



Annual General Meeting 2021

Sanjay Brahmawar, Chief Executive Officer



The spoken word shall prevail.

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Safe Harbor

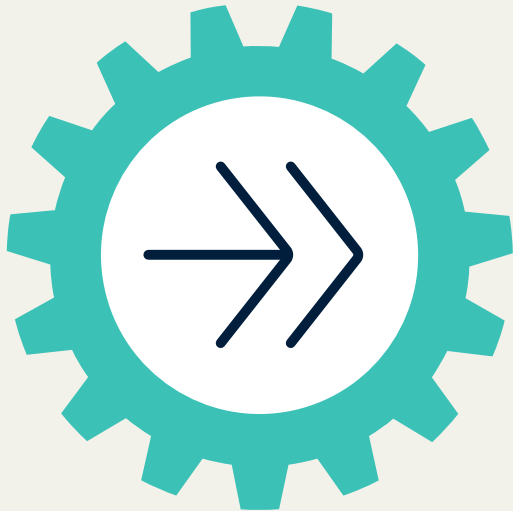
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Transforming with purpose

2020 was a year of continued progress in our Helix journey

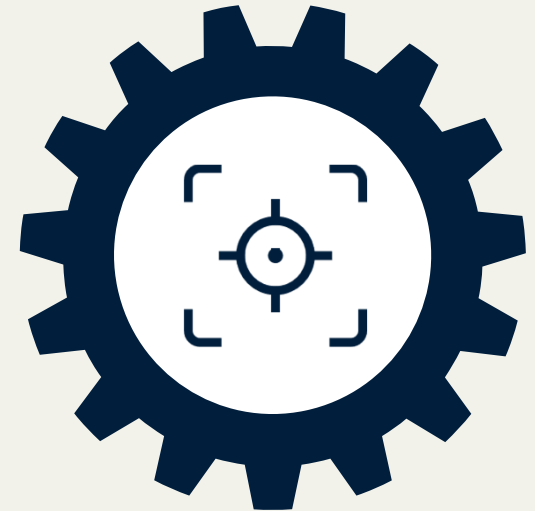
MOMENTUM



CONSISTENCY

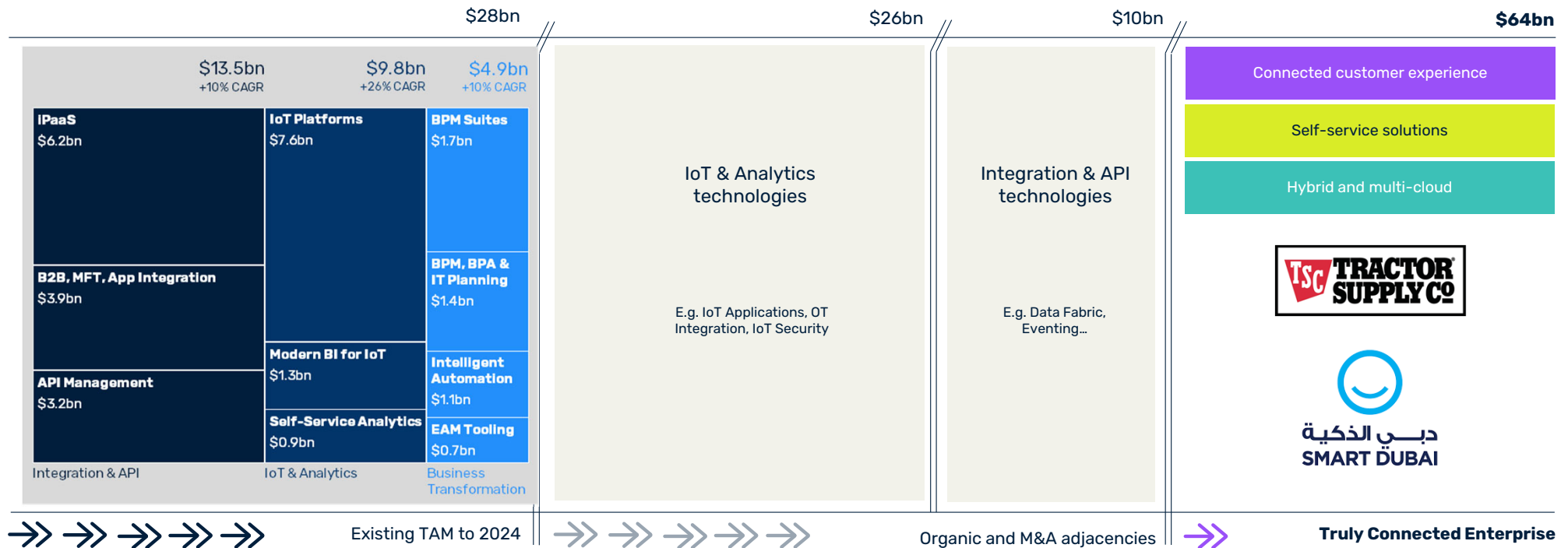


CONVICTION



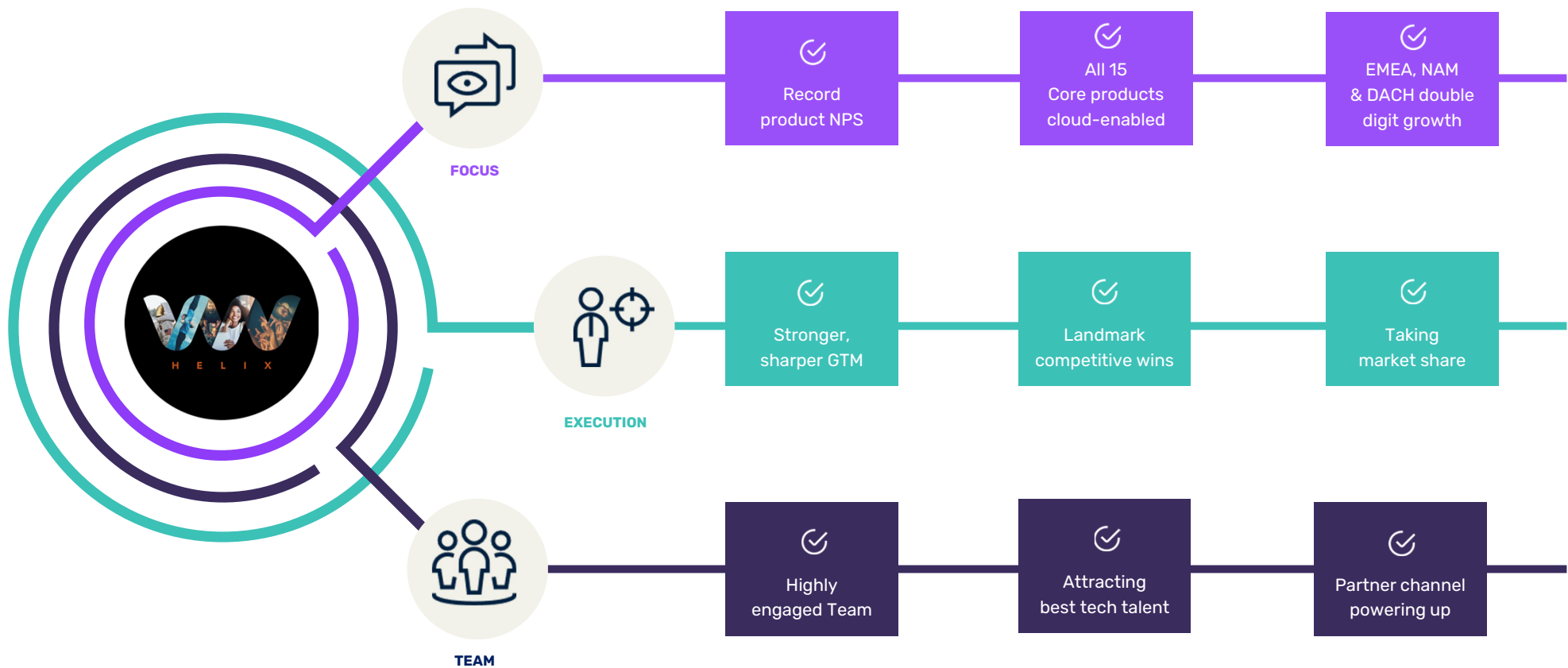
Toward and beyond 2023

Already shaping and unlocking the \$64bn Truly Connected Enterprise opportunity



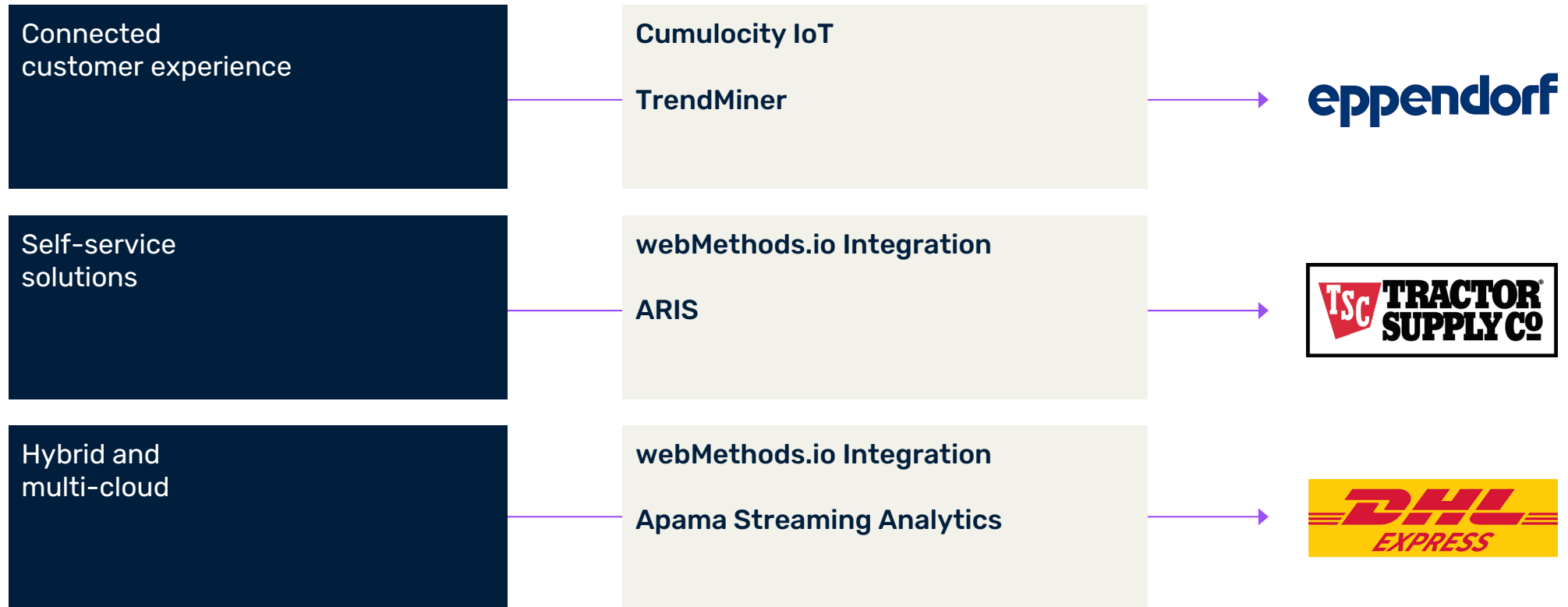
Executing against plan

Commitments made. Commitments delivered.



