

ANNUAL GENERAL MEETING

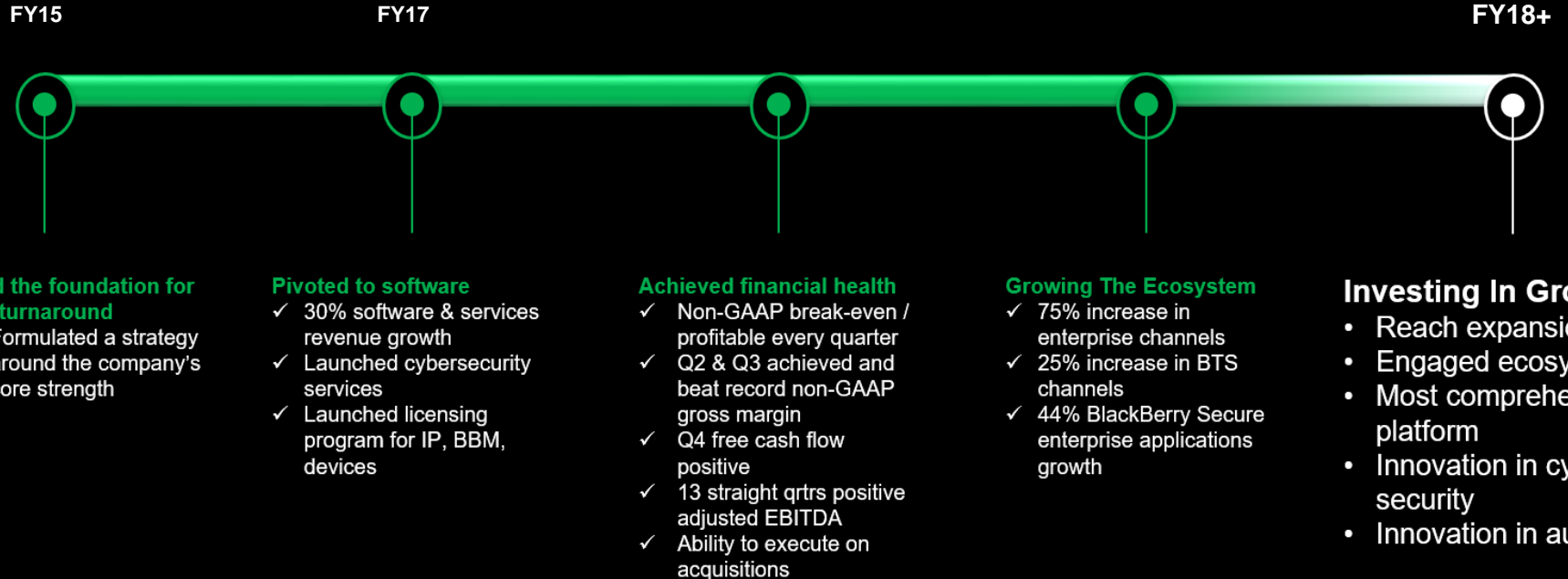
John Chen, Executive Chairman & CEO

June 21, 2017



THE JOURNEY SO FAR

The turnaround is complete and we are investing in growth



WE DELIVERED

We delivered on our FY17 promises

Deliver 30% software & services revenue growth	✓
Grow software at or faster than the market rate	✓
Grow software revenue to offset SAF decline	Q4
Deliver non-GAAP operating profit across all segments	Q3 & Q4
Achieve positive free cash flow	Q4
Deliver a licensing program for devices	✓
Expand the channel	✓
Deliver IoT & messaging traction	✓

