“The key benefit that we promise our customers is time. The ability to respond quickly to changes in the competitive landscape is a key competency in today’s global economy.”

Dr. Andreas Schneider-Neureither
CEO
SNP I Transformation Never Ends

CHANGING BUSINESS MODELS

- Mergers & acquisitions
- Carve-outs & divestitures
- Corporate & process change
- Brexit & EU data protection

NEW TECHNOLOGIES

- New implementations
- Releases & upgrades
- Cloud
- In-memory & SAP S/4HANA
SNP I Growth Company

Employees at the year-end

Revenue in € mn

<table>
<thead>
<tr>
<th>Year</th>
<th>Employees</th>
<th>Revenue ($mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>280</td>
<td>30.5</td>
</tr>
<tr>
<td>2015</td>
<td>401</td>
<td>56.2</td>
</tr>
<tr>
<td>2016</td>
<td>712</td>
<td>80.7</td>
</tr>
<tr>
<td>2017</td>
<td>1,341</td>
<td>122.3</td>
</tr>
<tr>
<td>2018</td>
<td>1,286</td>
<td>131.0</td>
</tr>
<tr>
<td>2019</td>
<td>1,365</td>
<td>appr. 145*</td>
</tr>
</tbody>
</table>

* Based on preliminary figures 2019.
SNP I Global Presence

- 1,300 Employees
- 1,000 experienced IT experts
- Worldwide delivery centers for your transformation projects
SNP - Proven Industry Standard Approach

**PROVEN APPROACH**
- Our software and our consulting approach were examined by two leading auditors.

**SAP-CERTIFIED**
- SNP Interface Scanner
- SNP Transformation Backbone with SAP LT
- SAP Certified
  - Powered by SAP NetWeaver

**GLOBAL ALLIANCES WITH SAP**
- Argentina, Chile, Germany, Poland, United Kingdom
- A service partnership with SAP exists in all other countries with a branch office.

**INTERNAL PROCESSES**
- Close cooperation in the further development of the SAP Landscape Transformation Software
- OEM partnership with SAP
- Expert community member
- Our internal processes comply with DIN ISO 9001.

**PARTNERSHIP**
- MHP
- IBM
- AWS
- T-Systems
SNP | Global Customer Base

- Siemens
- thyssenkrupp
- ABB
- Bose
- Bosch
- Sony
- L’Oréal
- Sime Darby
- Volkswagen
- Evonik
- Kellogg’s
SNP I Business Transformation Events

SNP’s Transformation Automation Platform Delivers

**MERGE**
- Client merge
- HR merge
- Any-to-SAP migration
- Functional, process and organizational merge
- Technical merge
- Archive merge
- Entire or partial systems

**SPLIT**
- Legal entity carve-out
- Selective carve-out of partial or complete entities and lines of business
- Share deal/asset deal support
- Data cleansing
- Archive split

**MOVE**
- Modernize, move and upgrade in near-zero downtime
- Cloudification
- OS/DB migration
- Move to HANA
- S/4HANA transformation

**HARMONIZE**
- Chart of accounts conversion
- New GL conversion
- Profit center re-organization
- Company code merge
- Plant relocation
- Harmonization of master data
- Controlling area merge

Multiple SAP transformation projects in one go-live with minimized downtime at cutover
Strategy & Market
# Strategy Builds on Three Pillars

## 1. Partner Transformation Business

to scale BLUEFIELD™

- **Focus area:**
  - Select, enable and support strategic partners
  - Deliver maintenance and support via SNP Academy to offer qualified partner services

- **Business value:**
  - Leveraging BLUEFIELD™ sales
  - Full-service solution for partners
  - Positioning as trusted partner

## 2. SNP Transformation Business

to leverage our experience and competencies

- **Focus area:**
  - Continuous growth with focus on BLUEFIELD™ sales and consulting
  - Build specific BLUEFIELD™ solutions / approaches per use case

