

BLACKBERRY INVESTOR SESSION

November 13, 2014
BlackBerry Public



SERIOUS MOBILITY FOR SERIOUS BUSINESS



Public

SAFE HARBOR

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AGENDA

- Current state and color
- Service Access Fees (SAF)
- BlackBerry Enterprise Server (BES)
- Value Added Services (VAS)
- BBM
- Wrap up



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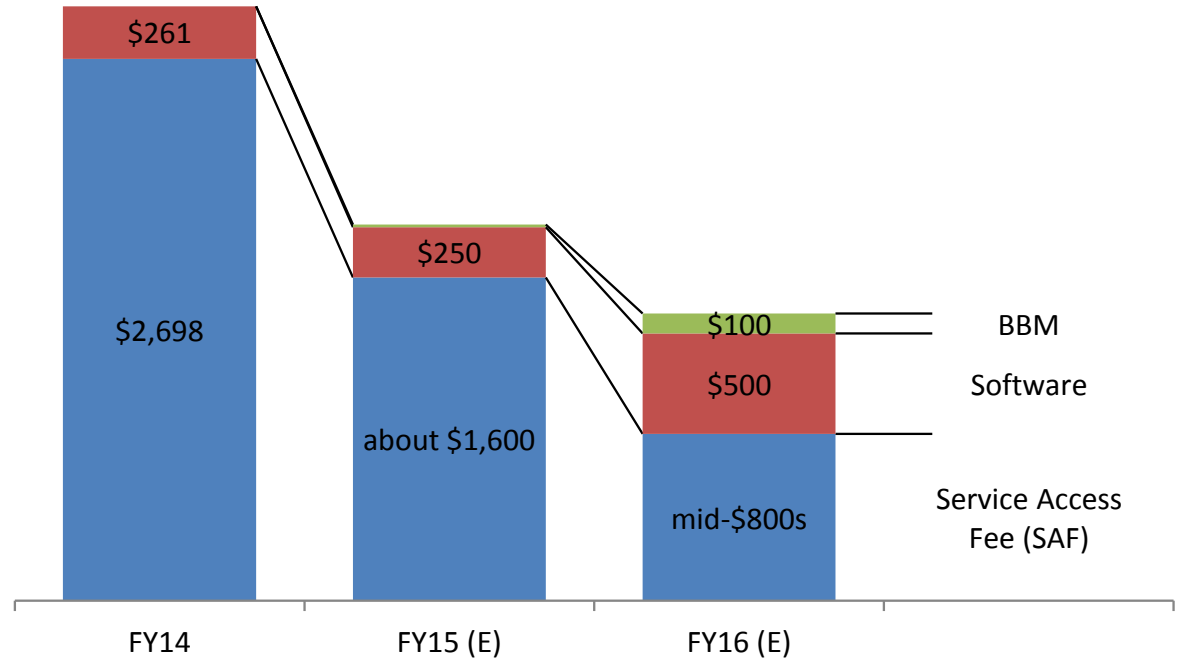


COLOR FROM THE FY2015 Q2 CALL

- Nearly halfway through eight-quarter turnaround
- Near term revenue is challenging, however near a bottom
- Cash flow breakeven by the end of FY15
- Income statement non-GAAP profitability in FY16
- Software revenue of \$250M in FY15, \$500M in FY16
- BBM revenue of \$100M in FY16

MISSION: SOFTEN THE SAF TRAJECTORY

- \$500M in software revenue
- \$100M in BBM revenue
- Replace SAF decline that occurs during FY16

