Hitachi and SAP Expand Relationship With New Offerings and Deeper Alignment

Customers to Benefit from Integration of Hitachi's Products and Services With SAP HANA®; Signed Global OEM Agreement

TOKYO, SANTA CLARA, Calif., U.S.A. and WALLDORF, Germany — Jan. 23, 2014 — Hitachi, Ltd. (TSE: 6501, Hitachi), Hitachi Data Systems Corporation (HDS), a wholly owned subsidiary of Hitachi, and SAP AG (NYSE: SAP) today announced an expansion of their worldwide alliance by signing a global original equipment manufacturer (global OEM) agreement that introduces plans to include SAP HANA® delivered by HDS. The collaboration focuses on providing future technology innovation and combined sales and marketing activities to customers worldwide. With this agreement, the companies will extend further integration in areas such as cloud computing, the SAP® Real-Time Data Platform and high-performance enterprise computing. Hitachi plans to build on it's around Hitachi's vision for social innovation, industries, and big data expertise with SAP HANA.

This global OEM agreement enables HDS to bundle a more complete Enterprise Data Center solution for SAP NetWeaver® Business Warehouse (BW) on SAP HANA, and is the first OEM agreement for SAP NetWeaver on SAP HANA. The tighter integration will allow customers to make purchases that consist of a unified computing platform, software and managed services from HDS. It is envisioned that customers can benefit from a platform that scales without affecting performance or adding needless complexity.

The global collaboration is designed to bring customers from SAP, Hitachi and HDS a more cohesive solution with a focus on SAP HANA, storage virtualization, cloud computing, enterprise resource planning (ERP) and information life-cycle management (ILM) solutions. The parties expect that customers will be able to achieve maximum value from SAP and Hitachi solutions, including lower implementation and operational costs, higher availability and increased enterprise-class disaster tolerance.

"Today's announcement represents a new level of collaboration with Hitachi and HDS, underscoring our commitment to ongoing innovation with our partners for the benefit of our customers," said Steve Lucas, president, SAP Platform Solutions. "Through our expanded collaboration, customers will more easily be able to gain significant advantage with SAP HANA, which will provide them tightly integrated, innovative solutions and reduced time to market, while minimizing migration costs."

Hitachi Unified Compute Platform (UCP) for SAP HANA provides 5x more data load than other offerings, with proven transactional and analytical performance for customers.

"While we are most certainly thrilled with today's announcement, it's our joint customers who have the most to gain as a result," said Brian Householder, chief operating officer, Hitachi Data Systems. "HDS is now able to offer a tightly integrated Enterprise Data Center solution that delivers a 5x performance increase over competitive offerings, while minimizing the data center footprint and resource requirements. This increased collaboration with SAP is expected to also result in greater OPEX and CAPEX efficiencies for customers, and sets the stage for future joint innovation between the two companies."

Leading customers in various industries, including insurance, consumer products and retail, as well as online marketplaces, now can accelerate the power of SAP HANA on Hitachi UCP. Pre-configured software and hardware reduces implementation time, while rapid data loading and fast analytics are key to a successful engagement with an online marketplace.

"SAP and Hitachi have more than two decades of partnership, and today we are pleased to announce the expansion of our collaboration, especially on high performance SAP HANA platforms," said Munehiro Hashimoto, division president, IT Platform Business Management Division, Information & Telecommunication Systems Company, Hitachi, Ltd. "We have had a successful relationship with SAP, and through this new partnership, we will be able to provide significant benefits to new and existing customers."

For more information, visit the SAP Newsroom.

About Hitachi Data Systems
Hitachi Data Systems provides information technologies, services and solutions that help companies improve IT costs and agility, and innovate with information to make a difference in the world. Our customers gain compelling return on investment (ROI), unmatched return on assets (ROA), and demonstrable business impact. With approximately 6,300 employees worldwide, Hitachi Data Systems does business in more than 100 countries and regions. Our products, services and solutions are trusted by the world's leading enterprises, including more than 70% of the Fortune 100 and more than 80% of the Fortune Global 100. Visit us at www.HDS.com.

About Hitachi, Ltd.
Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. The company's consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen ($96.1 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional material & components, automotive systems and others. For more information on Hitachi, please visit the company's website at http://www.hitachi.com.

About SAP
As 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 253,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

# # #

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.

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 on Twitter at @sapnews.

For customers interested in learning more about SAP products:
Global Customer Center: +49 180 534-34-24
United States Only: 1 (800) 872-1SAP (1-800-872-1727)