Financial Results
4th Quarter & Full Year 2013
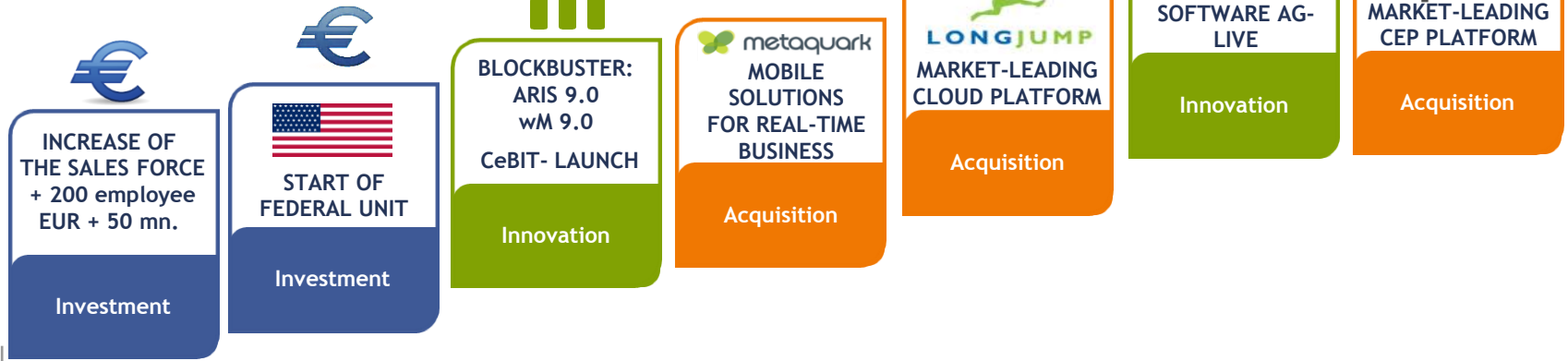**(IFRS, unaudited)**

Karl-Heinz Streibich,
CEO Software AG
January 28, 2014

Safe harbor

This presentation contains forward-looking statements based on beliefs of Software AG management. Such statements reflect current views of Software AG with respect to future events and results and are subject to risks and uncertainties. Actual results may vary materially from those projected here, due to factors including changes in general economic and business conditions, changes in currency exchange, the introduction of competing products, lack of market acceptance of new products, services or technologies and changes in business strategy. Software AG does not intend or assume any obligation to update these forward-looking statements.