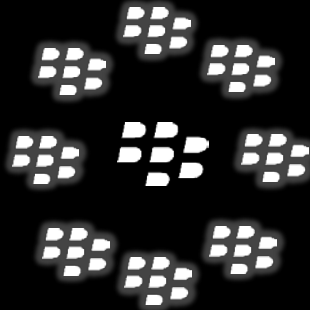
MAJOR MILESTONES

The pivotal moments of the last 12 months

**DE-RISKED &
STRENGTHENED
BALANCE SHEET**



**LICENSING
PROGRAM, WITH
GLOBAL FOOTPRINT**



**BLACKBERRY
SECURE PLATFORM**



**CYBERSECURITY
LEADERSHIP
RECOGNITION**

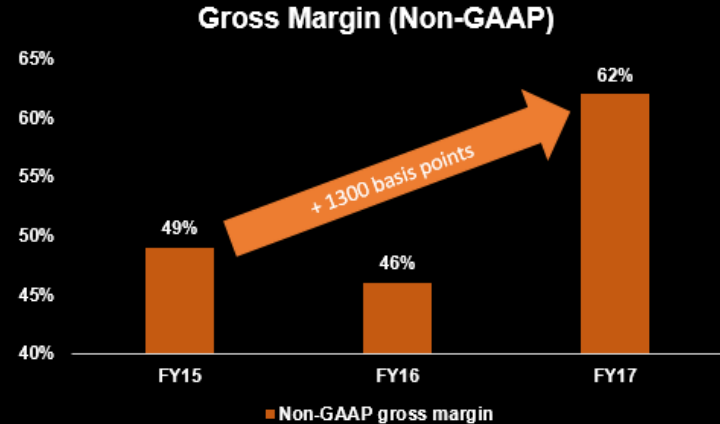
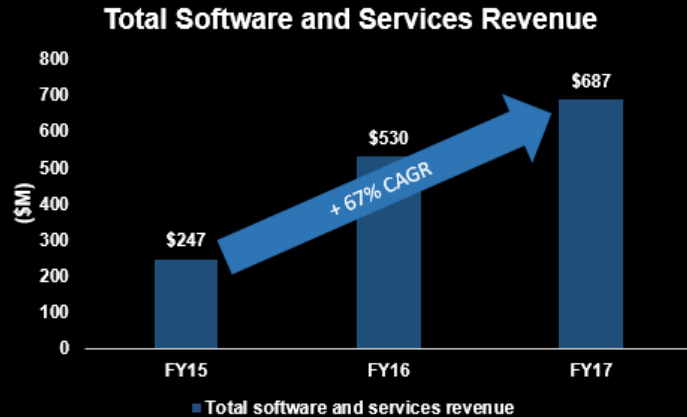


**INNOVATION IN
AUTO &
CYBERSECURITY**



FINANCIAL HIGHLIGHTS

A record breaking year in software & services



Key Accomplishments

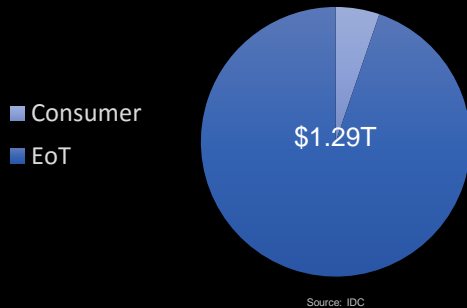
KEY ACCOMPLISHMENTS

- Records:
 - Software & services revenue (\$687M)
 - Non-GAAP gross margin (62% in Q2)
 - Non-GAAP gross margin (70% in Q3)
- Non-GAAP operating profit in all operating segments (Q3 & Q4)
- Software & services revenue exceeded SAF decline (Q4)
- 30% software & services YoY revenue growth
- 13 consecutive quarters positive adjusted EBITDA
- Breakeven / positive non-GAAP EPS every quarter
- Total cash ending FY17 \$1.7B (net cash \$1.1B)
- Arbitration award \$940M (Q1 FY18)
- Reduced debt to \$605M, from \$1.25B

