

### Safe Harbor Statement

Some of the statements made within this presentation constitute forward-looking statements and are made pursuant to the safe harbor provisions of applicable U.S. and Canadian securities laws.

Forward-looking statements are indicated by using words such as expect, will, should, model, intend, believe and similar expressions. Forward-looking statements are based on estimates and assumptions made by the company in light of its experience and its perception of historical trends, current conditions and expected future developments as well as other factors that the company believes are relevant.

Many factors could cause the company's actual results or performance to differ materially from those expressed or implied by the forward-looking statements, including the risk factors that are discussed in the company's annual report on Form 10-K and in our MD&A.

You should not place undue reliance on the company's forward-looking statements. The company has no intention and undertakes no obligation to update or revise any forward-looking statements, except as required by law.

This presentation includes certain non-GAAP measures. We believe that these non-GAAP measures, which may be defined differently by other companies, explain our results of operations in a manner that allows for a more complete understanding of the underlying trends in our business. However, these measures should not be viewed as a substitute for those determined in accordance with GAAP. For a reconciliation between the non-GAAP measures used in this presentation and our GAAP results, please see our Q3 Fiscal 2021 earnings press release and supplement available through our website and on EDGAR and SEDAR.



**70%** of companies allow BYOD

Over 50% of IoT endpoints have been attacked

30% of employees have opened a phishing email

**Human error** is the cause of 90% of data breaches

A new hacking attempt every 39 seconds

96%+

**BLACKBERRY SECURES** 

97% of cyberattacks 79% of employees are through the use security workarounds

100M pieces of malware are released every year

24,000 malicious third-party apps every day

THREAT LANDSCAPE

OF THE ENTERPRISE

**4M+** cybersecurity skills gap globally

**90%** of cyberattacks go unreported

**76%** of enterprises have been victims of **phishing** attacks

1M security alerts are seen daily by over a quarter of security teams **67B** connected endpoints by 2025

Over **6K** vendors,

creating point-to-

point security gaps

endpoint

300% increase in

cybercrimes during

COVID-19

60% of enterprises have been victims of IoT attacks

# Q3 FY21 Financial Summary



\$224M

Non-GAAP Revenue<sup>1</sup> \$

\$0.02

Non-GAAP Earnings per Share<sup>1</sup> %

70%

Non-GAAP Gross Margin<sup>1</sup> \$

\$757M

Total ending Cash & Investments



~83%

Recurring Non-GAAP Software Product Revenue<sup>1,2</sup>



\$475M

Annual Recurring Revenue<sup>2</sup>

%

90%

Dollar-Based Net Retention Rate<sup>2</sup> \$

\$31M

Adjusted EBITDA<sup>1,2</sup>

### Q3 FY21 Achievements

AWS and BlackBerry join forces with new intelligent vehicle data platform, BlackBerry IVY.

Multi-year, global agreement to codevelop and co-market a software platform to securely read and normalize vehicle data to create actionable insights BlackBerry unveils industry's first
Unified Endpoint Security (UES)
Solution for Al-powered
cybersecurity,
BlackBerry® Cyber Suite.
Delivers security and Zero Trust
with a zero touch end-user
experience through a single

BlackBerry launches industry's
first User Behavior AI technology
for cybersecurity,
BlackBerry Persona® Desktop.
Uses advanced AI and machine
learning to deliver continuous
authentication to validate user
identity in real-time and protect
against security breaches

BlackBerry® Unified Endpoint
Manager (UEM) software has
achieved National Security
Agency (NSA) Commercial
Solutions for Classified Program
(CSfC) approval

BlackBerry QNX has design wins with 19 of top 25 Electric Vehicle OEMs, who together have 61% of EV market

console

BlackBerry uncovered massive
Hack-For-Hire Group, BAHAMUT,
targeting governments,
businesses, human rights groups
and influential individuals



# Investment Highlights

# BlackBerry's Value Proposition

**OUR AMBITION...** 

BlackBerry will be the must-have software provider for endpoints – how they are built, secured, managed, connected, and integrated via our open and OS agnostic ecosystem. BlackBerry will deliver a "whole product" experience that helps organizations realize their digital transformation objectives with the highest level of security, innovation and efficiency.