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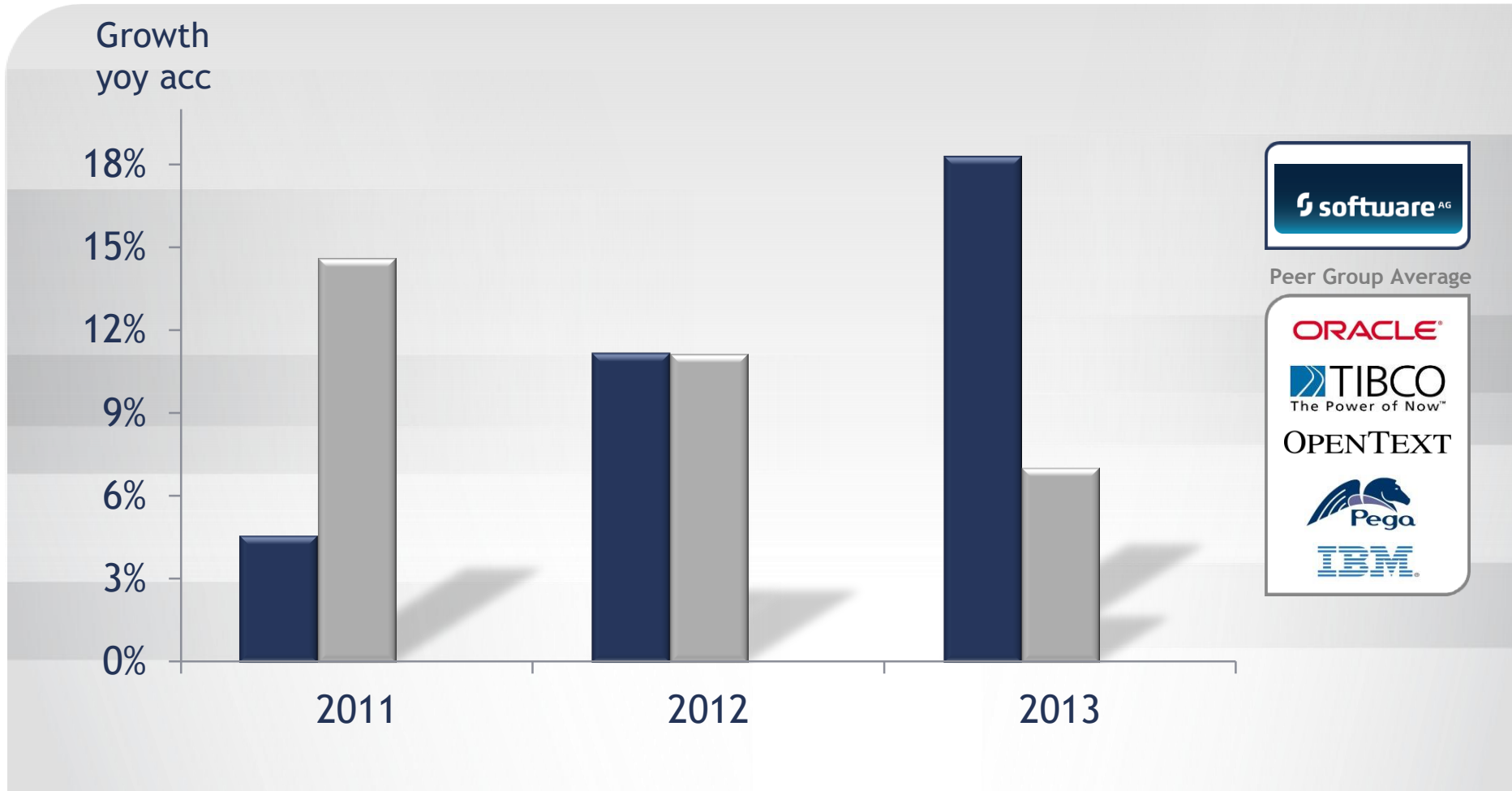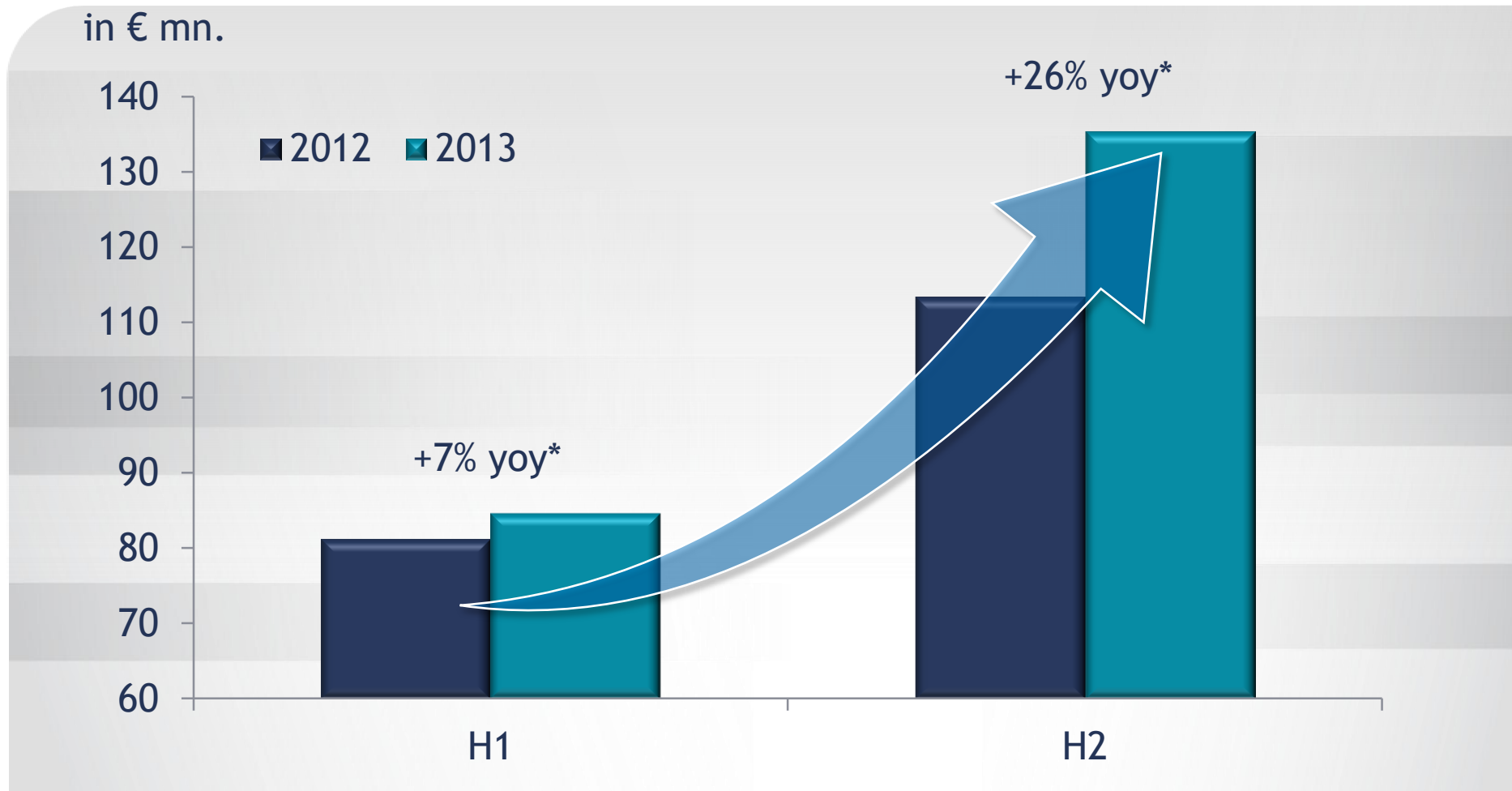
Highlights 2013