ENTERPRISE OF THINGS IS OUR FOCUS

Enterprise spending on 'Things' will far outweigh consumer

Spend In IoT By 2020



The Largest Industries



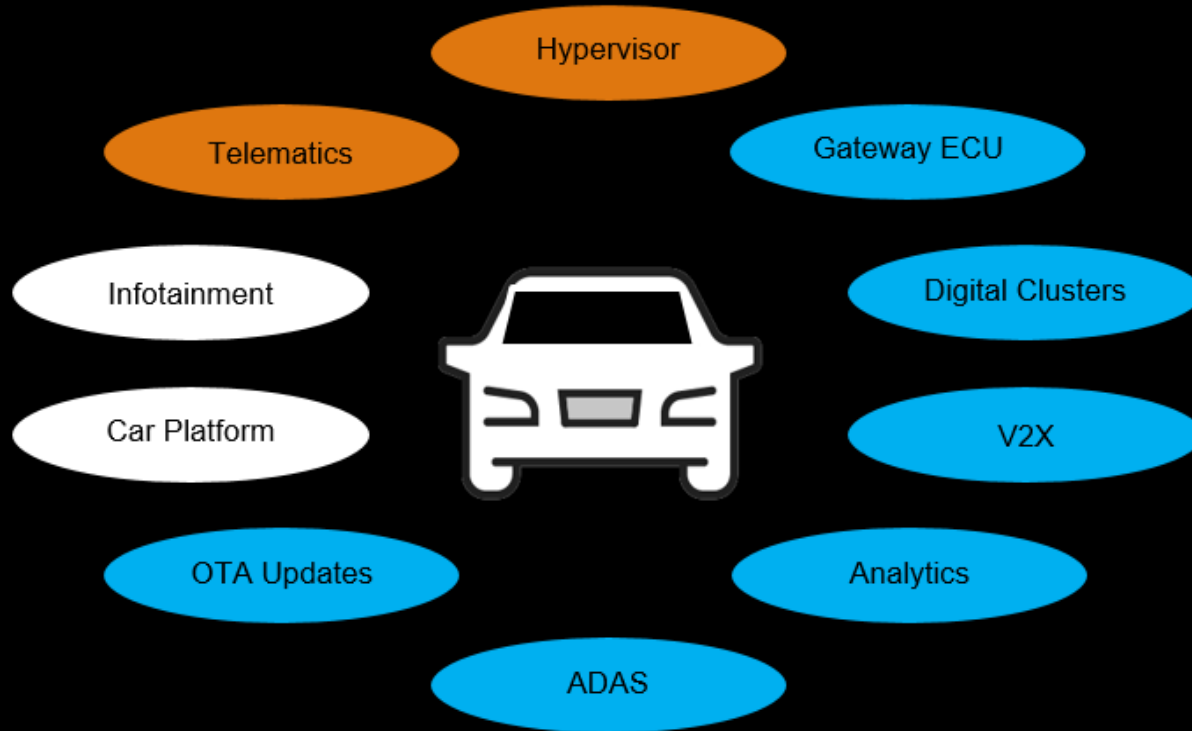
EoT is underpinned by security



Our Mission: Secure, Connect & Mobilize the Enterprise of Things (EoT)

