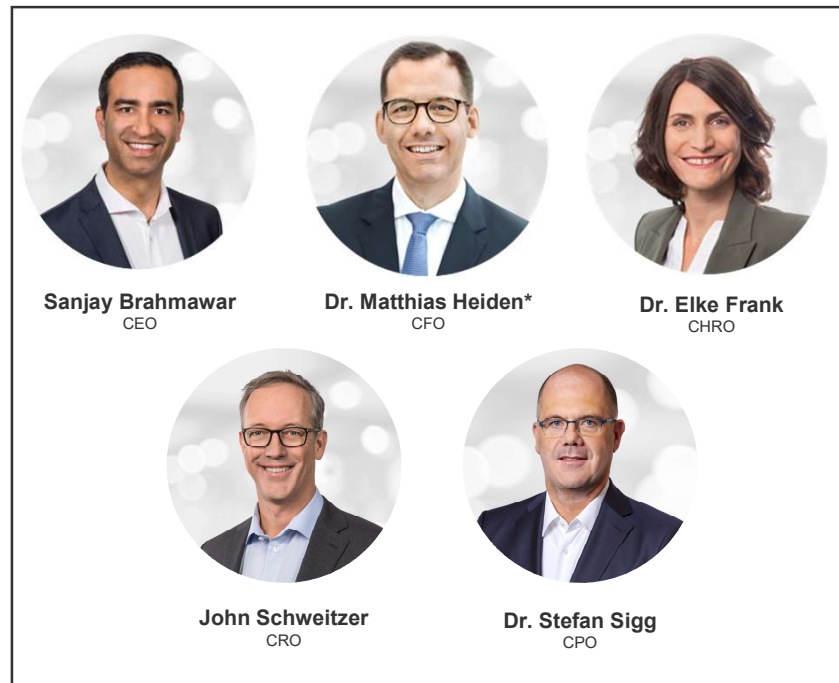


# SALES EXCELLENCE AND HYPERSCALER PARTNERS SUCCESS IN 2019



# PEOPLE & CULTURE TRANSFORMATION

## SIGNIFICANT PROGRESS SINCE 2019



# CORPORATE SOCIAL RESPONSIBILITY

## PUTTING PURPOSE INTO PRACTICE



*We Connect Technology and People for a Smarter Tomorrow*

# BUSINESS RESULTS 2019

## SOLID PERFORMANCE

### Headline Figures

**Group Sales**  
€ 890,6 m  