H1

INCREASE OF THE SALES FORCE + 200 employee EUR + 50 mn.

Investment

START OF FEDERAL UNIT

Investment

BLOCKBUSTER: ARIS 9.0 wM 9.0 CeBIT- LAUNCH

Innovation

metaquark
MOBILE SOLUTIONS FOR REAL-TIME BUSINESS

Acquisition

LONGJUMP
MARKET-LEADING CLOUD PLATFORM

Acquisition

LAUNCH OF THE NEW CLOUD-BASED PLATFORM SOFTWARE AG- LIVE

Innovation

alfabet
PROVIDER FOR EA AND IT-PORTFOLIO MGMT.
Apama
MARKET-LEADING CEP PLATFORM

Acquisition

H2

LARGEST US BPE-DEAL

Deal

Gartner
LEADER IN THE AREA OF APPLICATION INTEGRATION

Innovation

JACKBE®
REAL-TIME ANALYSIS PLATFORM (IBO)

Acquisition

LARGEST EMEA BPE-DEAL

Deal

BIGGEST EVER INNOVATION WORLD + 1,000 VISITORS

Event

Gartner
FORRESTER
LEADER IN 14 MARKET CATEGORIES

Innovation

THE DIGITAL ENTERPRISE
INDUSTRY THOUGHT LEADERSHIP

Event

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BPE License Growth vs Market Peers 2010-2013

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BPE License Growth Accelerated in H2/2013

in € mn.

+26% yoy*

+7% yoy*

2012 2013

H1

H2

*at constant currency

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Transforming Software AG
Prime Operational Targets 2014