... CONCENTRATES ON WORKING IN THESE INDUSTRIES AND CUSTOMERS ...



Industries that require high-security mobility management, for endpoints and information



Leadership teams who want to transform their operations for the digital age



OEM leadership teams who want to manufacture **safety-certified** endpoints





Safety-certified, API-enabled endpoints



Secured and **managed** endpoints



Secure **comms** between any endpoints

... THAT WILL REQUIRE THE FOLLOWING CRITICAL DIGITAL CAPABILITIES ...



**Data science** and AI/ML algorithms



End-to-end layered security



**Developer** SDKs and platform APIs



Cloud-first and onprem **deployment** 



**Crowd-sourced** data lake of endpoint telemetry

... DELIVERED PRIMARILY THROUGH THE FOLLOWING ACTIONS.



**Zero-trust** for unmatched security



**Zero-touch** for maximum productivity



**Connectivity** for one global community

# BlackBerry: An Internet of Things Market Leader



500M+

**Endpoints protected** 



175M+

Cars protected by QNX



19 / 25

Top EV Automakers



38K+

Patents and applications



Industry-leading
AI/ML-driven Cyber
software



26%

Y/Y Software and Services revenue growth<sup>2,3</sup>



**76**% (+29 pts)

FY20 Gross Margin (and improvement 2016–20)<sup>2</sup>



**7**%

(+12 pts)

FY20 Operating Margin (and improvement 2016–20)<sup>2</sup>

## Investment Highlights



# Our mission is to enable security from IT to Internet of Things (IoT) in large, critical markets

Unique portfolio in a \$38B TAM that is organically growing<sup>1</sup>

# Zero Trust-based platform for security and management of all endpoints and users

Combining next-generation AI with mobile, secure communications for IoT

# Positioned to secure all IoT endpoints for a comprehensive, scalable solution

Effectively secure upwards of 96% of all cyberthreats<sup>2</sup>

#### Leading software platform for the automotive industry

Installed in over 175M cars across 45+ automakers

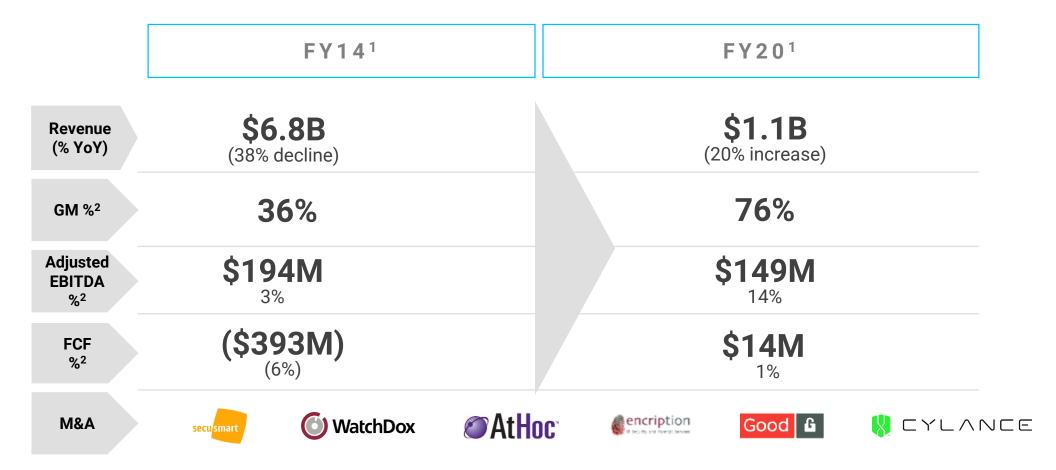
#### Unrivaled, broad and diverse blue-chip customer base

7 of G7 governments, 18 of G20 governments, 9/10 top automakers, 9/10 largest global banks

# Transformed into a software-driven business with demonstrated operating leverage

~90% recurring software product revenue with 12 pts improvement in operating margin from 2016 to 2020<sup>3</sup>

### Business Transformation: From Hardware to Software



BlackBerry Has Undergone a Significant Shift in Its Business Model and Financial Profile.