+ 1 %

**A&N Revenue**  
+ 3 %

**EBITA  
(non-IFRS)**  
€ 260.3 m

**Free  
Cashflow  
2019**  
€ 146 m

### Lead Indicators

**Recurring  
portion of  
product sales**  
76%

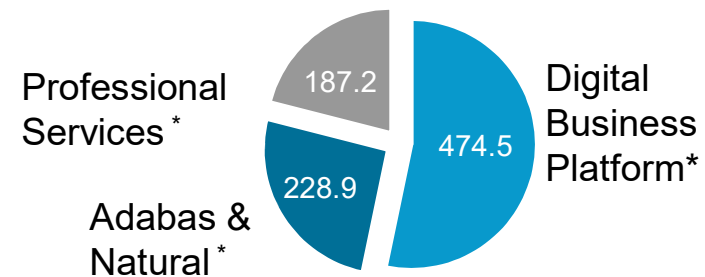
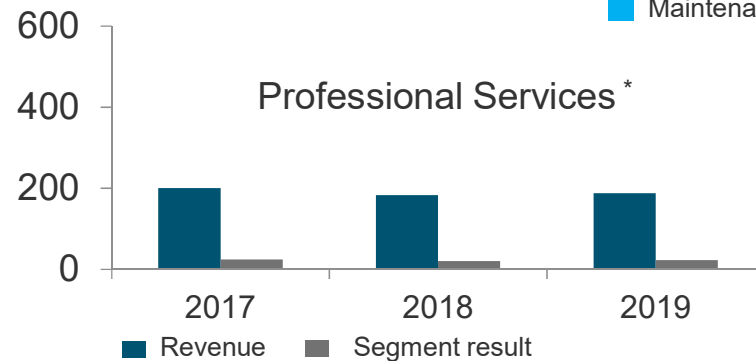
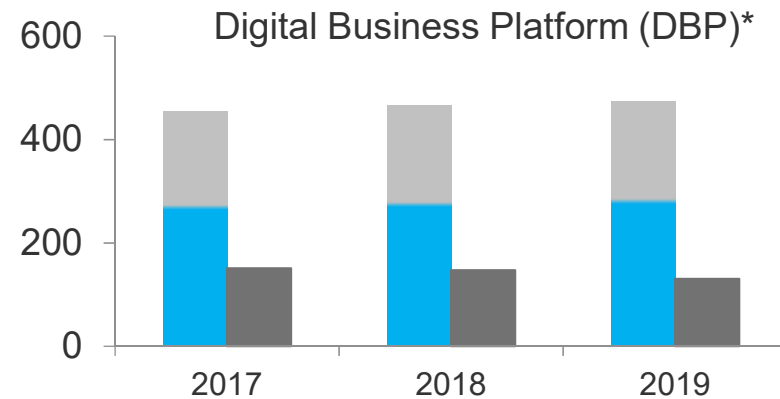
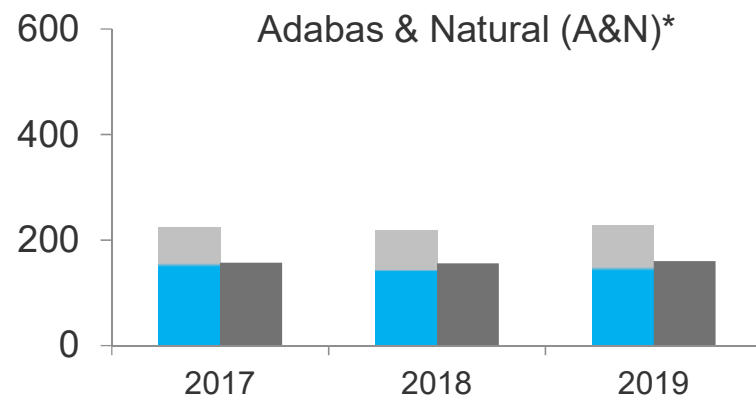
**SaaS/Subs as  
% of DBP\*  
Bookings**  
51.5%