- **Business value:**
  - Full-service data transformation
  - Economies of scale
  - Leverage experience and competency

## 3. SNP Non-Transformation Business

for stable and broad market positioning with cross-selling potential

- **Focus area:**
  - Operate in new business areas driven by predictive analytics and artificial intelligence
  - Up-selling of BLUEFIELD™

- **Business value:**
  - Market penetration
  - Risk diversification
  - Explore new market trends
BLUEFIELD™ – ONE BRAND – MODULE LEVEL

ORGANISATION
- Divest
- Acquire
- Expand
- Split
- Restructure

TECHNOLOGY
- Cloudification
- New releases
- Upgrade S/4HANA

EFFICIENCY
- Predictive Analytics
- TCO (Total Cost of Ownership)-Optimization

CrystalBridge
THE BUSINESS TRANSFORMATION PLATFORM
CrystalBridge - The Business Transformation Platform
The SNP Way: Completely streamlined processes via automation

The Traditional Way: Massive Human Intervention

- Analysis: 3 Months
- Design: 6 Months
- Implementation: 12 Months
- Execution: 6 Months
- Testing: 6 Months
- Go-Live: 3 Months
- Hypercare

Years

1 Day
2 Weeks
4 Weeks
3 Weeks
2 Weeks
1 Day

The SNP Way: Automated / Algorithmic

The representation is based on assumptions derived from experience gained by SNP over the years; Deviation possible in individual cases.
S/4HANA Trends

Ressources –
How many are available to fill key roles?

250,000 SAP Consultants
70% will be S/4HANA ready

Project Managers
26,250

Architects
17,500

Application Consultants
122,500

Migration Consultants
9,000

Availability –
Resource consumption is a function of the adoption rate.

Existing and new resources will sustainably transition into S/4HANA projects up to 2021.

Shortages begin in 2021 and increase dramatically through 2025 for all resource types.

Adoption –
Cumulative and year over year adoption. The path to 2025...

It is not expected for the full 50,000 customers to adopt S/4HANA.

Current forecasts predict a 75% (37,474) adoption rate. Others will straggle, seek support elsewhere or move off of SAP.

<table>
<thead>
<tr>
<th>Year ending</th>
<th>Annual adoptions</th>
<th>Cumulative adoptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>1,500</td>
<td>1,500</td>
</tr>
<tr>
<td>2020</td>
<td>2,376</td>
<td>3,876</td>
</tr>
<tr>
<td>2021</td>
<td>3,735</td>
<td>7,602</td>
</tr>
<tr>
<td>2022</td>
<td>5,894</td>
<td>13,496</td>
</tr>
<tr>
<td>2023</td>
<td>9,301</td>
<td>22,797</td>
</tr>
<tr>
<td>2024</td>
<td>14,677</td>
<td>37,474</td>
</tr>
</tbody>
</table>

SAP and S/4HANA are trademarks of SAP SE. Data sourced from Gartner, IBM, SAP and SNP. Figures are projections based on current trends and are for informational purposes only.
Recent Major Software Deals

<table>
<thead>
<tr>
<th>August 2019</th>
<th>September 2019</th>
<th>November 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract with <strong>World’s Leading IT</strong> and Consulting Firm based in the USA</td>
<td>Contract with <strong>Google</strong></td>
<td>Contract with <strong>T-Systems</strong></td>
</tr>
<tr>
<td>Minimum value of USD 30 mn until 2022</td>
<td>Google Cloud licenses CrystalBridge® analysis suite software for streamlining</td>
<td>Signing of a three-year contract</td>
</tr>
<tr>
<td></td>
<td>SAP workload migrations and SAP S/4HANA® upgrades, minimizing business</td>
<td>Goal is to plan and execute SAP 4/SHANA transformations in an automatic way</td>
</tr>
<tr>
<td></td>
<td>disruption.</td>
<td>for T-Systems customers</td>
</tr>
<tr>
<td></td>
<td>Google Cloud’s customers will be able to benefit from SNP’s BLUEFIELD™</td>
<td>Training of T-Systems employees</td>
</tr>
<tr>
<td></td>
<td>approach for migrations</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contract with <strong>Mahle</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Framework agreement running until end of 2025</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All SAP Systems will be transformed to one central SAP S/4HANA system</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Training of Mahle employees</td>
</tr>
</tbody>
</table>
SNP is a founding partner of the working group “SAP S/4HANA Selective Data Transition Engagement” launched by SAP.