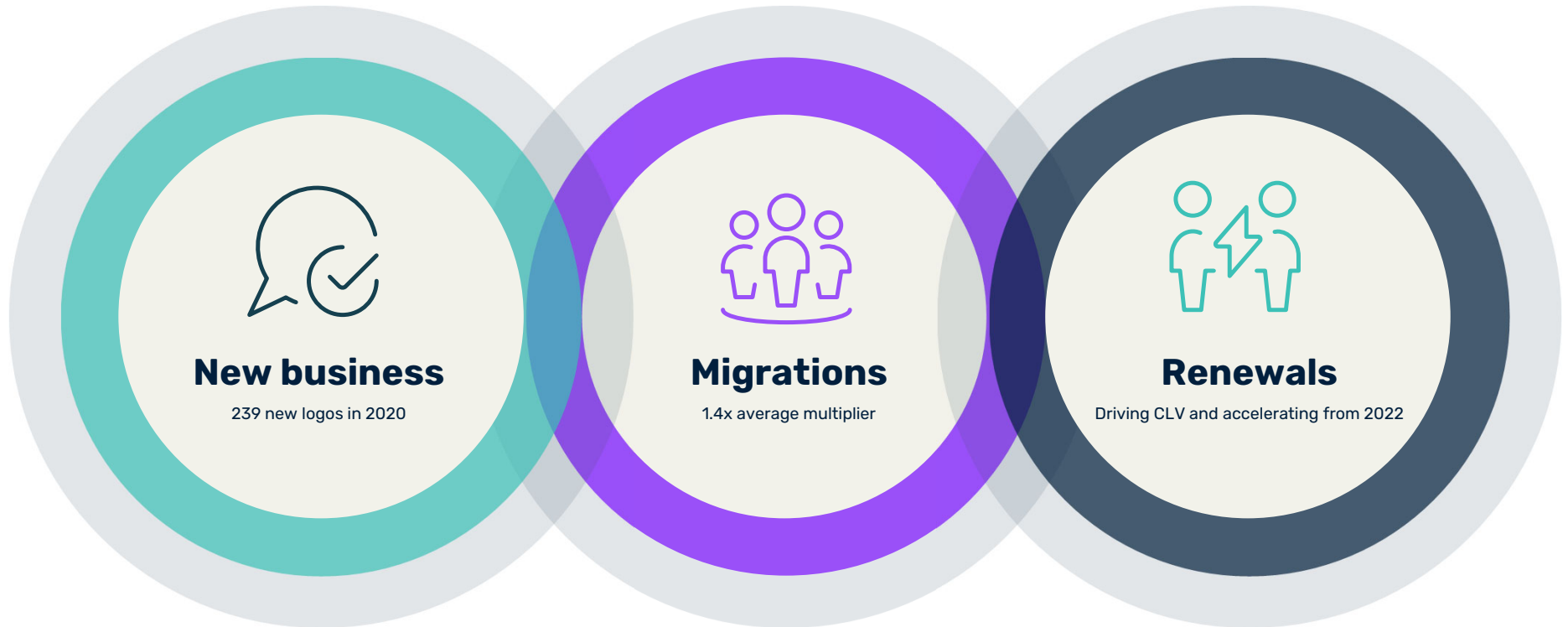
Focus: the digital fabric of a changing, connected world

Already powering the wave of change



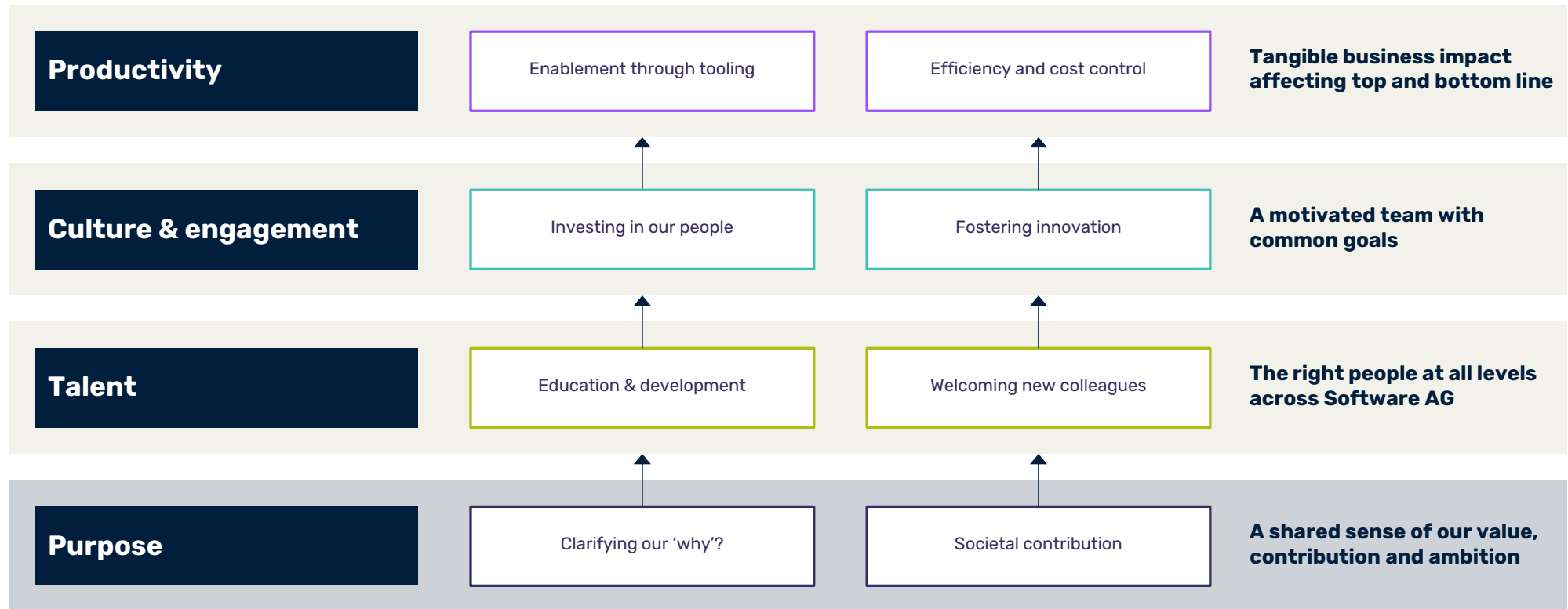
Execution: driven by 3 clear growth layers

