

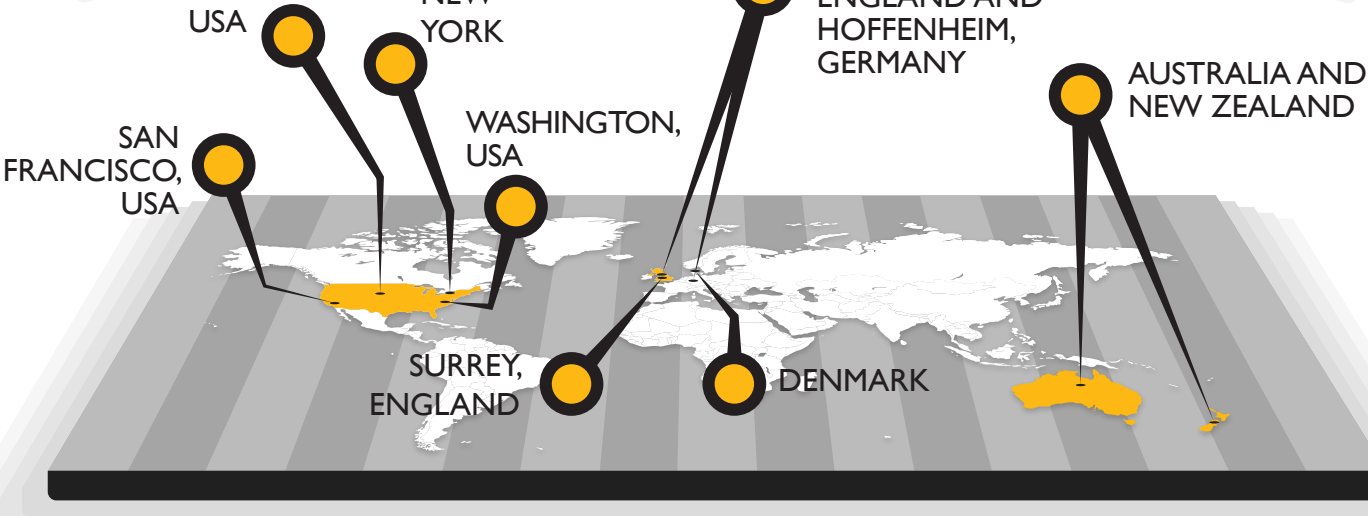


INTERNATIONAL  
**SAP TURE**

AUSTRALIAN AND NEW ZEALAND RECRUITMENT SPECIALISTS

# SAP® SPORTS

## SPONSORSHIPS AROUND THE WORLD



### Baseball: New York Yankees

The Yankees have been sponsored by SAP® since 2013 and in 2015 announced that they would start running SAP® hybrid Profile solution to better engage with their Fans. "Solutions like the ones SAP® envisions can help sports organizations deliver consistent and contextual experiences across every channel and touch-point, which is exactly what our fans have come to expect from us," said Mike Lane, vice president and CIO, Technology & Broadcasting, for the Yankees.



### Basketball: The NBA



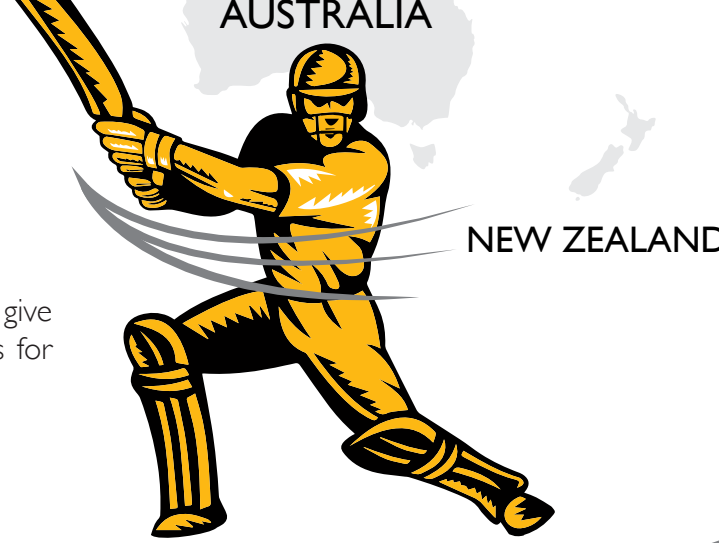
In 2013, SAP® announced a new partnership with the NBA and at the same time introduced NBA.com/stats, a HANA powered basketball statistic website, that enables fans to analyze statistics from the latest games and back to the league's founding in 1946.