The group helps companies transition to SAP S/4HANA if neither a pure new implementation nor a system conversion makes sense.

Assessment by SNP:

- “S/4HANA wave” will hit the market in 2019 and will reach its full potential from 2020, also due to the increased product maturity.

- In the medium term, this will also lead to resource bottlenecks in the market and further increase the need for automated procedures.
### Preliminary figures 2019

#### Sales (in € mn)

<table>
<thead>
<tr>
<th>Year</th>
<th>Software</th>
<th>Service</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>131</td>
<td>101</td>
<td>232</td>
</tr>
<tr>
<td>2019</td>
<td>145</td>
<td>97</td>
<td>242</td>
</tr>
</tbody>
</table>

Growth: +10%

#### Order Entry (in € mn)

<table>
<thead>
<tr>
<th>Year</th>
<th>Software</th>
<th>Service</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>132</td>
<td>105</td>
<td>237</td>
</tr>
<tr>
<td>2019</td>
<td>201</td>
<td>127</td>
<td>328</td>
</tr>
</tbody>
</table>

Growth: +52%

#### EBIT-Margin

<table>
<thead>
<tr>
<th>Year</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>-1.9%</td>
</tr>
<tr>
<td>2019</td>
<td>5%</td>
</tr>
</tbody>
</table>

#### Sales Outlook 2020 (in € mn)

- € 175 mn – € 185 mn

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>145</td>
</tr>
<tr>
<td>2020</td>
<td></td>
</tr>
</tbody>
</table>
**Strong Order Entry (€ mn)**

- **Q3 2019 Order Entry:** €63.7 mn; +102% relative to the previous year.

- **Strong performance in the German-speaking (DACH) region:** Around €90 mn corresponds to an improvement of approx. 118% compared with the first nine months of the previous year.

- **Significant pickup in the SAP S/4HANA environment:**
  - Order entry amounted to around €17 mn.
## Key Figures

<table>
<thead>
<tr>
<th></th>
<th>€ mn</th>
<th>9M 2019</th>
<th>9M 2018</th>
<th>Δ</th>
<th>Q3 2019</th>
<th>Q3 2018</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order Entry</td>
<td></td>
<td>148.7</td>
<td>98.7</td>
<td>+51%</td>
<td>63.7</td>
<td>31.5</td>
<td>+102%</td>
</tr>
<tr>
<td>Order Backlog (as of Sept. 30)</td>
<td></td>
<td>91.3</td>
<td>61.4</td>
<td>+49%</td>
<td>91.3</td>
<td>61.4</td>
<td>+49%</td>
</tr>
<tr>
<td>Revenue</td>
<td></td>
<td>99.3</td>
<td>98.8</td>
<td>+1%</td>
<td>40.4</td>
<td>33.7</td>
<td>+20%</td>
</tr>
<tr>
<td>EBITDA (IFRS)</td>
<td></td>
<td>7.0</td>
<td>0.5</td>
<td>+1,201%*</td>
<td>9.1</td>
<td>4.0</td>
<td>+124%*</td>
</tr>
<tr>
<td>EBITDA (Non IFRS, FX adjusted)</td>
<td></td>
<td>8.0</td>
<td>0.8</td>
<td>+935%*</td>
<td>9.4</td>
<td>2.5</td>
<td>+268%*</td>
</tr>
<tr>
<td>EBIT (IFRS)</td>
<td></td>
<td>1.2</td>
<td>-3.2</td>
<td>n/a</td>
<td>7.1</td>
<td>2.9</td>
<td>+148%</td>
</tr>
<tr>
<td>EBIT (Non IFRS, FX adjusted)</td>
<td></td>
<td>3.0</td>
<td>-1.7</td>
<td>n/a</td>
<td>7.8</td>
<td>1.9</td>
<td>+316%</td>
</tr>
<tr>
<td>Equity (as of Sept. 30)</td>
<td></td>
<td>69.0</td>
<td>45.7</td>
<td>+51%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash (as of Sept. 30)</td>
<td></td>
<td>17.7</td>
<td>16.6</td>
<td>+7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employees (as of Sept. 30)</td>
<td></td>
<td>1,291</td>
<td>1,324</td>
<td>-2%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* EBITDA includes € 3.1 mn from first time application of IFRS 16 in 9M 2019 and € 1.0 mn in Q3 2019.
Increasing Software Revenues ... 