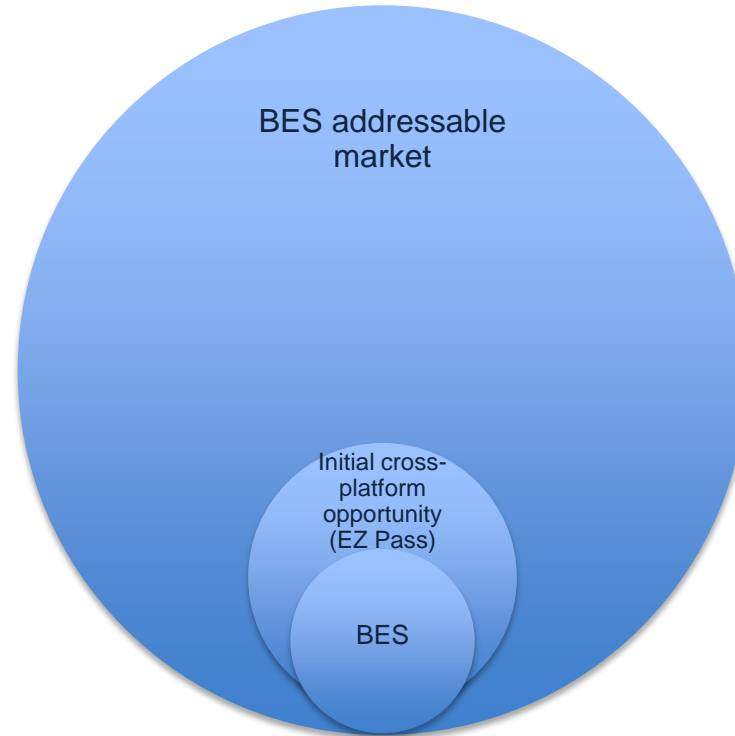


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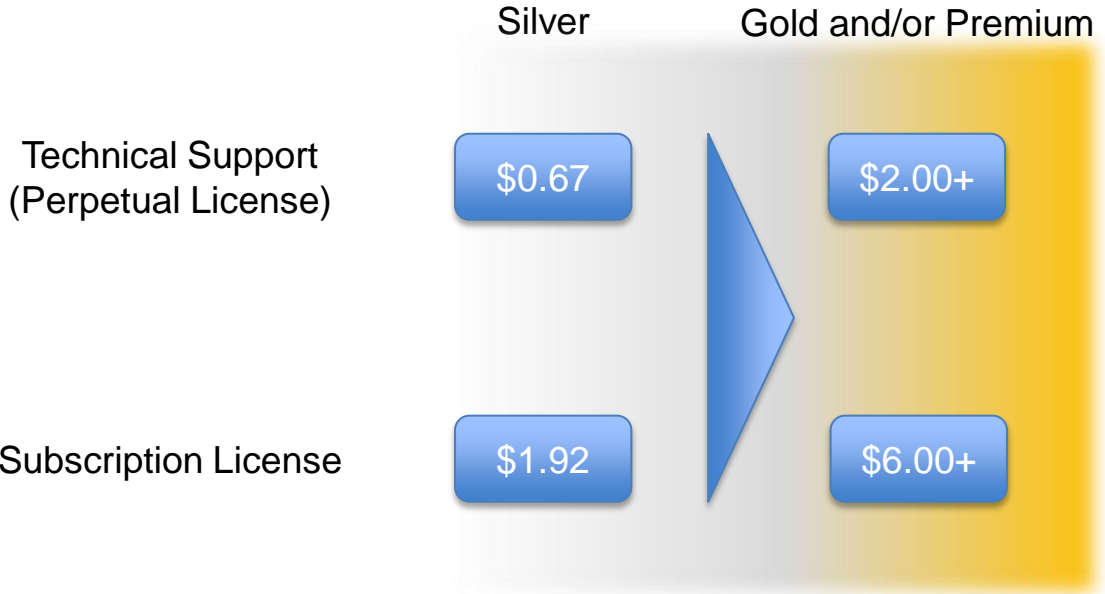
BES: EXPANDING THE ADDRESSABLE MARKET

- Nearly 670M business-use smartphones worldwide in 2014, growing mid-teens Y/Y through 2018 *
- BlackBerry serves roughly 6% of this market today
- EZ Pass (October end)
 - 5.1M licenses
 - Roughly 1/3rd from competing EMM platforms
- **Bottom line:** BES 12 significantly expands the addressable market BBRY can service



BES: REVENUE OPPORTUNITIES

- Improve tech support attach rate
 - Existing perpetual license customers
 - Going forward: subscription licenses bundle tech support with license sale
- Upsell to Gold service and/or Premium tech support



