





Invitation



SAP European Summer CFO Roundtable
Four Seasons Hotel
Gresham Palace
Budapest, Hungary

April 5–6, 2005



Dear Madam, Dear Sir

Please join us for the SAP European Summer CFO Roundtable, Tuesday and Wednesday, April 5–6, 2005, at the exclusive Four Seasons Hotel Gresham Palace in Budapest, Hungary.

This CFO Roundtable will enable you to meet fellow CFOs from other leading European companies and learn about their approaches towards transforming their finance organization in terms of cost efficiency and value creation for the business.

We thank our customer Diageo for the opportunity to start the meeting on April, 5 in their award-winning Business Center in Budapest – “Best New Shared Service Center 2004.” Before dinner we will use the opportunity to have a look around and try some of their brands in the company-owned bar.

We are very pleased that Dr. Kurt Bock, CFO of BASF AG, will join us to give his views on strategy management and finance. Tom Bangemann of Answerthink Europe will then share with us what other global companies are doing by giving an update on Hackett’s benchmarks in finance.

The next day we will see a wonderful example of IT and the finance function working together towards process orientation at Tetra Pak and how financial portals help Hewlett-Packard manage the company.

The CFO Roundtable is part of the SAP Finance Best Practice Network, which is an exclusive platform upon which to exchange finance best practices in a personal and sustainable business community among peers. The network is structured as a roundtable at the CFO level and as workshops at the direct subordinate level, to efficiently transfer strategy into operations. Ideally, an organization becomes involved in the network on both levels.

Its events (three workshops and two CFO roundtables per year) provide an ideal opportunity to develop and exchange ideas and solutions regarding today's business and finance challenges, such as optimization of financial and business processes, enterprise performance management, corporate governance, establishing shared service organizations, or movement into business process outsourcing scenarios. This interchange enables participants to gain in-depth knowledge about different business concepts and holistic IT approaches and learn from other organizations about their business architecture, tools, and methodologies.

This network clearly builds on SAP's ability to provide a deep well of best practices from two important sources:

- More than 20,000 global customers who possess hands-on experience deploying SAP solutions.
- The SAP Business Solution Architects Group, a team of highly experienced senior solution architects who help customers translate business concepts into efficient and practicable business and IT architectures and processes. The team was founded in August 2003 to offer transition guidance from best to next practices for SAP's customers.

After two very well-received CFO Roundtables in April and December 2004, we believe the groundwork to support a continuous network of CFOs across countries and industries has been laid.

Please let us know if you will attend the CFO Roundtable by March 25, at the latest, so that we can brief you in full prior to the meeting.

We very much look forward to seeing you in Budapest!

Yours sincerely,



Dr. Werner Brandt
Member of the SAP Executive Board and
Chief Financial Officer, SAP



Hans-Dieter Scheuermann
Senior Vice President, SAP Business Solution Architects Group,
SAP

A genda — Tuesday April 5, 2005

This day is kindly hosted by Diageo on its premises in Budapest

13:30 Welcome Reception

14:00 Welcome Remarks – Transforming the Finance Function and Finance Operations
Hans-Dieter Scheuermann, SVP and Head of SAP Business Solution Architects Group, SAP

14:30 Introduction of Participants and Their Expectations: Personal Background and Current Projects

15:15 Blending of Corporate Strategy and Finance at BASF
Dr. Kurt Bock, CFO BASF

16:00 Coffee and Refreshment Break

16:30 Latest Update on Finance Benchmarks from the Hackett Group
Tom Bangemann, European Shared Services Practice Leader, The Hackett Group

17:30 Diageo's Award-Winning Shared Service Center in Budapest
Robert Horváth, General Director, Diageo

18:15 Visit to the Diageo Shared Service Center in Budapest

18:45 Drinks at the Diageo Bar

19:15 Evening Event and Gala Dinner

A genda — Wednesday April 6, 2005

- 7:30 Informal Breakfast
- 8:30 Reflections on Day 1 – Introduction of the Topics of Day 2
Juergen H. Daum, Business Solution Architects Group, SAP
- 9:00 Finance Transformation – A CIO's Perspective
Michael Horn, CIO Tetra Pak and Bill Cowie, Director Business Operations Support, Tetra Pak
- 10:00 Management Reporting at Hewlett-Packard – from Reporting to Self Services
Phil Harrison, Vice President Finance EMEA, Hewlett-Packard
- 11:00 Coffee and Refreshment Break
- 11:30 Panel Discussion: Finance Transformation – How to Make it Happen
Tom Bangemann, The Hackett Group · Bill Cowie, Tetra Pak · Phil Harrison, Hewlett-Packard
Michael Horn, Tetra Pak · Robert Horváth, Diageo · Moderation: Juergen H. Daum, SAP
- 12:30 Next Steps – Topics for the Next CFO Roundtable and the SAP Finance Best Practice Network
- 13:30 Closing Remarks and Lunch

Fax Reply Form – Registration

SAP European Summer CFO Roundtable, April 5–6, 2005

Please fill out this form and fax it to Ms. Anke Windhausen at +49/(0) 62 27/78-2 27 47 by March 25, 2005.

- Yes, I will participate in the SAP European Summer CFO Roundtable.
- Yes, I will participate in the Budapest city tour (by bus) on April 5 from 11 a.m. to 1 p.m.
- No, I will not participate in the Roundtable, but please keep me informed of future events.
- No, I will not participate and do not wish to receive future invitations.

First Name

Last Name

Company

Function / Job Title

Name of Assistant

Telephone of Assistant

E-Mail of Assistant

Address

City / Postal Code

Country

Phone

E-Mail

Date/City

Signature

Should you have any content-related questions regarding the event, please contact Ines Luther:

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To discuss organizational issues, please get in touch with Anke Windhausen:

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Venue

Four Seasons Hotel

Gresham Palace

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