Revenues by Segments (€ mn)

- Current run rate in Software sales even higher
- US with up to 40% Software sales
... driven by strong increase in Licenses and Cloud

Revenue Split within Cloud and Software Segment (€ mn)

<table>
<thead>
<tr>
<th></th>
<th>9M 2017</th>
<th>9M 2018</th>
<th>9M 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licenses</td>
<td>10.7</td>
<td>14.1</td>
<td>24.5</td>
</tr>
<tr>
<td>Cloud</td>
<td>3.2</td>
<td>6.3</td>
<td>6.3</td>
</tr>
<tr>
<td>SaaS*</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **9M 2019 revenue with SNP in-house products:** € 25.4 mn (9M 2018: € 13.2 mn; +92%)
- **9M 2019 revenue with third-party products:** € 5.4 mn (9M 2018: € 7.3 mn; -26%)

* For the first time in 2019, SNP also reported revenue from software-as-a-service (SaaS).
Strong Business in the DACH Region

Revenues by Regions (€ mn)

- **9M 2017**: DACH 44.4, International 36.6
- **9M 2018**: DACH 48.3, International 50.5
- **9M 2019**: DACH 55.6, International 43.7

- Very strong Order Entry in previous quarters resulting in Q3 revenue growth
- Strong pipeline for coming quarters
Current and noncurrent assets have moved in opposite directions.

**Current assets decreased by € 12.2 mn to € 64.0 mn:**
- € 22.3 mn reduction in cash and cash equivalents:
  - In addition to the increased capital commitment in relation to trade receivables and contract assets, the decline in cash and cash equivalents is mainly attributable to the settlement of purchase price liabilities as well as advance payments for rental rights of use.
- Increased trade and other receivables as well as contract assets in the amount of € 10.6 mn.

**Noncurrent assets increased by € 18.9 mn to € 94.5 mn:**
First-time application of IFRS 16: Leases and rental agreements were capitalized in the form of rights of use for the first time, in the amount of € 15.9 mn.
Current liabilities increased from € 36.2 mn to € 40.4 mn:
- Attributable to the € 7.7 mn increase in financial liabilities to € 13.1 mn – mostly characterized by countervailing effects:
  - Liabilities due to promissory note loans have increased by € 5.0 mn due to a reclassification + IFRS 16
  - € -1.7 mn decrease in purchase price liabilities for acquisitions consists of purchase price payments and reclassifications.

Noncurrent liabilities increased by € 2.9 mn to € 49.1 mn:
- Mainly attributable to increase by € 3.0 mn in financial liabilities to € 45.8 mn.
- Higher noncurrent leasing liabilities of € 10.6 mn (IFRS 16)
- Noncurrent liabilities resulting from promissory note loans amount to € 34.8 mn (Dec 31, 2018: € 39.7 mn).

