



Capital Markets Day

5 February 2020



Marketing Impact

Paz Macdonald
Chief Marketing Officer



PURPOSE AND PRINCIPLES

FUELING THE GROWTH ENGINE



Enable Sales
function to be successful

+



Bridge the gap between
Software AG and buyers



Grow and optimize
'Lead to Revenue' engine

REACH, REPUTATION, REVENUE

FUNCTION WITH CLEAR FOCUS



Starting quality conversations in **markets** where we're strong



Winning where we have the **right**: in **Integration** and in **IoT**



Impacting **sales** and driving **revenue** for Software AG






DELIVERING RESULTS IN 2019

CLEAR FOCUS AND TANGIBLE OUTPUT

INPUT



IMPACT

-  Contribution to pipeline in key geographies – 50% average
-  MQLs increased 18% YoY; 65% YoY in H2
-  R4Q Marketing contribution: Integration – 48% IoT – 50%
-  280 deals in 2019
-  Overall contribution to pipeline: €285.9m

PRIORITIES FOR 2020

BUILDING MOMENTUM: FOCUS ON QUALITY

FOCUS 2020



Demand Gen

Quality and quantity
Big names; meaningful results



Digital First

Closer to the buyer
Seamless customer experience



Brand

Drives reputation
Route to Sale
Route to Talent

INVESTING IN DEMAND GENERATION

GROW REVENUE – IMPROVE FUNNEL CONVERSIONS



INPUTS

- Integrated Demand Generation plan
- Investment in the right industry events
- Campaigns with impact

IMPACT

- Faster, higher quality pipeline build
- ‘Lead to Revenue’ cycle shortened
- Increased net new logos

INVESTING IN DIGITAL

MEETING OUR AUDIENCES WHERE THEY ARE



INPUTS

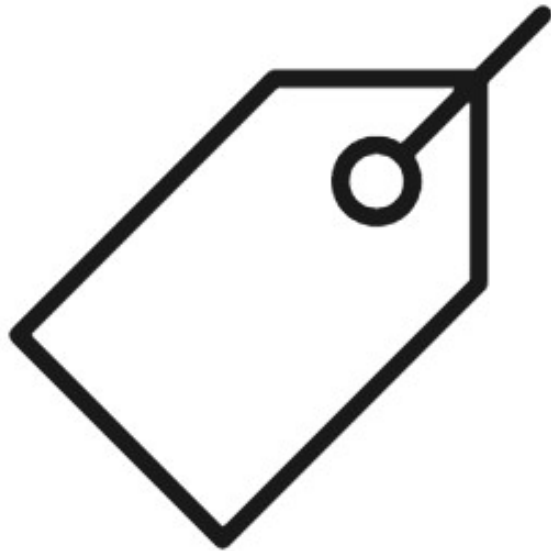
- New website
- Increased digital campaigns
- Martech stack

IMPACT

- +20% unique new visitors
- Lower cost per acquisition
- Data to aid decision making and improve

INVESTING IN BRAND

DRIVING AWARENESS AND MARKET POSITIONING



INPUTS

Elevate our messages to buyer needs
Increased social amplification on wins
'Living Connections' for Integration and IoT

IMPACT

Shorter sales cycles, faster route to buyer
Improved reputation and Share of Voice
Drive market and thought leadership

REACH, REPUTATION, REVENUE CLEAR IN OUR 2020 CONTRIBUTION



Starting quality conversations in **markets** where we're strong



Winning where we have the **right**: in **Integration** and in **IoT**



Impacting **sales** and driving **revenue** for Software AG

SAFE HARBOR STATEMENT

This presentation includes forward-looking statements based on the 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.

This presentation constitutes neither an offer nor recommendation to subscribe or buy in any other way securities of Software AG or any of the companies that are members of the Group at present or in the future, nor does it form part of such an offer and it should not be understood as such. This presentation does not constitute an offer of sale of securities in the United States of America. Securities may not be offered or sold in the United States of America without registration or exemption from registration in accordance with the U.S. Securities' Act of 1933 in its currently valid form.