Refocused sales engine making a clear impact in the market



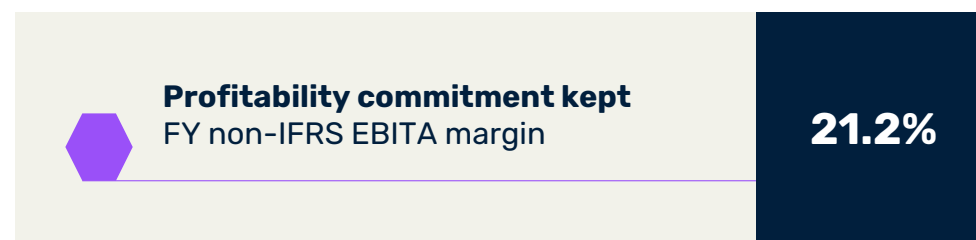
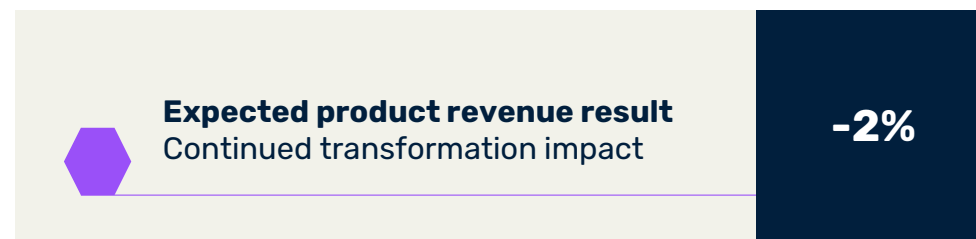
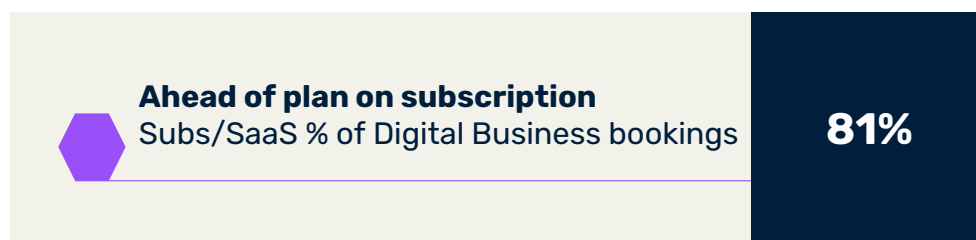
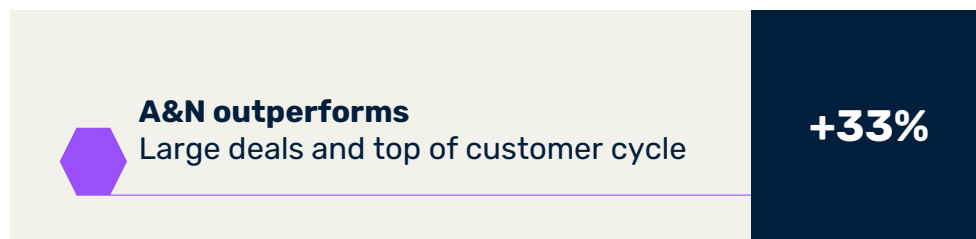
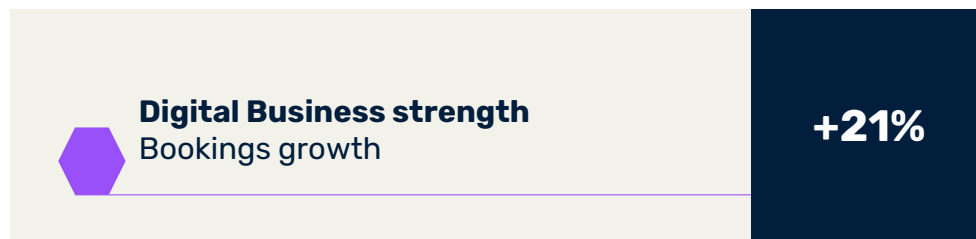
Team: purpose, people, productivity

Connecting people and technology for a smarter tomorrow



2020 financial results

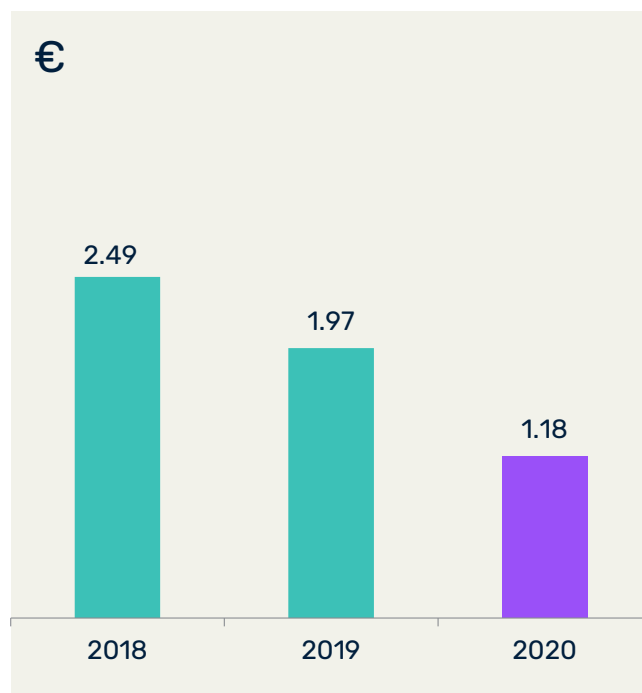
Transformation actions delivering results



