



Global agri-business Olam chooses SAP to support long-term growth plans and maximise operational efficiencies

SINGAPORE, 21 February 2013 - SAP, the market leader for business applications and solutions, today announced a long-term relationship with global agri-business Olam International Limited, cementing a four-year relationship. The agreement enables Olam to deploy a wide range of SAP products across the organisation.

SAP was identified as one of the key pillars of Olam's IT Strategy which was developed in 2010 with the aim of securing a business advantage through scalable systems that would keep pace with its growth. SAP and its ecosystem partners form an end-to-end enterprise-wide platform that meets Olam's objectives by providing an integrated system across the agri-business' extensive operations in upstream farming and plantations, core supply chain operations, midstream processing and downstream distribution. This will help Olam in further enhancing information flow and visibility, maximising operational efficiencies and integrating acquired companies into a single platform based on a standardized global template.

Olam has implemented SAP solutions in three countries and implementation is in progress in seven others. Eight of these operations are in emerging markets which account for a significant portion of Olam's business volumes. Encouraged by the successful SAP implementations in the first phase, Olam has committed itself to rapidly rolling out SAP across the company. This deal puts Olam firmly on track to achieve its goal of SAP coverage across all its major operations by 2016.

SAP is the world's leading ERP system provider, with more than 230,000 customers in over 120 countries. Olam's diversified and fast-growing operations will benefit immensely from SAP's solutions and services along with its commitment to R&D and proven ability to deliver new products and solutions employing the latest technology. Olam's unique portfolio of business models and processes combined with its spread of operations will also assist in improving SAP's product offering.

Ashok Hegde, Managing Director & Global Head of Risk Management & Information Systems, Olam, comments, "SAP is fully aligned to our strategic goals and is a critical enabler for us to succeed as a major diversified business at the forefront of the global agri-complex. It supports our pursuit for systems excellence in both our existing and acquired businesses, and in traditional as well as new value chain segments. This long-term partnership provides an essential platform from which we expect to drive operational excellence and growth."

Colin Sampson, Chief Financial Officer, SAP Asia Pacific Japan said, "Analysing data in real time is a good way for businesses to gain insights. In this regard, SAP helps Olam gain valuable insights for strategic decision-making as they operate in new value chains and maximise their efficiencies. We are proud to work with Olam, who — like ourselves — as the market leader in its industry, has evidenced a strong commitment to keep innovating and striving to bringing better customer value."

Olam has previously been recognised by SAP with the Outstanding Business Transformation Project Award in 2011 for the development of a Global Template (GT), mapping the key processes across its spectrum of

businesses. Olam has also received the Best Enterprise Performance Management Project Award from SAP in 2010 for its Business Planning & Consolidation (BPC) implementation.

Notes for editors

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 230,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com

About Olam International Limited

Olam International is a leading global integrated supply chain manager and processor of agricultural products and food ingredients, supplying various products across 16 platforms to over 12,300 customers worldwide. From a direct presence in more than 65 countries with sourcing and processing in most major producing countries, Olam has built a global leadership position in many of its businesses, including Cashew, Spices & Dehydrates, Cocoa, Coffee, Rice, Cotton and Wood Products. Headquartered in Singapore and listed on the SGX-ST on February 11, 2005, Olam currently ranks among the top 40 largest listed companies in Singapore in terms of market capitalisation and is a component stock in the Straits Times Index (STI), MSCI Singapore Free, S&P Agribusiness Index and the DAXglobal Agribusiness Index. Olam is the only Singapore firm to be named in the 2009, 2010 and 2012 Forbes Asia Fabulous 50, an annual list of 50 big-cap and most profitable firms in the region. It is also the first and only Singapore company to be named in the 2009 lists for the Global Top Companies for Leaders and the Top Companies for Leaders in the Asia Pacific region by Hewitt Associates, the RBL Group and Fortune. More information on Olam can be found at www.olamonline.com.

For more information, press only

Jennifer Alejandro SAP Asia Pacific Japan +65 6664 4555 jennifer.alejandro@sap.com

Jeanette Tan SAP Asia Pacific Japan +65 6664 4535 jeanette.tan@sap.com

Aditya Renjen Olam International Singapore + 65 66031104 aditya.renjen@olamnet.com

Nikki Barber Olam International UK +44 20 7484 8994 nikki.barber@olamnet.com

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