**DBP\*  
Bookings**  
€ 307 m

**DBP\* Annual  
Recurring  
Revenue**  
+ 10 %

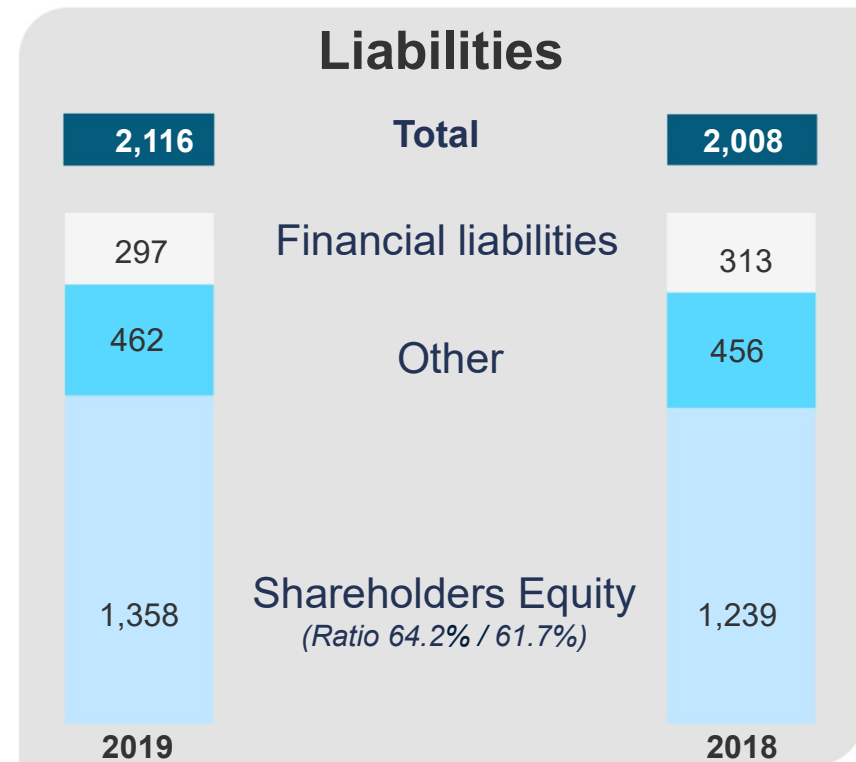
# REVENUE AND PROFIT 2019

## DIVISIONAL CONTRIBUTION



# CONSOLIDATED BALANCE SHEET

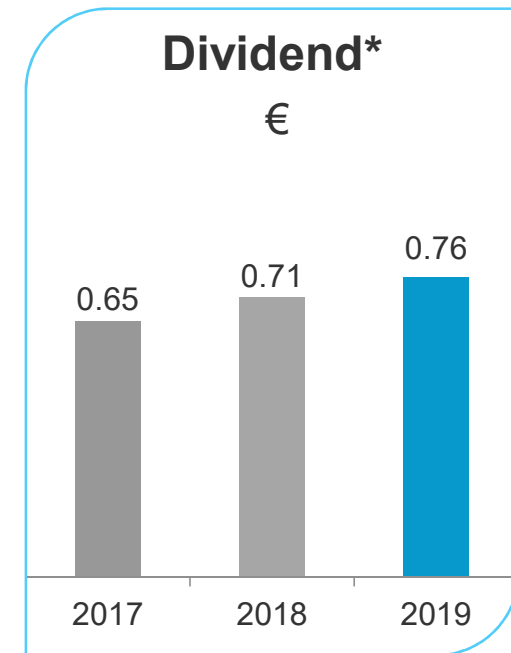
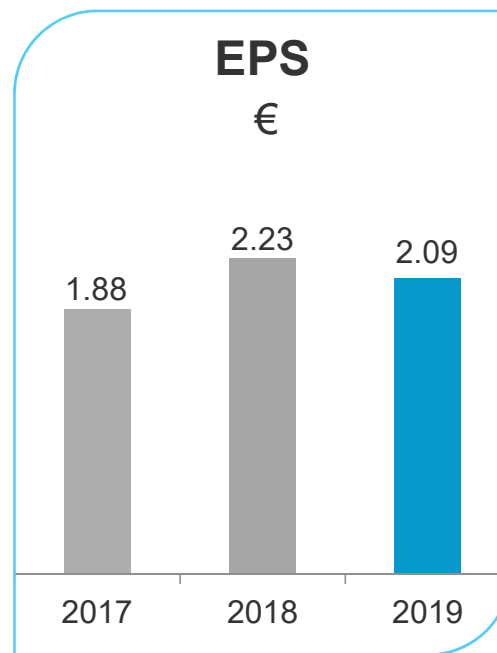
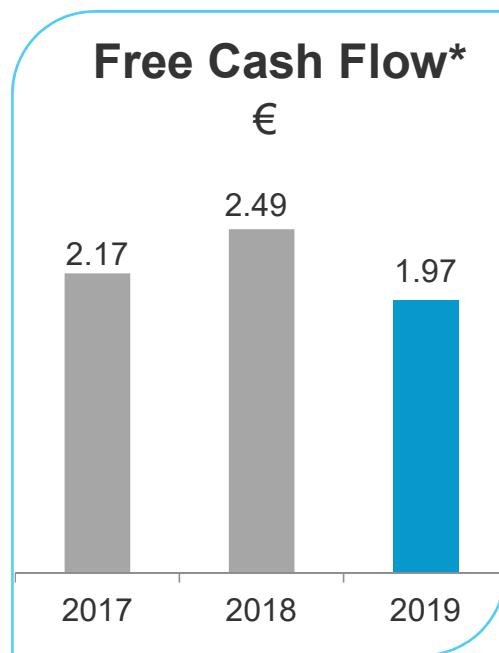
## ROBUST FOUNDATION