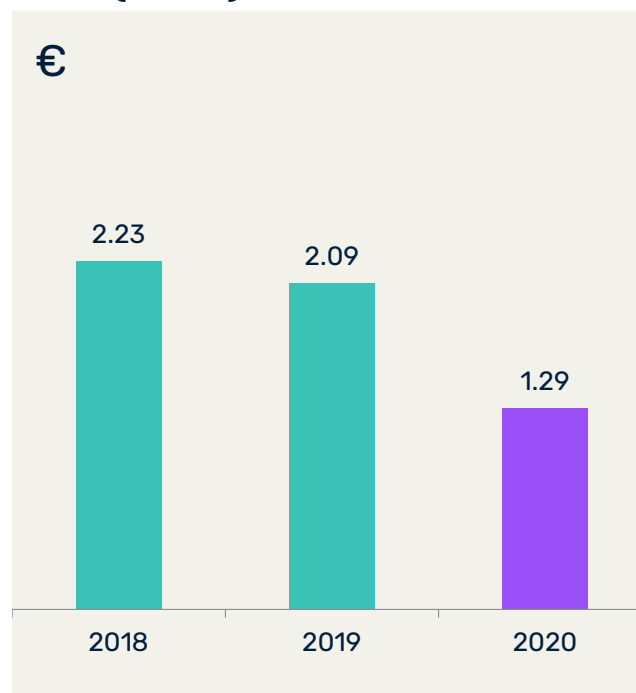
2020 dividend

Ongoing commitment to return value to shareholders

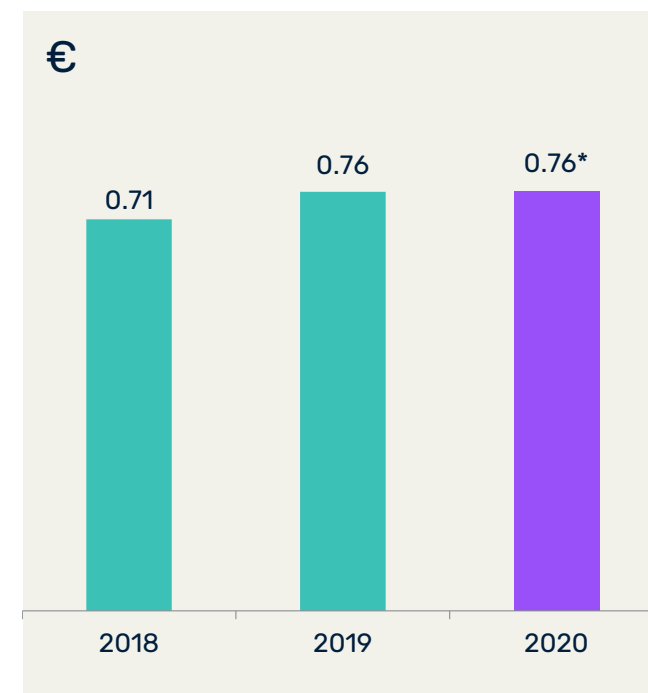
Free cash flow (per share)



EPS (IFRS)



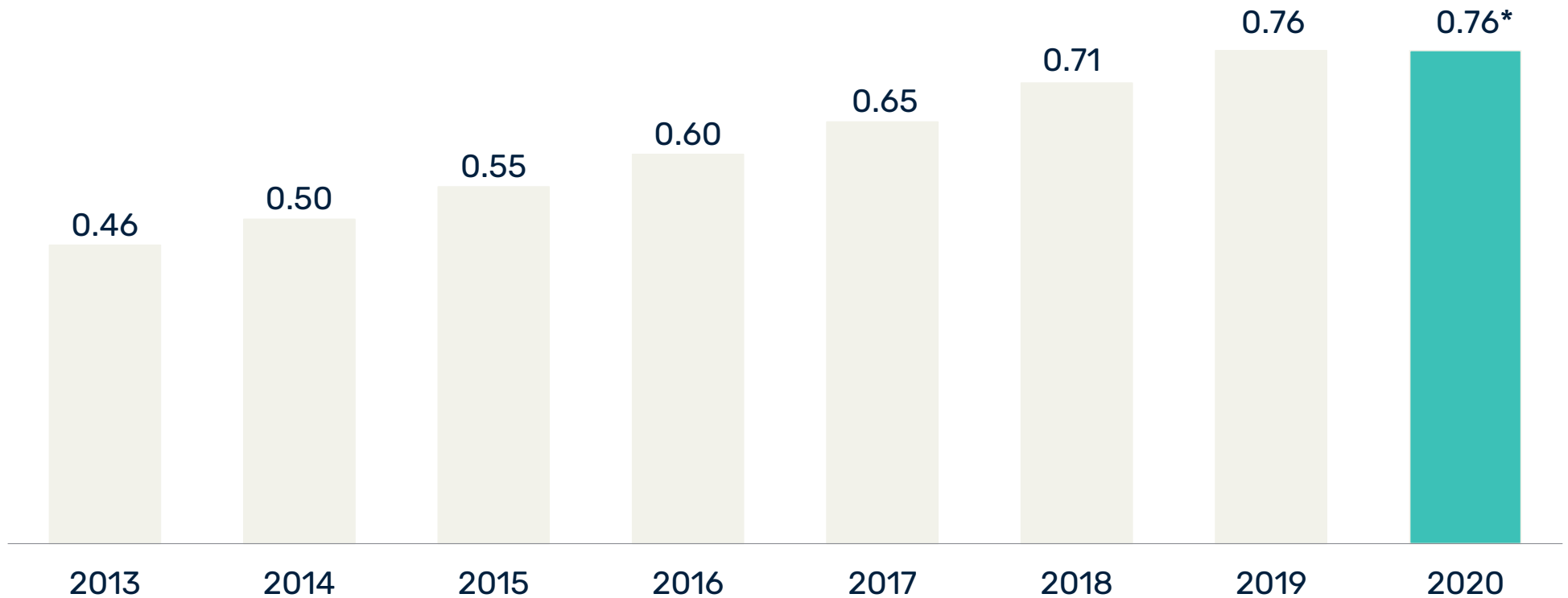
Dividend (per share)



* Dividend proposed to 2021 Annual General Meeting

Dividend consistency

Consistent policy to return value

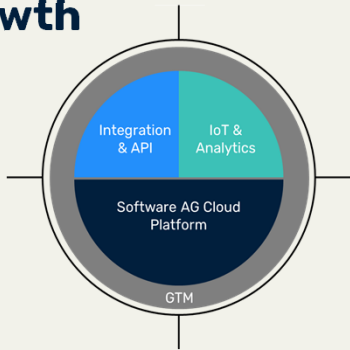


* Dividend proposed to 2021 Annual General Meeting

M&A

A long-term lever to build upon our organic goals

Targeting growth



Two investment themes

- **Reinforce the core:** bolster capabilities in existing markets, expand share of our existing TAM
- **Augment the core:** enter fast-growth adjacencies, increase the overall size of our TAM