EXPANDED OFFERINGS

Ongoing investments in our growth platforms: Automotive

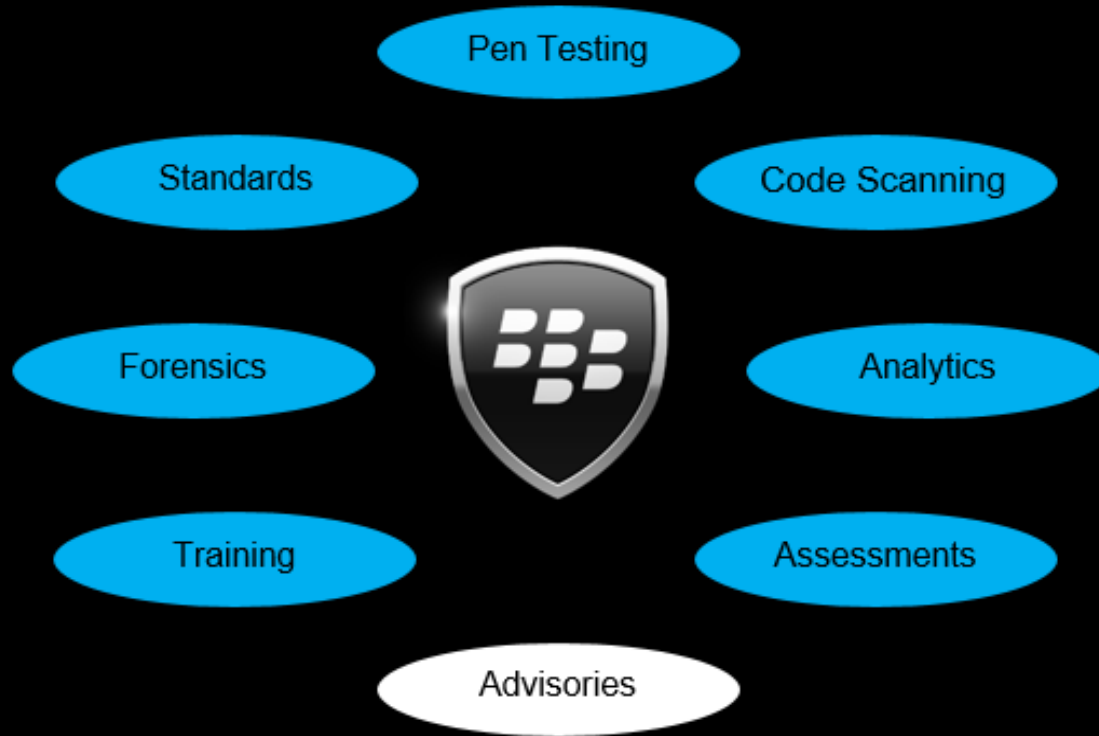


EXPANDED OFFERINGS

Existing

FY17

Ongoing investments in our growth platforms: Cybersecurity Services



EXPANDED MARKET REACH

Ongoing investments in our growth platforms

CHANNELS

- ▲ 75% YoY growth in enterprise channels
- ▲ Expansion of cybersecurity services reach into insurance industry
- ▲ 25% YoY growth in BTS channels



DEVELOPERS

- ▲ 16K developer partners, in 134 countries
- ▲ 44% YoY growth in BlackBerry enterprise apps marketplace
- ▲ 2.3M BlackBerry Dynamics apps licenses

GO TO MARKET

CUSTOMERS

- ▲ 12.8K customer orders
- ▲ 7/G7 & 15/G20 governments
- ▲ 100% of F100 commercial banks
- ▲ 10/10 top 10 and 57 top 100 Am Law firms



ENGAGEMENT

- ▲ BlackBerry Security Summit expanded internationally
- ▲ Developer Conference and international Roadshow launched
- ▲ Analyst Day launched. Highly positive write-ups from Gartner, IDC, 451 Research & more

Auto Partners – BlackBerry software is in 60% of cars on the road



We work with 40+ OEM's & 25+ Tier 1's



Enterprise Channels – 1,500+ enterprise channel partners; 75% YoY growth



#1 IN SECURITY

Industry recognition of our security leadership



“Few companies are as strong as BlackBerry on security.”



“The combined history, reputations and security capabilities of BlackBerry ... make [it] a strong choice for regulated or security conscious organizations.”



“BlackBerry regularly delivers security updates ... providing customers with the most up-to-date security available.”

