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PwC Receives SAP® APJ Partner Excellence Award 2024 for RISE with SAP S/4HANA, SAP S/4HANA Public Cloud and Intelligent spend and Business Network

For immediate release - SINGAPORE, 29 Feb 2024 – PwC today announced it received an SAP® APJ Award for Partner Excellence 2024 for outstanding achievement in the fields of RISE with SAP S/4HANA, SAP S/4HANA Public Cloud and Intelligent spend and Business Network. Awards were presented by [SAP](#) to the top-performing partners in the Asia Pacific Japan (APJ) region that have made outstanding contributions to driving digital transformation for businesses that use SAP solutions. Recipients – in partnership with SAP – help customers adopt innovation, gain results rapidly, grow sustainably, and run more simply with SAP solutions.

“As a result of our long-term alliance and partnership with clients in APJ, PwC has excelled at customer’s adopting autonomously driven SAP solutions” said Michael Rasch, Partner, Global SAP Alliance Leader, PwC Germany. *“This recognition reflects our team’s capability in leveraging Global Connectivity, Industry Expertise, Innovation and Strategic Partnershipsto push the boundaries of what is possible with SAP technology and to deliver the best value to our clients. We remain committed to providing cutting-edge solutions that empower businesses in the Asia Pacific region and beyond.”*

Selected from SAP’s large and diverse partner base, nominations for the SAP Partner Excellence Awards are based on internal SAP sales data. A committee composed of regional and global SAP representatives determine winning partners in each category according to criteria such as sales achievement and performance. Awards are presented in a variety of categories, including

overall sales, innovation, technology, services, and solution-specific areas.

“Today, SAP partners are integrated into our business in more ways than ever before,” said Utkarsh Maheshwari, Chief Partner Officer, SAP Asia Pacific Japan. “With the explosion of new technologies such as Gen-AI, cloud transformation is an essential way for organizations, large and small, to truly seize the opportunity and accelerate business success. At this year’s SAP Partner Excellence Award, we are celebrating not only the achievements of our partners in traditional areas of sales and performance, but also how they have contributed to the phenomenal growth of our cloud business across solutions, bringing their unique IP to drive innovations for our customers. Congratulations to PwC for winning these awards.”

PwC, as one of the top Global Strategic Service Partners of SAP, has been successfully supporting customers’ digital transformation projects across the APJ region including Japan, South Korea, India, SouthEast and ANZ markets. The team is proud to be a selected partner with its deep industry coverage and strong technology capability.

PwC received its award during the SAP Customer Success Kick-Off 2024, a gathering of SAP executives, SAP field employees, and partners. This is SAP’s largest yearly sales meeting, focused on exchanging information on SAP’s strategy, sales methodology, growth opportunities, and product innovations, as well as ways to drive success during the year.

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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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About PwC

At PwC, our purpose is to build trust in society and solve important problems - this is at the core of everything we do from the value we provide to our clients and society to the decisions we make as a firm.

Our services started with audit and assurance over a century ago. As times change and the issues faced by businesses and individuals evolved, we have developed specialised capabilities in tax, advisory and consulting to help you address emerging new challenges across focus areas like ESG, sustainability and climate change, digital transformation, cyber security and privacy, data, mergers and acquisitions, and more.

In Singapore, we have more than 3,500 partners and staff to help resolve complex issues and identify opportunities for public, private and government organisations to progress. As part of the PwC network with nearly 364,000 people in 151 countries, we are among the leading professional services networks in the world focusing on helping organisations and individuals create the value they are looking for.

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