



# Capital Markets Day

5 February 2020



# People & Culture

**Dr. Elke Frank**  
Chief Human Resources Officer



# CULTURE EATS STRATEGY FOR BREAKFAST

## INVESTING IN PEOPLE AND CULTURE

1

- Culture is at the core of every successful company
- HELIX brings our transformation strategy and culture closer together

2

- Great culture retains rock stars & attracts the best talent – our business needs sales and product talent to win
- Great culture drives change – our business needs to change and develop winning behavior and mindsets

3

- Leadership is key to leverage our HELIX strategy into the organization and develop the right talents and the mindset

# #MyVoice

## Results – Global Employees Survey 2019

**74%\***

Response rate  
of #MyVoice

**3.63**

Software AG  
Engagement score

**25<sup>th</sup>**

Engagement Score  
Percentile rank – Software  
Development industry

### Where we performed well:

- Know what's expected
- Willing to do more

### Where we have work to do:

- Recognition
- Empowerment

### Top Regions:

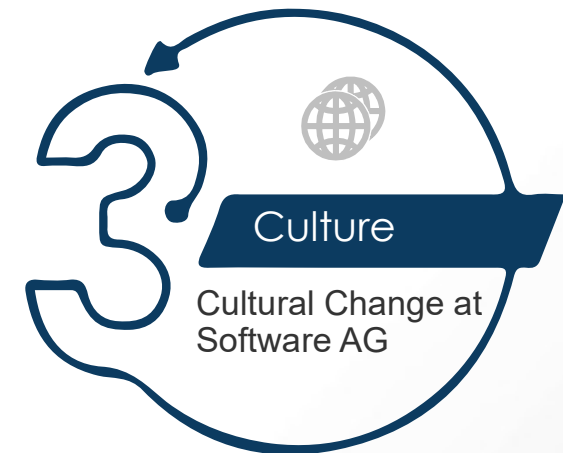
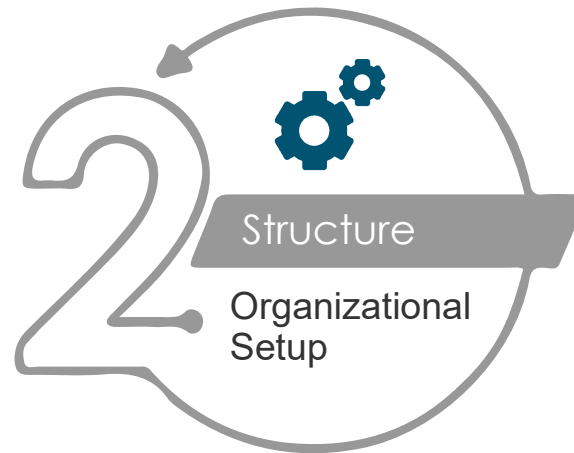
- Asia Pacific & Japan
- North America

\* 3491 respondents out of 4726 Software AG employees

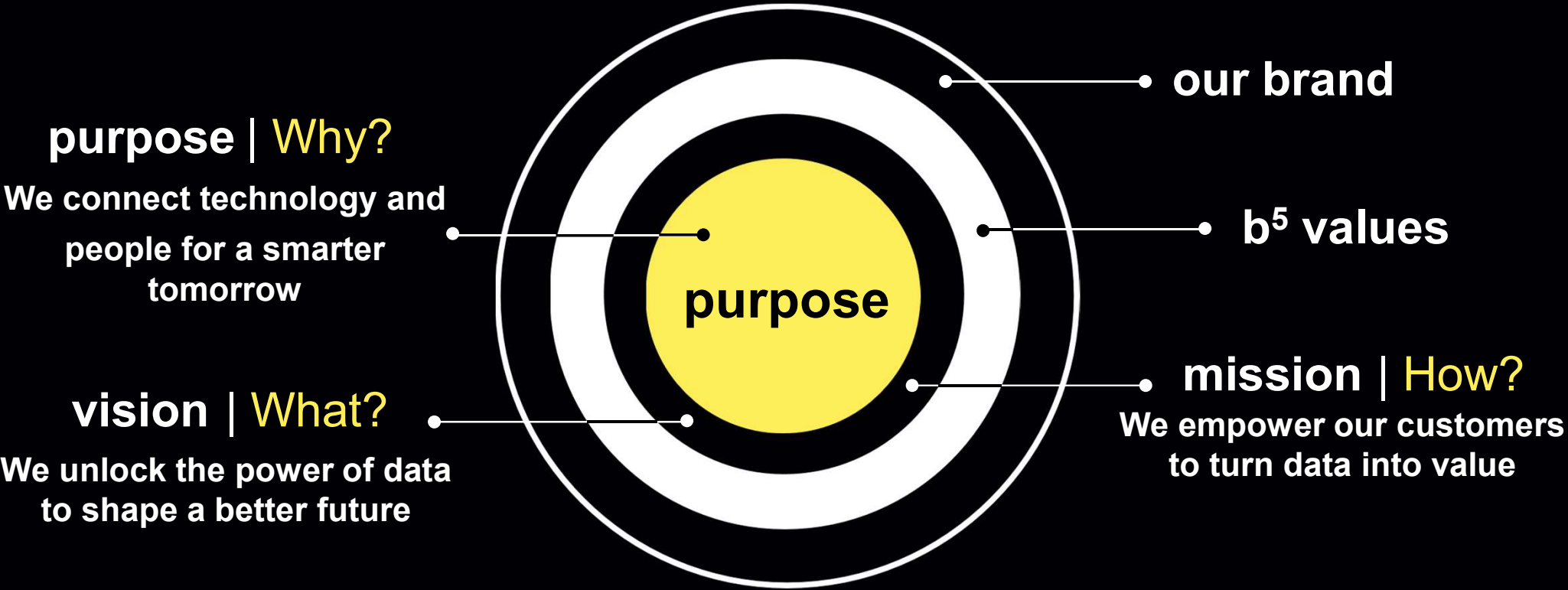


# KEY PRIORITIES

## THREE FOCUS POINTS FOR HR FOR 2020 & BEYOND



# DEFINING OUR CULTURE AND LIVING IT



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