### BlackBerry's Customers and Partners

#### **Top-Tier Customers**







#### **Top-Tier Partners**



## **Strategic Priorities**



#### FY21 AND BEYOND - FOCUSED ON GROWTH







+



+



+



Unlock synergies from integration of UEM and Cylance and deliver on Spark, our end-to-end, unified platform for endpoint security and management

Close pipeline
opportunities, grow
partnerships and
increase market
share in regulated
industry verticals

Drive Professional Services expansion Gain market share in both automotive safety systems and other general embedded markets Successfully bring new product innovations to market

### **Timeless Model Goals**



	Goals
Recurring Software Product Revenue <sup>2</sup> (%)	~90%
Gross Margin <sup>1</sup> (%)	~80-85%
Operating Income <sup>1</sup> (%)	~20-25%
Adjusted EBITDA <sup>1</sup> (%)	~25-30%

# Opportunities for Long-Term Growth



We have the right strategy, the right technology and are playing in the right markets.



# **Accelerate Growth Opportunities**

- Investing in growth
- Opportunities to lead in large markets

Sustainable revenue growth



#### **Capture the Future**

 Innovating and investing in future categories Long-term value creation



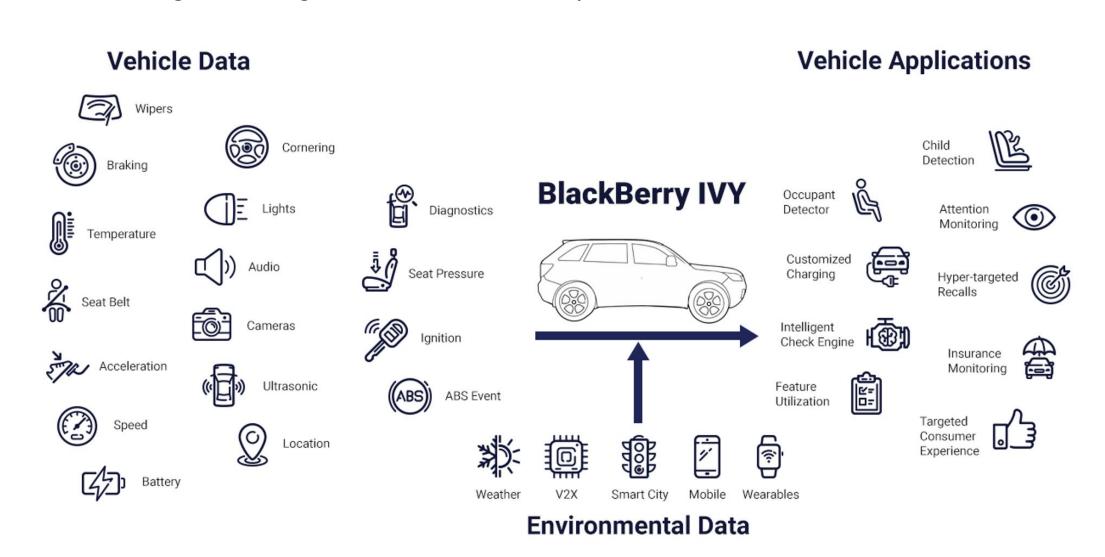
# Scalable Financial Model

- Recurring revenue growth
- Efficient operating models
- Increased earnings power
- Greater cash flow generation