Programmatic approach

- PMI capabilities established
- “String of pearls” approach

Clear criteria

- Small to mid-size growth companies
- Subscription business models
- Clear GTM and/or innovation fit

Resolutions on capital measures to maintain flexibility

Comments on select agenda items (abridged)



TOP 8

Resolution to create
authorized capital



TOP 9

Resolution to create
new conditional
capital



TOP 10

Resolution to buy
back shares

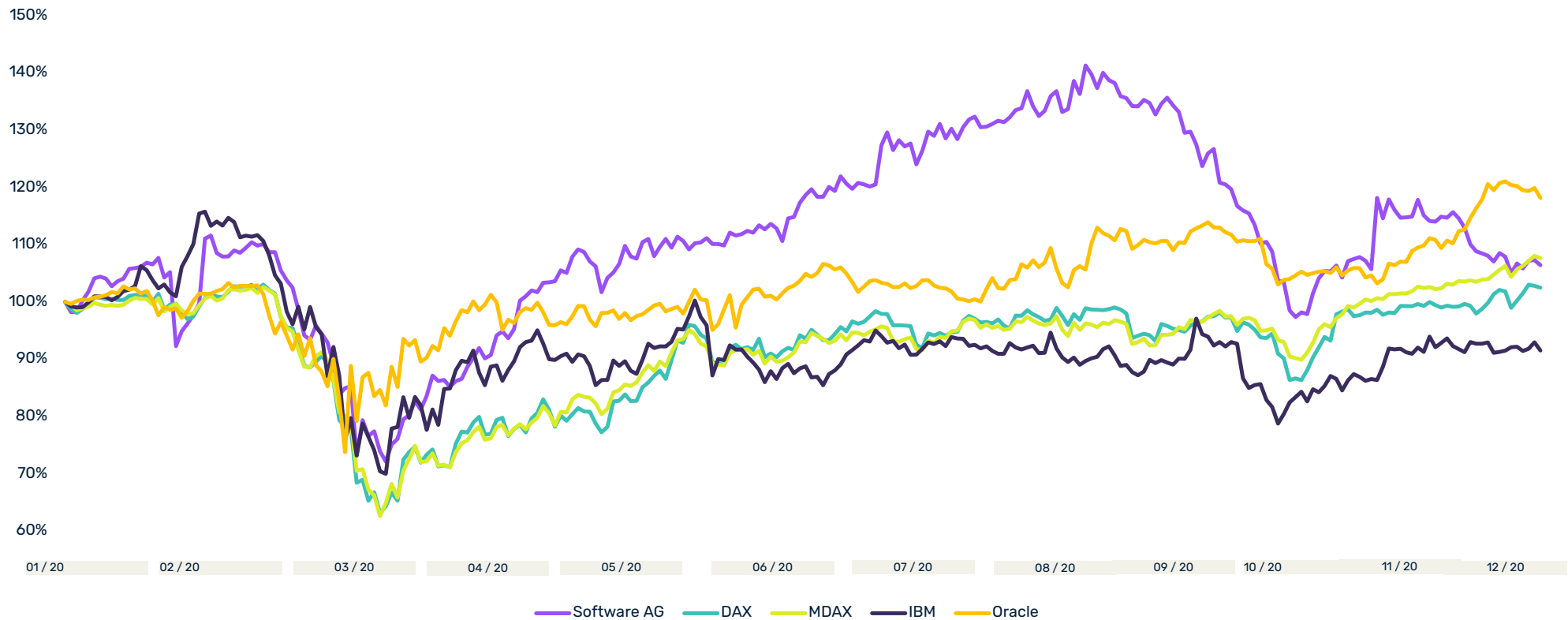


TOP 13

Resolution on
domination and profit
and loss transfer
agreement with
Cumulocity GmbH

Share price development

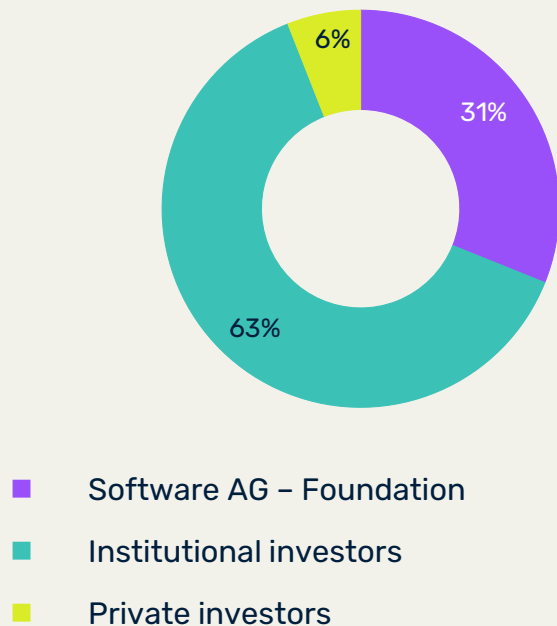
Robust performance despite pandemic conditions and malware incident