### Cricket: ICC Cricket World Cup

Australia and New Zealand SAP® recruitment specialist

SAP® partnered with the International Cricket Council to give fans ball-by-ball match data, statistics, and predictive analysis for ICC Cricket World Cup 2015 in Australia and New Zealand.



### Equestrian: Washington International Horse Show



The sport of equestrian broke new ground in Washington on October 20th - 25th. Thanks to the event's partnership with SAP®, they introduced a new fan app. The app allowed the audience to effectively sit "in the judge's chair" at the WIHS Equitation Finals, using the new audience rating feature powered by SAP® HANA Cloud Platform.



### American Football: San Francisco 49ers

The 49ers announce SAP® as Stadium Partner way back in 2012. Since then they've officially re-named the training facility as the SAP® Performance Facility and now the 49ers are using SAP® technology to help give them an edge with their player scouting.



### Formula 1: McLaren



SAP® is the "Official Cloud Solution" and Official Database Solution" of the McLaren Technology Group and McLaren-Honda Formula One Team. SAP® has had a long-standing relationship with various parts of the McLaren Group and they use SAP® HANA to look at much larger data sets and ask more complex questions of their race and car data.

### Golf:



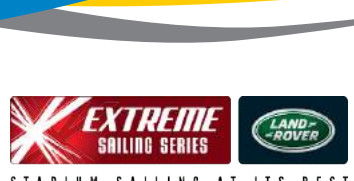
SAP® sponsors a number of 'Golf Ambassadors' including Ernie Els, Martin Kaymer, Paula Creamer and David Leadbetter. In 2015, SAP® took the associations with Golf a little further, with an app for 2015 Solheim Cup.



### Ice Hockey: The San Jose Sharks and Adler Mannheim (The Mannheim Eagles)



In February 2015, the NHL and SAP® rolled out a new multi-year partnership and unveil a new statistics platform powered by SAP® HANA. Back in 2012, SAP® also partnered with the DEL (Deutsche Eishockey Liga) and sponsored Adler Mannheim and their stadium, the SAP® Arena. As well as the Mannheim Sharks and affectionately nicknamed "The Shark Tank".



### SAP® Extreme Sailing Team:

Led by Co-Skippers Jes Gram-Hansen and Rasmus Kostner the SAP® Extreme Sailing team was founded to enter the Extreme Sailing Series. SAP®'s partnership with the team provides real-time access to data. This enables the Team to improve and to shape future race strategies, and ultimately to sail, simply, faster than ever before.



### Football/Soccer: Manchester, England and Hoffenheim, Germany



From being touted as Germany's 12th Man at the World Cup in 2014 and the latest partnership with City Football Group, SAP® looks towards Soccer was the latest in a long line of links with Sport. However, the relationship with Soccer and SAP®, goes a lot further back.

Dietmar Hopp, one of the founders of SAP® AG in 1972 with other former IBM employees is the chief financial officer of the German football club TSG 1899 Hoffenheim. When Hopp, who had played in the club's youth setup, started supporting the club in 2000, Hoffenheim were playing in the fifth division of German football.

Today, Hoffenheim are in the First Bundesliga, and in their first season in the top flight in 2008-09, they led the league at its winter break. Hopp also spent €100 million to build a new 30,000-seat stadium called Rhein-Neckar-Arena near Sinsheim for the club.