## BASIS FOR AN INCREASED DIVIDEND

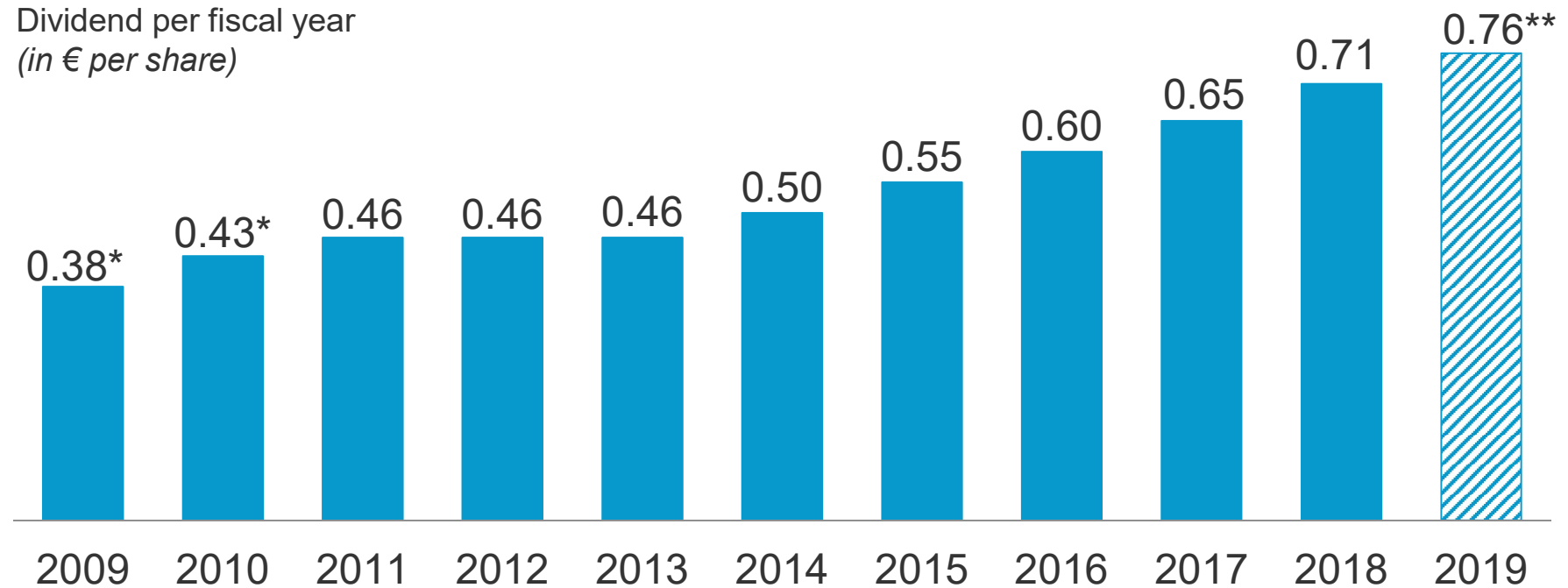
### STRONG CASH FLOW AND EARNINGS



# DIVIDEND POLICY

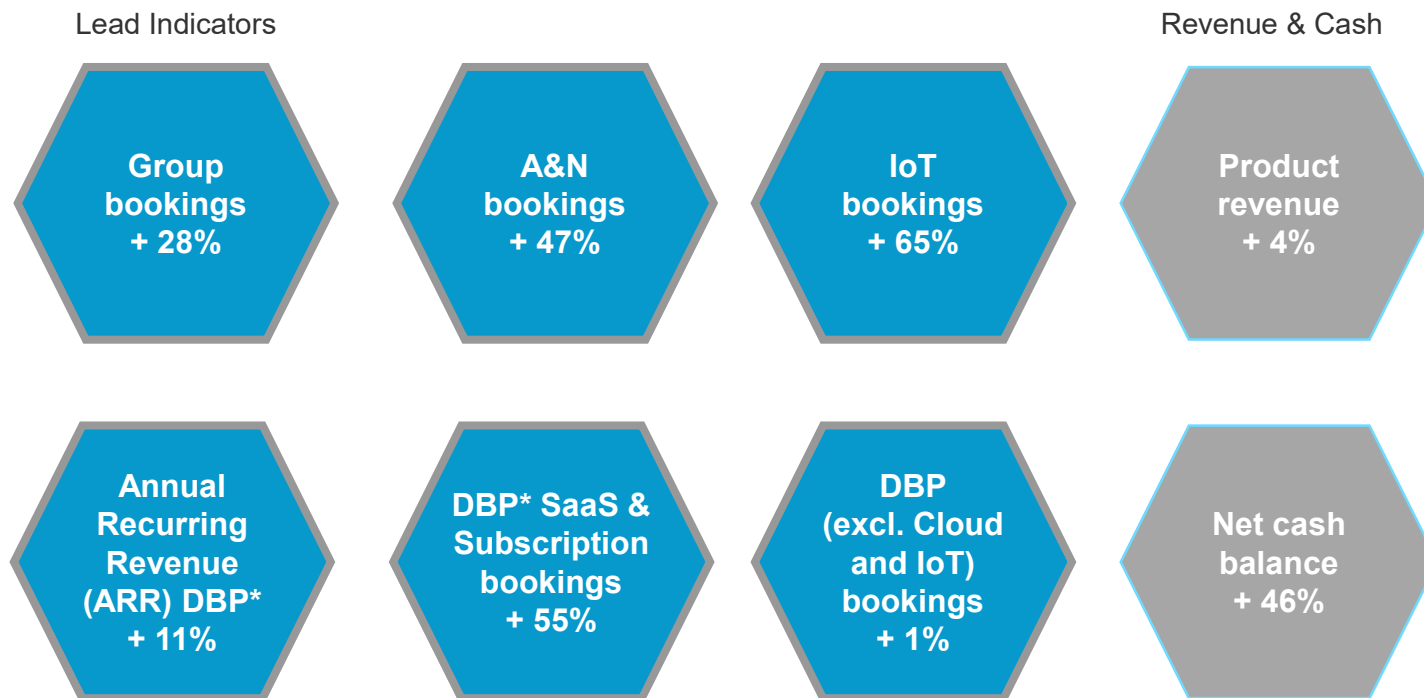
## FOCUS ON CONTINUITY

Dividend per fiscal year  
(in € per share)