Product Revenue

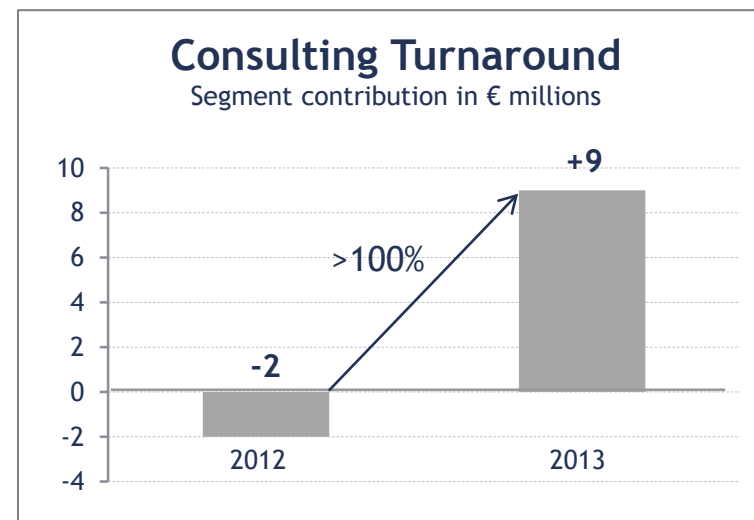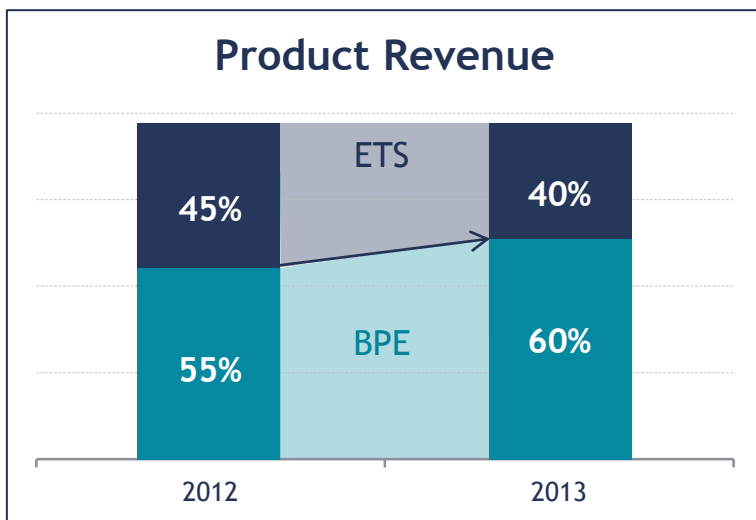