



Balfour Capital Group

SAP SE

SAP SE is a leading global provider of enterprise application software and business AI solutions. Headquartered in Walldorf, Germany, SAP offers a wide range of solutions, including enterprise resource planning (ERP), financial management, supply chain operations, human capital management, and customer experience. The company serves organizations of all sizes across various industries, helping them operate efficiently and adapt to changing business needs.

1. Top 5 Competitors

SAP faces competition from several major players in the enterprise software market:

- Oracle Corporation – Offers comprehensive ERP and cloud solutions.
- Microsoft Dynamics 365 – Provides integrated business applications for CRM and ERP.
- Workday – Specializes in cloud-based human capital and financial management.
- Salesforce – Known for its customer relationship management (CRM) platform.
- Infor – Delivers industry-specific ERP solutions.

2. Largest Institutional Shareholders

As of recent data, the largest institutional shareholders of SAP SE include:

- BlackRock, Inc. – 6.46% ownership.
- Dietmar Hopp Stiftung GmbH – 5.36%.
- The Vanguard Group, Inc. – 3.93%.
- Capital Research and Management Company – 3.49%.
- HP Vermögensverwaltungs GmbH & Co. KG – 3.41%.

3. Management Team:

SAP's executive board comprises:

- Christian Klein – Chief Executive Officer.
- Dominik Asam – Chief Financial Officer.
- Julia White – Chief Marketing and Solutions Officer.
- Juergen Mueller – Chief Technology Officer.
- Gina Vargiu-Breuer – Chief People Officer.



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4. Revenue

In fiscal year 2024, SAP reported:

- Total Revenue: €34.18 billion, a 10% increase from the previous year.
- Cloud Revenue: €17.14 billion, up 25% year-over-year.

5. Institutions with Buy Recommendations:

Several financial institutions have issued buy recommendations for SAP, including:

- J.P. Morgan
- Kepler Capital
- Goldman Sachs
- Redburn Atlantic

6. Summary of Analyst Sentiment:

Analyst consensus indicates a strong positive outlook for SAP:

- Mean Consensus: Buy.
- Average Target Price: €277.00, representing a 22.57% upside from the last close price of €226.00.
- High Target: €320.00.
- Low Target: €158.00.

7. Insider Buying and Selling Over the Last 24 Months:

Over the past 24 months, insider trading activity at SAP has been minimal:

- Recent Activity: In the past 90 days, there have been two insider sales totaling approximately €399,800.
- Overall Trend: Insider transactions have been limited, with no significant buying reported.