



SAP's Tim Ebbeck joins panel to discuss Cities of the Future at Commonwealth Business Forum (CBF) 2011

Ebbeck to focus on the need for strong leadership to build cities of the future

SAP Australia today said that Tim Ebbeck, president and CEO of SAP Australia and New Zealand, will participate in a panel discussion about Cities of the Future at the Commonwealth Business Forum 2011 in Perth at 9am, October 26. The event is being run in conjunction with the Commonwealth Heads of Government Meeting (CHGOM) 2011. The CBF will focus on Partnering for Global Growth: The Commonwealth, Indian Ocean and the Pacific Rim and over 100 speakers and panellists are expected to attend. The forum provides a unique opportunity for business and government to network on best practice. Mr Ebbeck said, This forum is a great opportunity for the private and public sector to come together. Planning for the future is a great start but we also need to make sure these plans become reality. Strong leaders who are willing to step out of their comfort zones are an essential part of achieving this. There is a real need for sustainable and inclusive government, service excellence, intelligent, knowledge led strategies, informed and engaged communities and collaboration. Forums like the CBF and CHGOM provide a great opportunity for these elements to be put into place on a global scale. The speech can be downloaded in the About SAP section of SAP's Australian website: <http://www.sap.com/australia> The Cities of the Future panel discussion will focus on innovation, growth and change and will be chaired Tony Rice, CEO, Cable and Wireless Communications United Kingdom. Tim Ebbeck from SAP will be joined on the panel by: Hon Brendon Grylls, Minister for Regional Development; Lands, Government of Western Australia; Sir Don McKinnon, Former Commonwealth Secretary General; Bernard Salt, Partner, KPMG. SAP has an App for That. The agenda for the event is being provided to participants via an SAP app which can be downloaded from the organisers website, www.cbf2011.com. The app allows users to search by session or speaker, personalise the agenda, mark favourites and view a detailed map of the venue. SAP BusinessObjects Explorer and SAP BusinessObjects apps are also available from the AppStore and can be downloaded, along with Commonwealth economic data, to compare countries globally based on key economic indicators. -Ends- About SAP's market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 172,000 customers (includes customers from the acquisition of Sybase) to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com/australia # # Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as anticipate, believe, estimate, expect, forecast, intend, may, plan, project, predict, should and will and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP's future financial results are discussed more fully in SAP's filings with the U.S. Securities and Exchange Commission ("SEC"), including SAP's most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. Copyright 2011 SAP AG. All rights reserved. SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serve informational purposes only. National product specifications may vary. Note to editors: To preview and download broadcast-standard stock footage and press photos digitally, please visit www.sap.com/photos. On this platform, you can find high resolution material for your media channels. To view video stories on diverse topics, visit www.sap-tv.com. From this site, you can embed videos into your own Web pages, share video via email links and subscribe to RSS feeds from SAP TV. Follow SAP Australia on Twitter at @SAPANZ.

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