

SAP Earns Palladium Kaplan-Norton Balanced Scorecard Certified™ Software Designation

SAP® BusinessObjects™ Enterprise Performance Management Solution Deemed Compliant with Strategy Management Methodology

BOSTON, MA – December 7, 2009 – Palladium Group, Inc., the global leader in helping organizations execute their strategies by making better decisions, announced today that SAP AG (NYSE: SAP) and its SAP BusinessObjects Strategy Management application has earned the Palladium Kaplan-Norton Balanced Scorecard Certified Software designation. The certification means that the application is compliant with the Kaplan-Norton Balanced Scorecard (BSC) and the strategy management system of which it is a part.

The certification process consists of a product demonstration by the application provider, a documentation review, customer interviews, and a lab test by Palladium Group. As a result of the certification, SAP has the right to use the Palladium Kaplan-Norton Balanced Scorecard Certified Software logo on product materials and information. Palladium Group's web site will also identify SAP BusinessObjects Strategy Management as certified software.

Software certification is designed to provide guidance to users evaluating BSC and other applications that support the Palladium Execution Premium Process™ (XPP) which is based on the Kaplan-Norton strategy management system. The program also defines development guidelines for software providers wanting to support the Palladium XPP as defined by Kaplan and Norton.

Drs. Robert S. Kaplan and David P. Norton are the creators of the Balanced Scorecard, strategy map, and the Kaplan-Norton strategy management system. They are the world's leading authorities on strategy measurement and management respectively. Kaplan is Baker Foundation Professor at Harvard Business School, and the chairman of professional practice at Palladium. Norton is a founder and director of Palladium.

The Balanced Scorecard, first introduced as a measurement framework to capture financial and non-financial measures of organizational performance, subsequently evolved into a key tool of the Kaplan-Norton strategy management system, a comprehensive, six-stage, closed-loop management system that links strategy to operations. It is the world's most widely adopted system for successful strategy execution.

"We developed software certification to ensure that the Balanced Scorecard name maintains its meaning and that any investment made in associated software retains its value," said Norton. "The Kaplan-Norton strategy management system, which includes the Balanced Scorecard and is the basis for certification, helps organizations clarify strategy, drive performance, and optimize data to make better decisions. We are pleased that SAP is taking part in this program."

Kent Smack, director, product management, Palladium Group, adds "Users of software applications certified through this program are assured that these applications are compliant with BSC functional standards and can thus be used as the foundation of a strategic management system based on the Palladium Kaplan-Norton approach."

“Companies now more than ever are challenged to ensure that they are making sound decisions and precisely executing on their business strategies,” said Sanjay J. Poonen, executive vice president and general manager, Performance Optimization Applications, SAP. “With this independent evaluation of our enterprise performance management solutions as compliant with the predominant strategy management system, the certification underscores the invaluable role that SAP software plays in helping companies endure and more strongly emerge from the economic crisis.”

To learn more about the Palladium Kaplan-Norton Balanced Scorecard Software Certified program, including the application process, functional standards, and certification requirements, visit <http://www.thepalladiumgroup.com/softwarecertification>, or contact Kent Smack, ksmack@thepalladiumgroup.com (781.402.1174).

About Palladium Group, Inc.

Palladium Group is the global leader in helping organizations execute their strategies by making better decisions. Our expertise in strategy, risk, corporate performance management, and business intelligence helps clients achieve an execution premium. Our services include consulting, conferences, communities, training, and technology. Palladium’s Balanced Scorecard Hall of Fame for Executing Strategy™, with a growing roster of more than 125 members, recognizes organizations worldwide that have achieved outstanding execution premiums. Visit www.thepalladiumgroup.com.

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SAP Forward-looking Statement

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.

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