Shareholder base development

10 major institutions increased holdings since the start of Helix

Shareholders in Software AG



Share info

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

Thereof free float: ~ 69%

Own shares: 20,111 (not entitled to dividends)*

Indices: MDAX, TecDAX, DAX100

Listed at Frankfurt stock exchange since April 1999

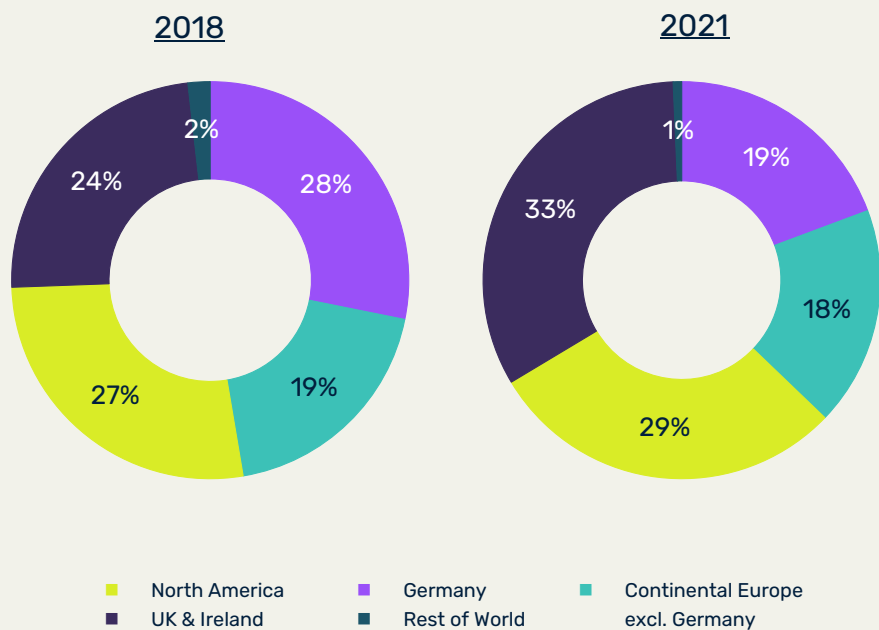
Registered shares since October 2017

* According to article 71, section 3 AktG (German Stock Corporation Act)

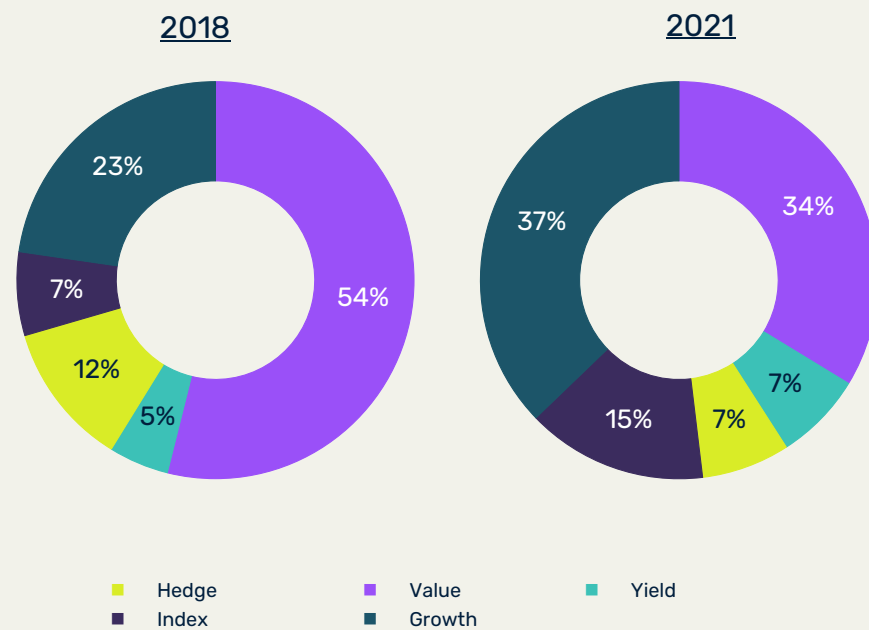
New strategy attracts growth investors

Increased share of investors from the USA and UK

*Regional split 2018 vs. 2021



*Investment style 2018 vs. 2021



* Institutional investors only, 2018 shares based on SID Jan 2019 and 2021 shares based on SID February, 2021

2021 guidance

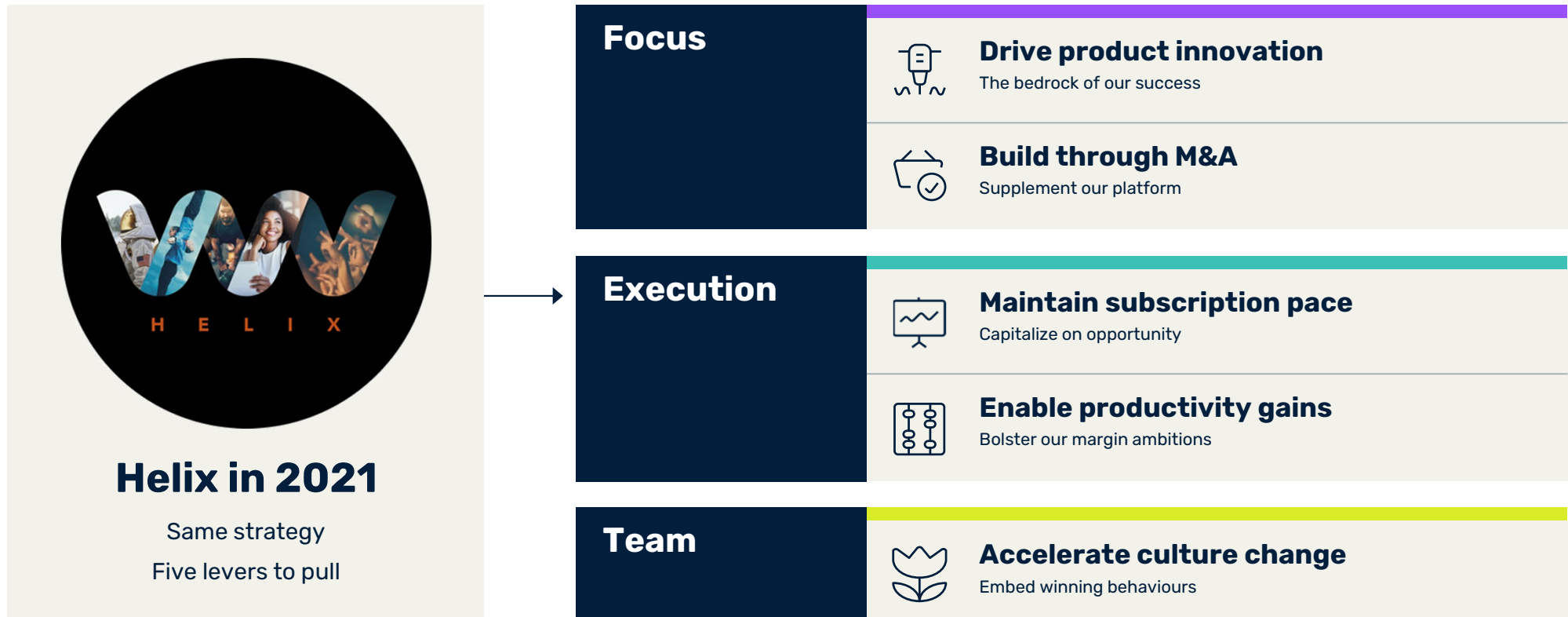
Confident in our outlook for the 2021 full year

