

B4 Consulting Opens New Office in Canada

*Toronto-based Subsidiary Expands North American Market Presence
for SAP Gold Channel Partner*

Toronto (Ont.) & Waltham (Mass.) — June 7, 2011-- [B4 Consulting®](#), helping companies grow with SAP® software, services and support, today announced the opening of its Canadian subsidiary, headquartered in Toronto. With offices in the United States and Germany, the opening of B4 Consulting in Toronto expands the firm's North American market presence. Moreover, it enables B4 Consulting to meet the needs of midsize companies throughout Canada by offering them the complete portfolio of SAP midmarket solutions, including the SAP Business One application, the SAP Business ByDesign™ solution, SAP Business All-in-One solutions, and the SAP BusinessObjects™ portfolio. B4 Consulting (Canada) Inc. is located at 4950 Yonge St., Suite 2200, Toronto; B4 Consulting's global headquarters is in Waltham, MA.

“B4 Consulting counts among its customers some of Canada's leading companies, so we are delighted to announce the opening of our Toronto office, which will strengthen our current customer relationships and serve as a hub for meeting the needs of new customers throughout key markets in Canada,” said Klaus Schottenhamel, president and CEO of B4 Consulting. “Working with SAP Canada, we have an exciting portfolio of SAP solutions to offer Canadian customers. And, by delivering those solutions with [SAP Best Practices](#), B4 Consulting can accelerate the time to value of SAP solutions while lowering implementation costs to unprecedented levels.”

“When SAP Canada looks for new partners, we look for partners like B4 Consulting Canada,” said Rene Giguere, national vice president, SME and Channel, SAP Canada. “B4 Consulting has a track record of delivering outstanding performance and has helped customers run their businesses more efficiently with SAP Business All-in-One. B4 Consulting was named the 2010 High Growth Partner

of the Year, North America. We are confident they will continue to deliver high-value business outcomes to our mutual customers.”

About B4 Consulting, Inc.

An SAP gold channel partner, B4 Consulting integrates business processes and technologies globally for customers who want to grow their businesses using SAP solutions. B4 Consulting is authorized to resell and implement the entire SAP portfolio for the mid-market throughout North America and helps large enterprises accelerate the time-to-value of SAP Business Suite solutions. Advancing SAP Best Practices, B4 Consulting also focuses on engineering, construction, real estate, heavy equipment dealers, and professional services industries. www.b4-consulting.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.