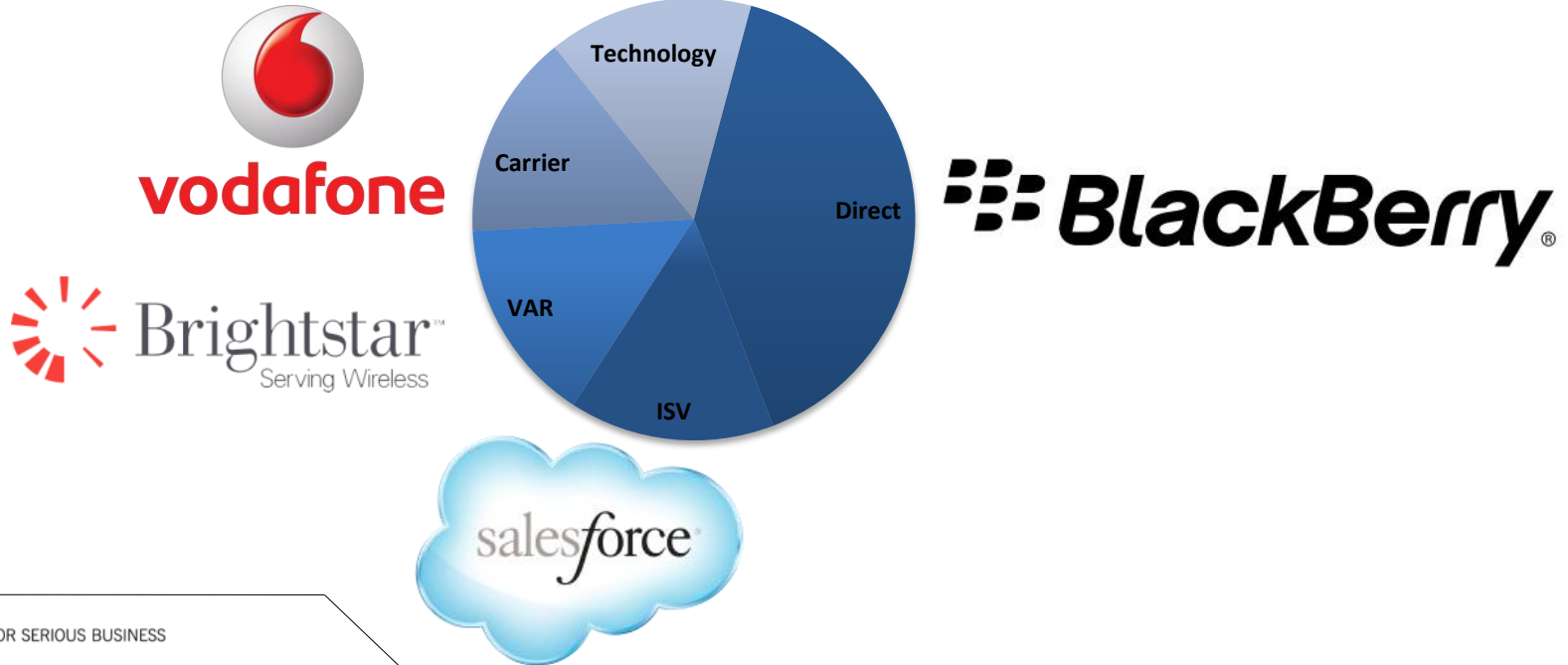
List prices per device per month

NEW VALUE ADDED SERVICES AVAILABLE

- Identity and Access
 - VPN Authentication
 - Enterprise Identity
 - Virtual SIM
- Communication and Collaboration
 - Enterprise Blend
 - SecuSUITE (Secusmart acquisition currently pending)
 - Secure voice and text communications
- VAS Bundle: Secure Productivity (\$6/device/month)
 - VPN Authentication
 - Enterprise Blend
 - BBM Protected

CHANNELS

SAMSUNG



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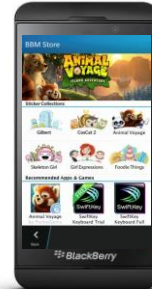