#1

Gartner scored BlackBerry software #1 in all six categories of its critical capabilities for high-security mobility management report

#1

BlackBerry is trusted by **governments** and **enterprises** worldwide, including 7/G7, 15/G20, 10/10 top Am Law firms, all F100 commercial banks

#1

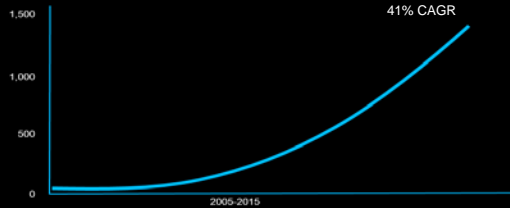
Forrester ranked BlackBerry #1 in the Security Capabilities category of its Enterprise File Sharing & Sync report

A BROADENING MARKET OPPORTUNITY

BlackBerry's core strengths of security and connectivity are critical to EoT

Increasing Demand for Security

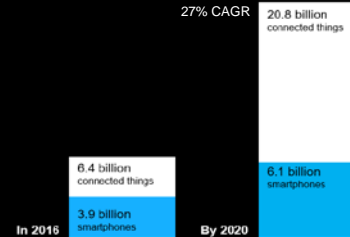
Rising number of security breaches due to hacking



Source: Verizon Data Breach Investigations Report

Exploding Endpoints

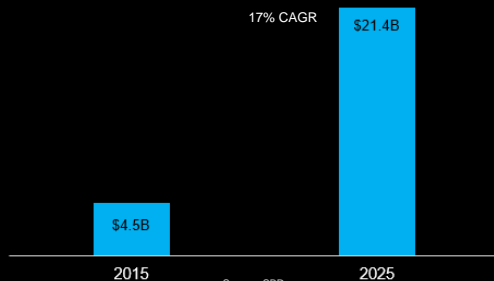
On average 10M new 'Things' are added everyday



Source: Gartner & Ericsson Mobility Reports

High-Growth Auto Market

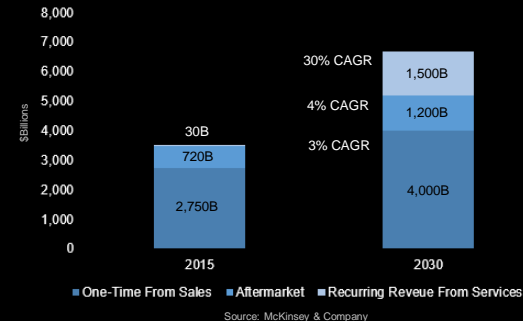
Increasing Revenue Opportunities From Embedded Telematics



Source: SBD

High-Growth Auto Market

Diversifying Revenue Pool

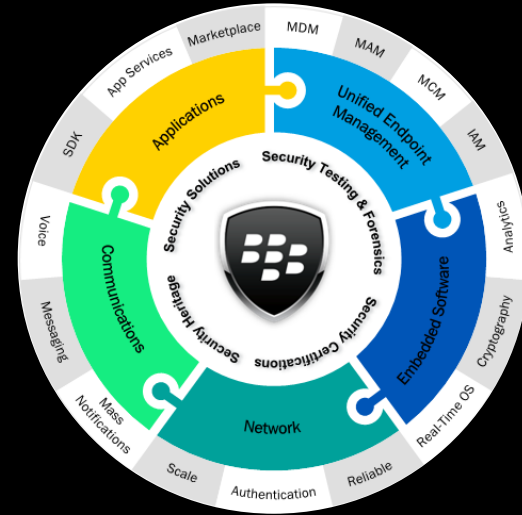


Source: McKinsey & Company

ADDRESSING THE OPPORTUNITY

Four synergistic growth engines, that combine for the most secure & comprehensive EoT

1. Enterprise
2. Embedded
3. Professional Services
4. Licensing



THEMES FOR FY18

FY18 will deliver continued progress towards our mission

OUR GUIDEPOSTS FOR FY18

**GROW SOFTWARE & SERVICES AT OR FASTER THAN THE
MARKET RATE**

EXTEND OUR SECURITY LEADERSHIP THROUGH INNOVATION

DRIVE CUSTOMER ADOPTION OF THE ENTERPRISE OF THINGS

The BlackBerry logo, consisting of a stylized blue icon of a berry with three rows of dots, is positioned to the left of the brand name. The brand name "BlackBerry" is written in a bold, italicized, blue sans-serif font.

BlackBerry