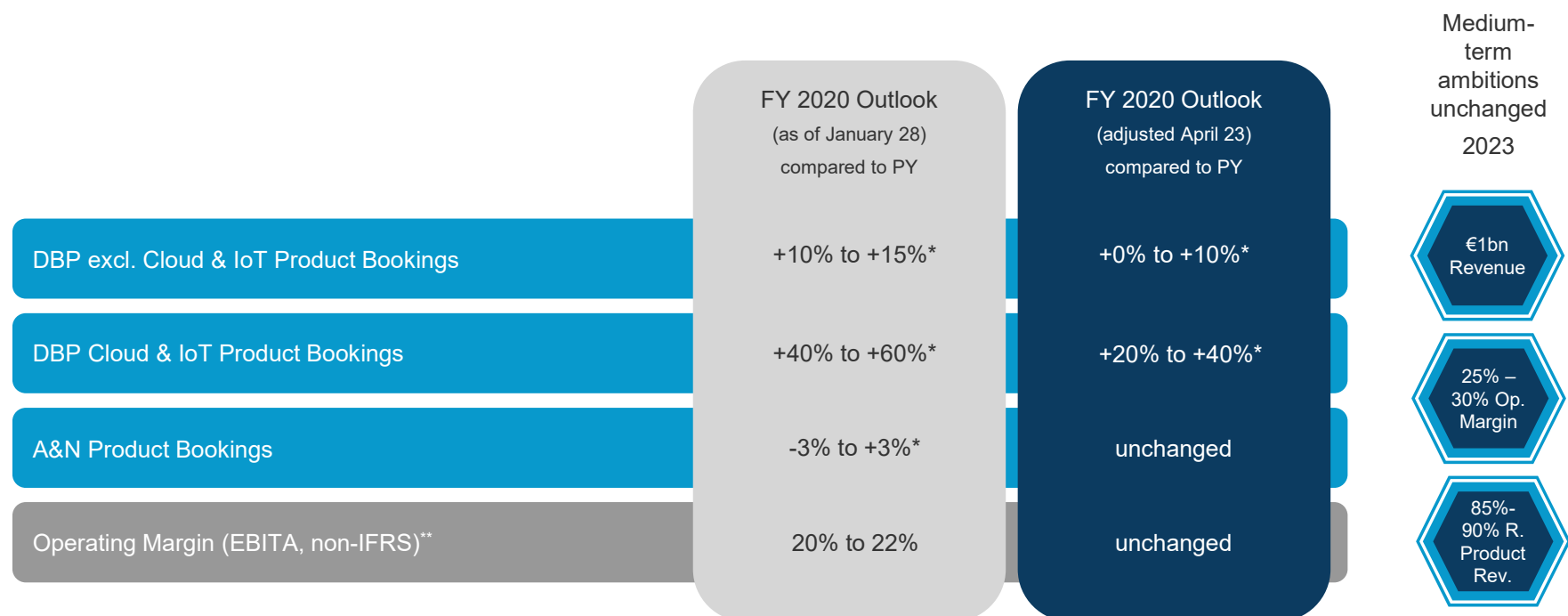


# Q1 HIGHLIGHTS 2020

## HELIX BENEFITS COMING THROUGH

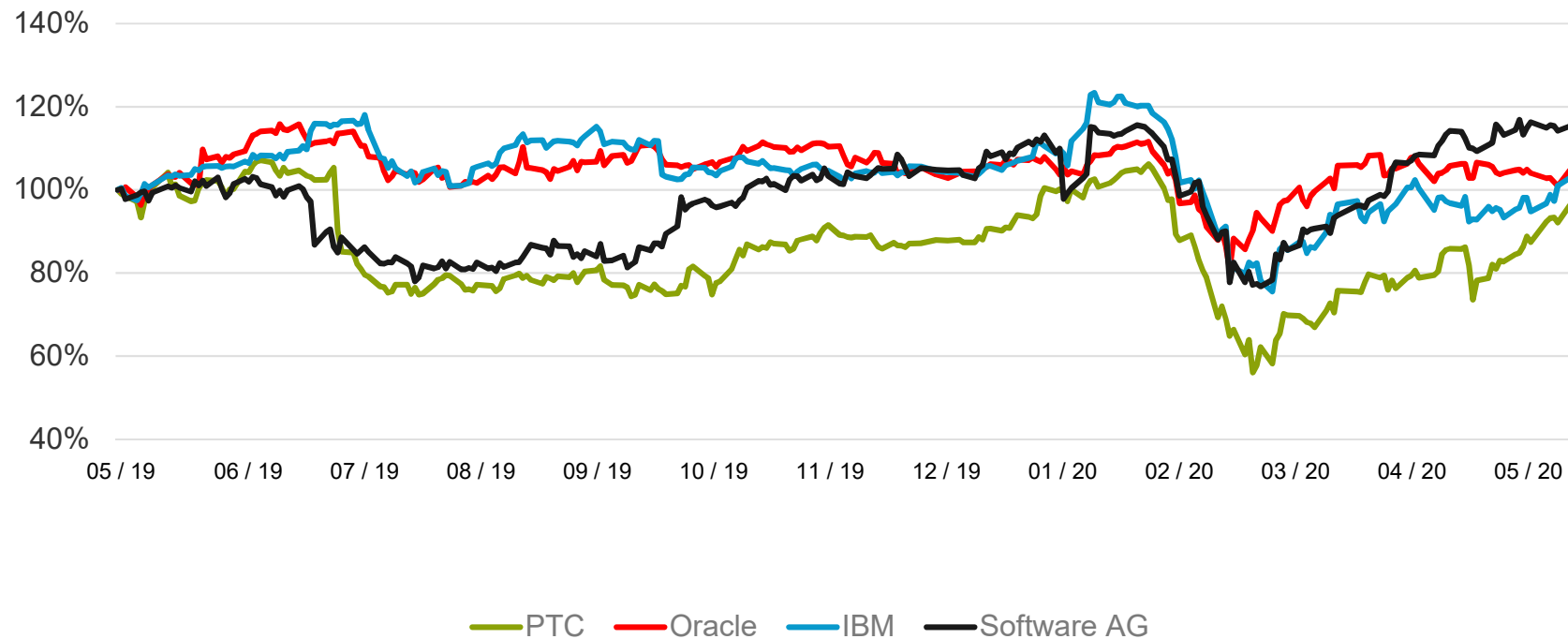


# FY 2020 OUTLOOK



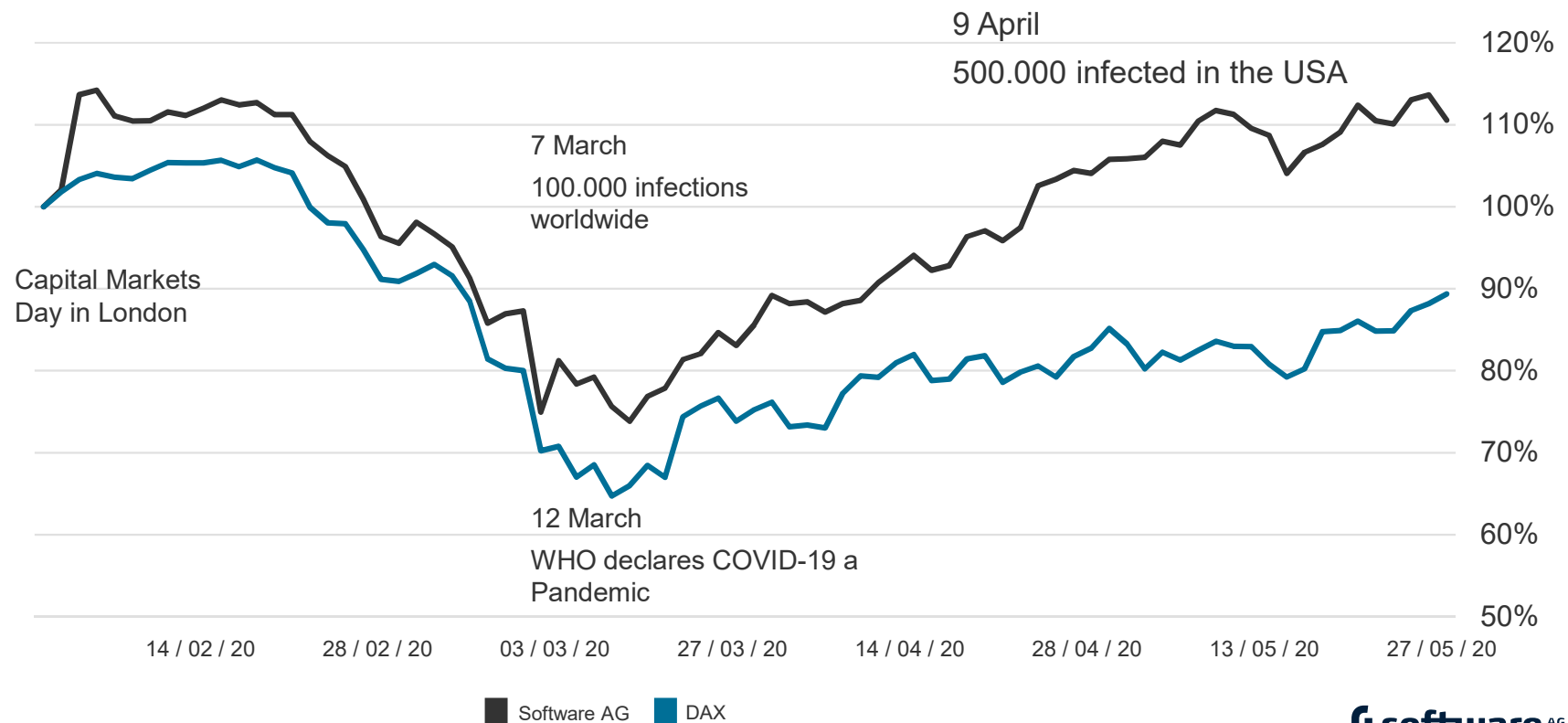
# 1 YEAR SHARE PRICE DEVELOPMENT

## STRATEGIC LOGIC AND FINANCIAL RESILIENCE



# SOFTWARE AG SHARE PRICE

## MARKET REACTION DURING COVID-19



# SHARE OWNERSHIP

## 10 MAJOR INSTITUTIONS INCREASED HOLDINGS SINCE HELIX

Software AG Foundation

Institutional Investors

Private Investors

Category	Percentage
Software AG Foundation	33.7%
Institutional Investors	59.9%
Private Investors	6.4%

Share Info

Number of shares: 74 million (IPO: 87m)