	FY 2020	FY 2021 outlook
Digital Business bookings	€360.7m	+15% to +25%*
A&N bookings	€129.0m	-30% to -20%*
Total product revenue	€671.1m	0% to +5%*
Operating margin (EBITA, non-IFRS)**	21.2%	16% to 18%

* At constant currency ** Adjusted for non-operating factors (see non-IFRS earnings definition)

2021 focus and priorities

From here we accelerate



Q1 headline numbers

Performing in line with our 2021 plan

 Digital Business bookings +21% driven by strong demand	€67.4m	 Operating margin (EBITA, non-IFRS) Reflecting incremental Helix investment	13.4%
 A&N bookings In-line with expected A&N phasing	€21.4m	 Sub/SaaS % of Digital Business bookings Continued strong progress	81%
 Total product revenue A&N impact and subscription shift	€146.5m	 Recurring revenue Ahead of 2023 85% target	89%

Acceleration in action

Pursuing multiple drivers for business growth

New logo acquisition



68

New logos Q1

21%

YoY increase



Migration



Customers adopting new innovations



1.4x

Ø multiplier

Subscription renewal



F500

Oil & Gas webMethods upsell

Supported by customer success



Co-sell

Investing with impact

Right products, right markets, right results

DACH

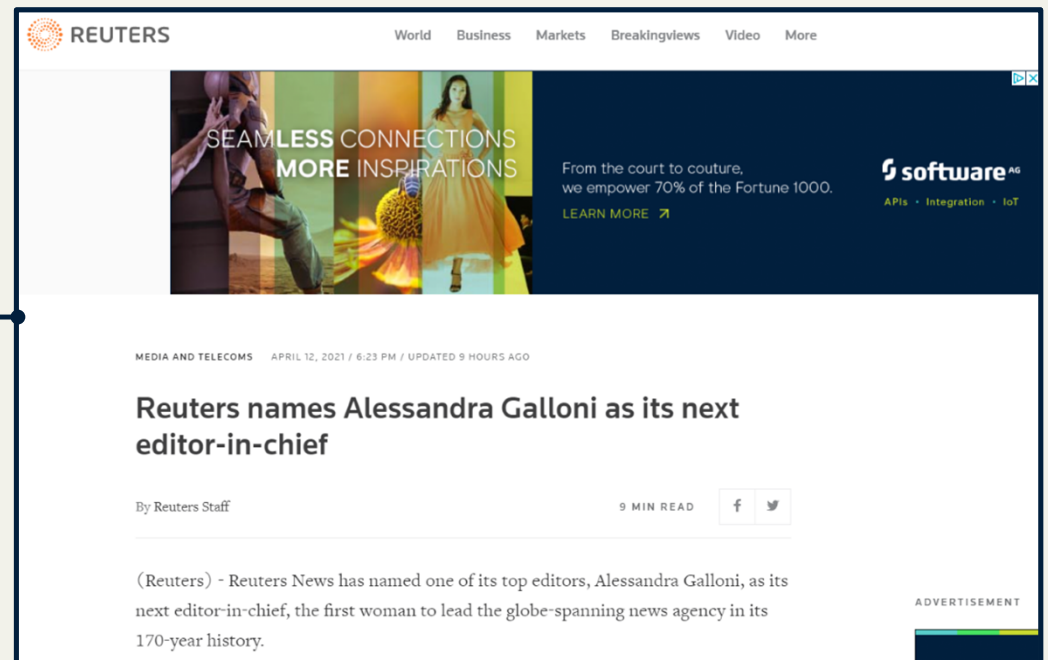
- Mittelstand program proving highly effective
- 5 deals closed in Q1
- >70 new logos in pipeline

NAM

- Marketing investment targeting 500 key accounts
- ~1 year of MQLs anticipated

Partner ecosystem

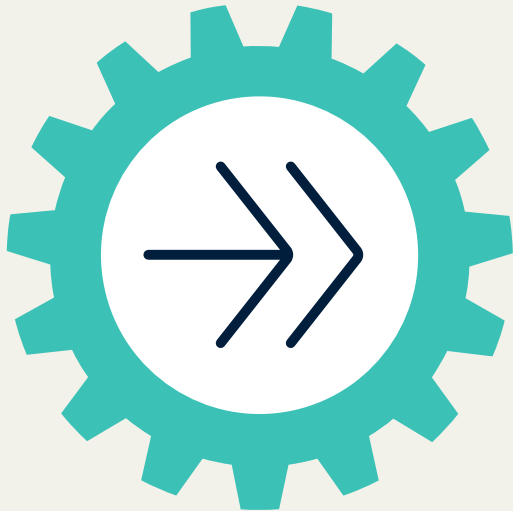
- Incremental Digital Business bookings up >50%
- >200 new partner opportunities registered in Q1



Closing

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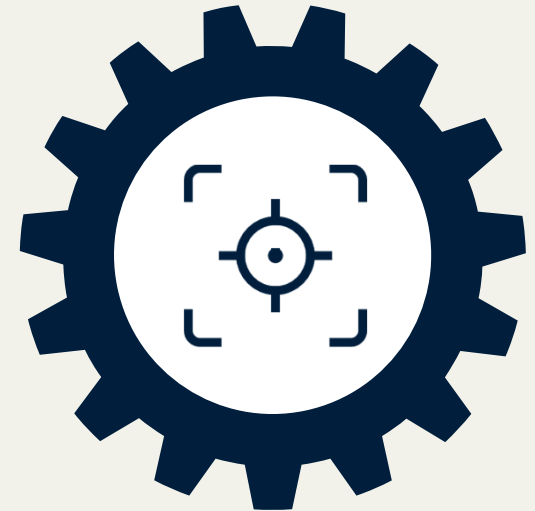
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