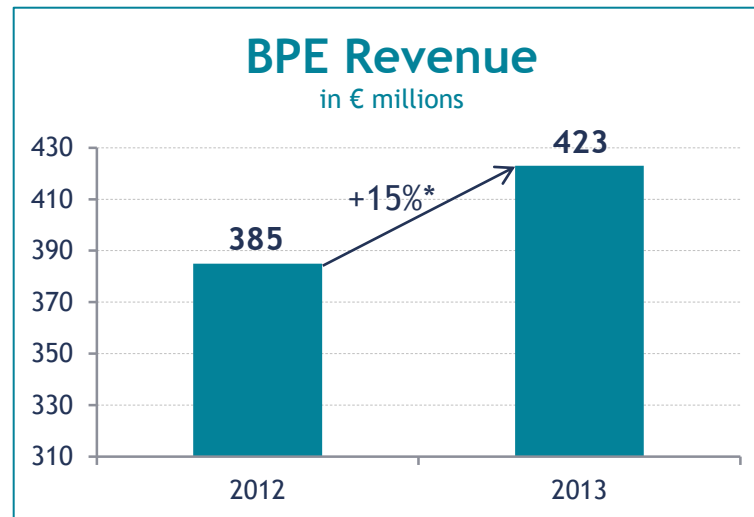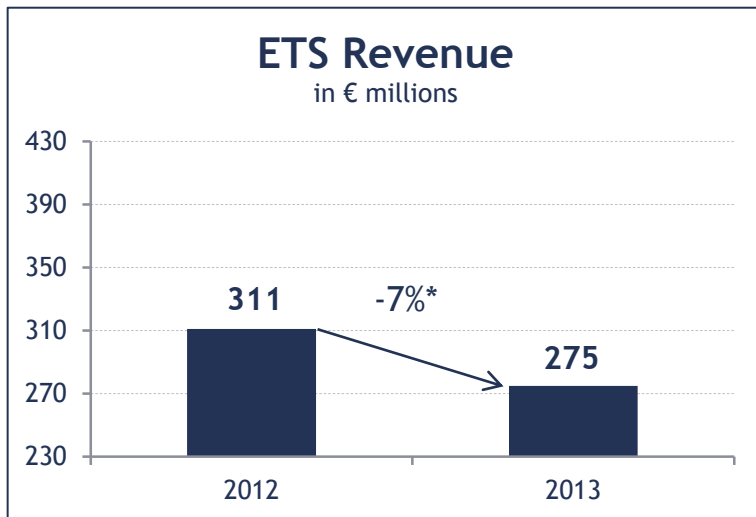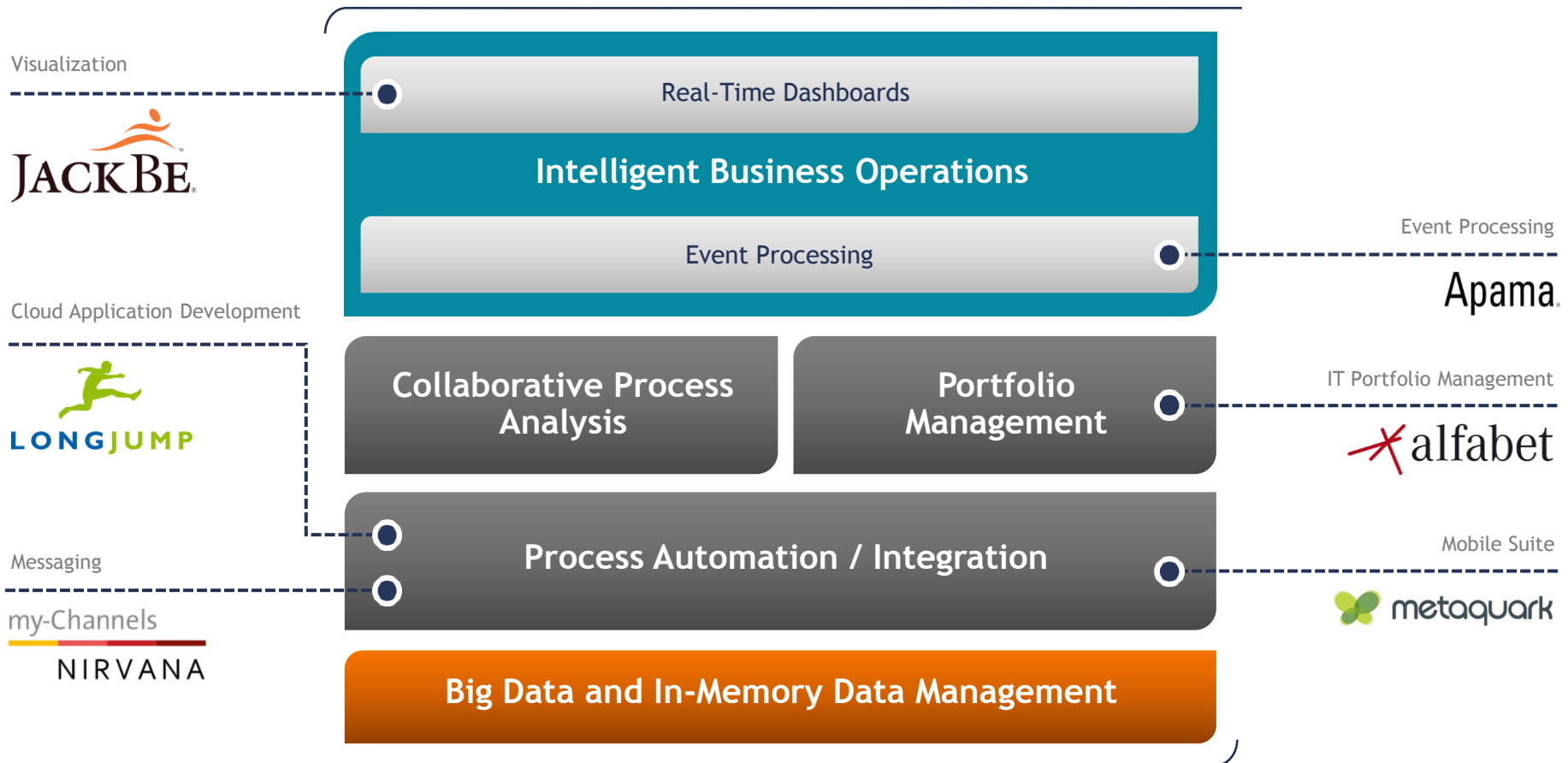|		