BBM: MONETIZATION

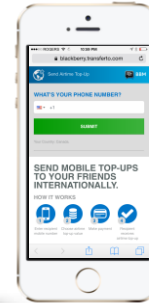
- Consumer
 - BBM Ads
 - BBM Shop
 - Payments
 - BBM Money
 - Subscriptions – coming soon
- Enterprise
 - BBM Meetings
 - \$12.50/device/month
 - BBM Protected
 - \$2.50/device/month
 - BBM Bundle: Enterprise Communicator
 - \$12.00/device/month



BBM Ads:
An engaged mobile audience
3 native ad unit formats



BBM Shop:
Purchase stickers and virtual goods
Carrier billing integration



Payments:
International remittances
Mobile top ups



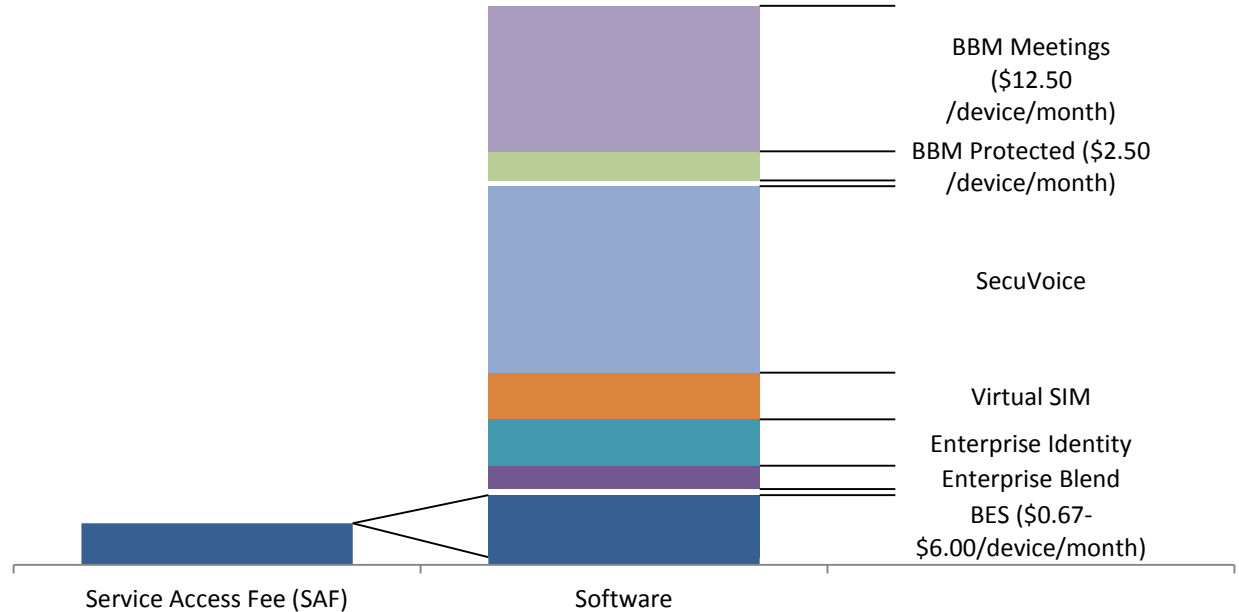
BBM Money:
P2P money transfer
Merchant transactions
Bill payments



BBM Subscriptions:
Bundle premium features
Available for purchase
Coming soon

THE GROWTH OPPORTUNITY

Bottom line: Overall opportunity for software and BBM revenue per device is potentially 10x today's SAF per device



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RECAP

- **Current Color**
 - Software revenue of \$250M in FY15, \$500M in FY16
 - BBM revenue of \$100M in FY16
- **Potential for continued sustainable software growth**
 - **Many BES 12 Levers:**
 - Expands BBRY addressable market from roughly 40M business smartphones today to 670M units, supporting all mobile platforms
 - Improve attach rate for tech support
 - Move to subscription license contracts
 - Raises monthly ASP
 - Bundles support with license
 - Upsell to higher value Gold service and Premium support
 - **Increase penetration/ARPU with VAS and BBM**

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