Thereof Free Float: ~ 66%

Own Shares: 20.111 (not entitled to dividends)\*

Indices: MDAX, TecDAX, DAX100

Listed at Frankfurt stock exchange since April 1999

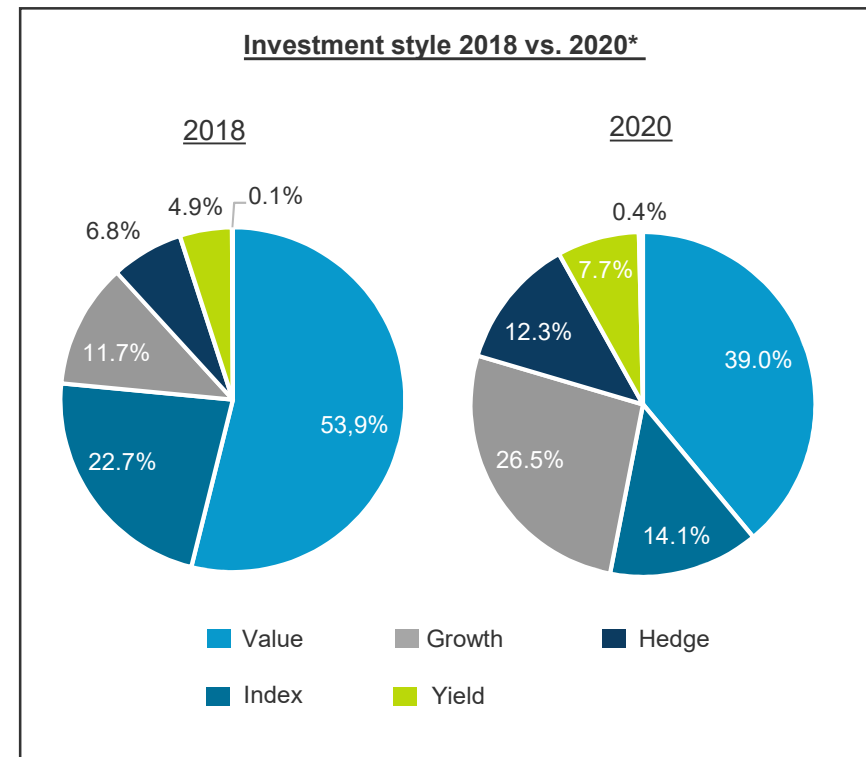
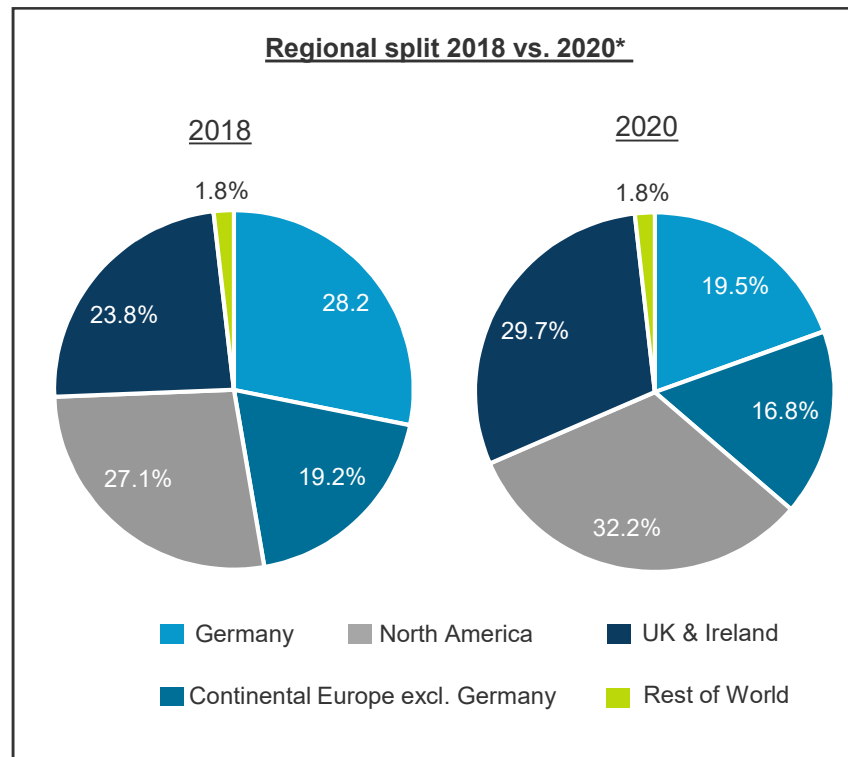
Registered shares since October, 2017

Major Institutional Shareholders\*\*

Investor	Number of Shares	Share %
Fidelity International Limited - FIL Investments International	3.722.155	5.03%
Schroder Investment Management, LTD	3.630.720	4.91%
Allianz Global Investors GmbH	2.206.584	2.98%
Norges Bank Investment Management (Norway)	1.713.676	2.32%
Janus Henderson Investors (U.K.)	1.610.858	2.18%
The Vanguard Group, Inc.	1.495.211	2.02%
BlackRock, Inc	1.407.568	1.90%
Beutel Goodman & Company, LTD	1.071.464	1.45%
Deka Investment GmbH	990.708	1.34%
J.P. Morgan Asset Management (UK), LTD	924.703	1.25%
INVESCO Asset Management, LTD (U.K.)	716.280	0.97%
Evli Fund Management Company, LTD	467.650	0.63%
Nordea Investment Management AB (Denmark)	410.049	0.55%
Cartesio Inversiones, S.G.I.I.C., S.A.	381.679	0.52%
NNIP Advisors B.V.	348.000	0.47%

# NEW STRATEGY ATTRACTS GROWTH INVESTORS

## INCREASED SHARE OF INVESTORS FROM THE USA AND UK





## 2020 PRIORITIES

SHARP FOCUS ON KEY INVESTMENT AREAS



# OPPORTUNITY AND STRATEGY UNCHANGED

## LOOKING TOWARDS THE MEDIUM TERM

### Clear Opportunity



### Demonstrating Momentum



### Robust Foundations

Integration  
Platform  
market

\$18bn by 2022

IoT Platform  
Market

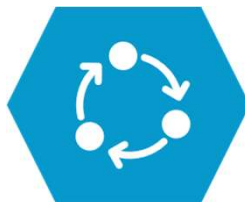
\$25.6bn by  
2023



Solid Q1  
execution



Winning  
competitively



Transformation  
continues



Driving  
subscription



Strong financial platform



Mission-critical product  
positioning



Strong customer relationships



2023 mid-term objectives  
remain unchanged