BPE Business Process Excellence **60 %**	**Dynamic Growth**	▪ **Increase sales efficiency**
		    • **2013 – hires**
		    • **Utilize full market potential**
		▪ **Close strategic - 7/8-digit deals**
		▪ **Broaden customer base**

ETS Enterprise Transaction Systems **40 %**	**Preserve customer base**	▪ **Minimize decline** ▪ **Protect maintenance base** ▪ **Utilize customer access for driving strategic projects (ETS and BPE)**

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Financial Results 2013

ETS Revenue
in € millions

- 311 (2012)
- 275 (2013)
- -7%*

BPE Revenue
in € millions

- 385 (2012)
- 423 (2013)
- +15%*

Product Revenue

- 2012: ETS 45%, BPE 55%
- 2013: ETS 40%, BPE 60%

Consulting Turnaround
Segment contribution in € millions
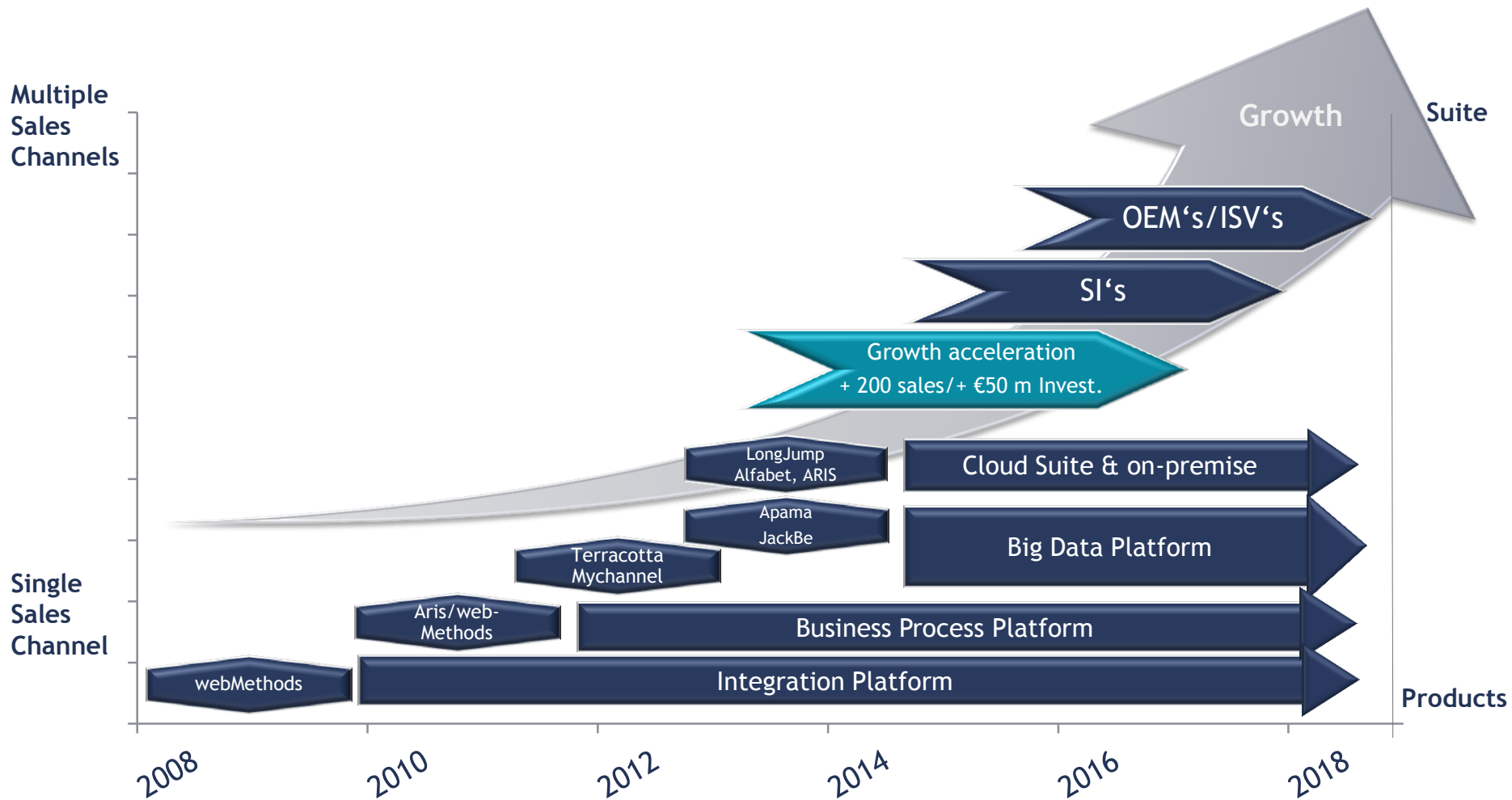
- -2 (2012)
- +9 (2013)
- >100%

* at constant currency

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Acquisitions Support Technology Leadership

Turning Software AG's Technology Leadership into Market Leadership: Build Multi Channel Ecosystem and Integrated Portfolio Suite

Multiple Sales Channels

Single Sales Channel

Suite

Products

Growth

OEM's/ISV's

SI's

Growth acceleration
+ 200 sales/+ €50 m Invest.

LongJump Alfabet, ARIS

Apama JackBe

Terracotta Mychannel

Aris/web-Methods

webMethods

Cloud Suite & on-premise

Big Data Platform

Business Process Platform

Integration Platform

2008   2010   2012   2014   2016   2018

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Thank you!