The Group’s equity declined slightly from € 69.4 mn to € 69.0 mn:
- Retained earnings increased by € +0.3 mn to € 7.9 mn.
- Equity ratio declined from 45.7% to 43.5%.
The negative operating cash flow is attributable to ...
- ... the increase in trade receivables, inventories and other assets (€ +12.8 mn).
- The increased trade receivables and other contract assets are mainly associated with a very high revenue volume in Q3 2019.
- The balance sheet items also included, as a one-time effect, accrued license receivables at the high end of the single-digit million range for which payments will only be forthcoming over the next 12 months.

The negative cash flow from investing activities is attributable to ...
- ... payments for purchase price installments in connection with company acquisitions in previous years (€ 4.5 mn) and to investments in property, plant and equipment and intangible assets (€ 2.8 mn).
The negative cash flow from financing activities has mainly arisen ...

- due to the settlement of leasing liabilities in the amount of € -5.3 mn; exchange rate changes have had an impact of € -0.3 mn on cash and bank balances.
Appendix

1. About SNP
2. Strategy & Market
3. Financials
4. Appendix
## Key Share Data

<table>
<thead>
<tr>
<th>ISIN</th>
<th>720 370 / DE0007203705 / SHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment</td>
<td>Prime Standard</td>
</tr>
<tr>
<td>Stock Exchanges</td>
<td>Xetra, Frankfurt, Hamburg, Berlin, Munich, Stuttgart, Dusseldorf</td>
</tr>
<tr>
<td>Indices</td>
<td>CDAX, DAXsector All Software, DAXsubsector All IT-Services, Prime All-Share, Prime Standard Index</td>
</tr>
<tr>
<td>Designated Sponsor</td>
<td>Oddo Seydler</td>
</tr>
<tr>
<td>Research Coverage</td>
<td>Bankhaus Metzler, Berenberg, NordLB, Mainfirst, Warburg Research</td>
</tr>
<tr>
<td>Number of Shares</td>
<td>6,602,447</td>
</tr>
<tr>
<td>Share Price (Feb. 3rd, 2020)</td>
<td>€ 61.50</td>
</tr>
<tr>
<td>Market Capitalization</td>
<td>≈ € 400 mn</td>
</tr>
<tr>
<td>Broker</td>
<td>Date</td>
</tr>
<tr>
<td>-------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Bankhaus Metzler</td>
<td>Feb. 4, 2020</td>
</tr>
<tr>
<td>Nord/LB // AsterResearch</td>
<td>Feb. 3, 2020</td>
</tr>
<tr>
<td>Warburg Research</td>
<td>Feb. 3, 2020</td>
</tr>
<tr>
<td>Mainfirst</td>
<td>Jan. 31, 2020</td>
</tr>
<tr>
<td>Berenberg</td>
<td>Nov. 11, 2019</td>
</tr>
</tbody>
</table>
Shareholder Structure

- Dr. Andreas Schneider-Neureither (20%)
- AkrosA Private Equity (9%)
- Swedbank (6%)
- Oswin Hartung (5%)
- Kabouter (4%)
- Free Float (56%)
Share Price Development
Share Buyback* (Sept 9 – Nov 15, 2019)

* The commencement of the share buyback was announced on Aug. 13, 2019 in accordance with Article 5 of Regulation (EU) No. 596/2014 and Art. 2(1) of the Delegated Regulation (EU) 2016/1052.
## Financial Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 30, 2020</td>
<td>Publication of the Annual Report 2019</td>
</tr>
<tr>
<td>Apr 30, 2020</td>
<td>Publication of the Interim Statement Q1 2020</td>
</tr>
<tr>
<td>May 28, 2020</td>
<td>Annual General Meeting 2020</td>
</tr>
<tr>
<td>Oct 30, 2020</td>
<td>Publication of the Interim Statement Q3 2020</td>
</tr>
</tbody>
</table>
Thank you.
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