# BlackBerry IVY

# BlackBerry IVY - Opportunity to harness data in the car

Diverse sensors generate huge amounts of data in unique formats

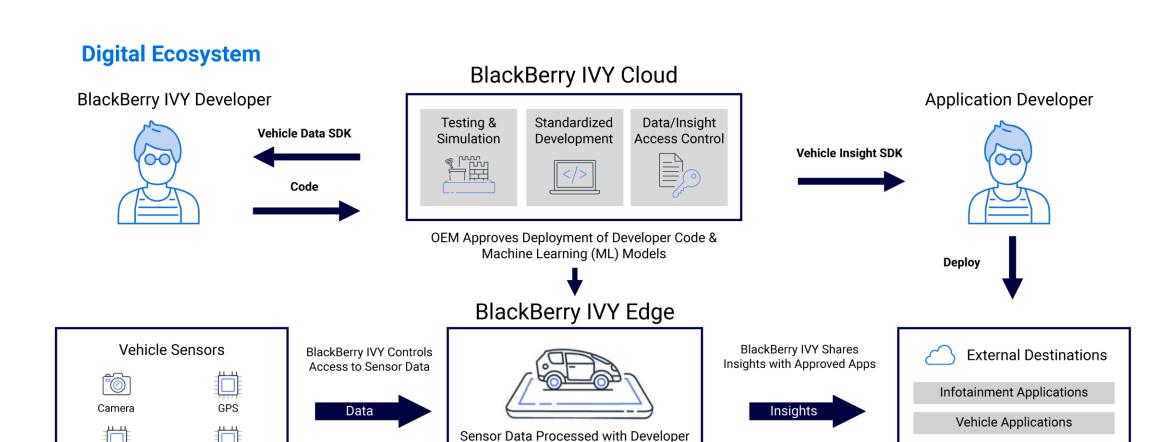


## BlackBerry IVY's Digital Ecosystem

Enabling a cross-brand, cross-model app & services ecosystem

Odometer

Other Sensor

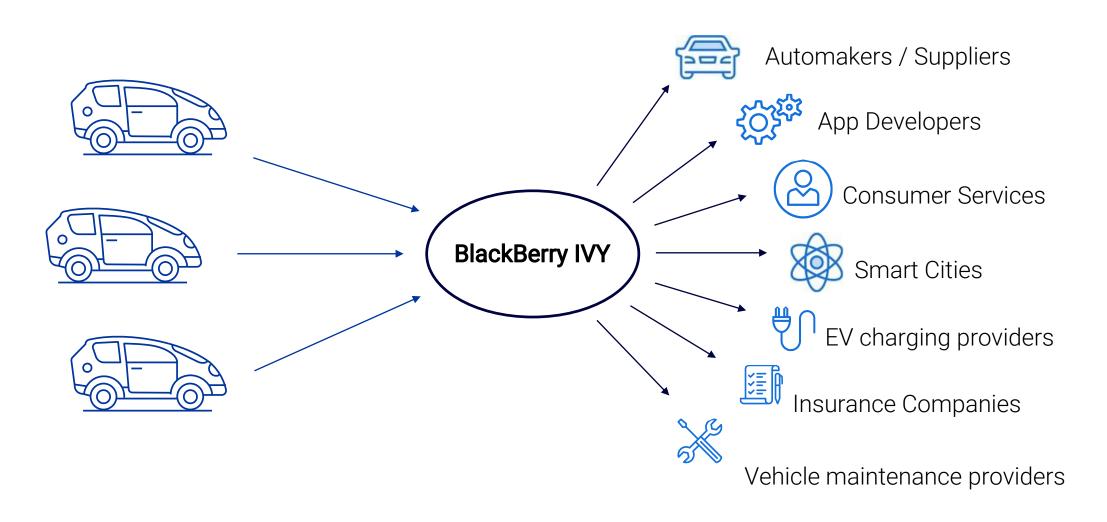


Code & Machine Learning Models

**External Destinations** 

## BlackBerry IVY's Addressable Market

Access to standardized, intelligent insights leads to endless possibilities



# BlackBerry IVY - Strategic Alliance for Co-Development

Why did we co-invest in this partnership to jointly build a single solution?



- Trusted leader in automotive safety and security
- Deep knowledge of embedded automotive software systems
- Exceptional track record of delivery, integration, and support

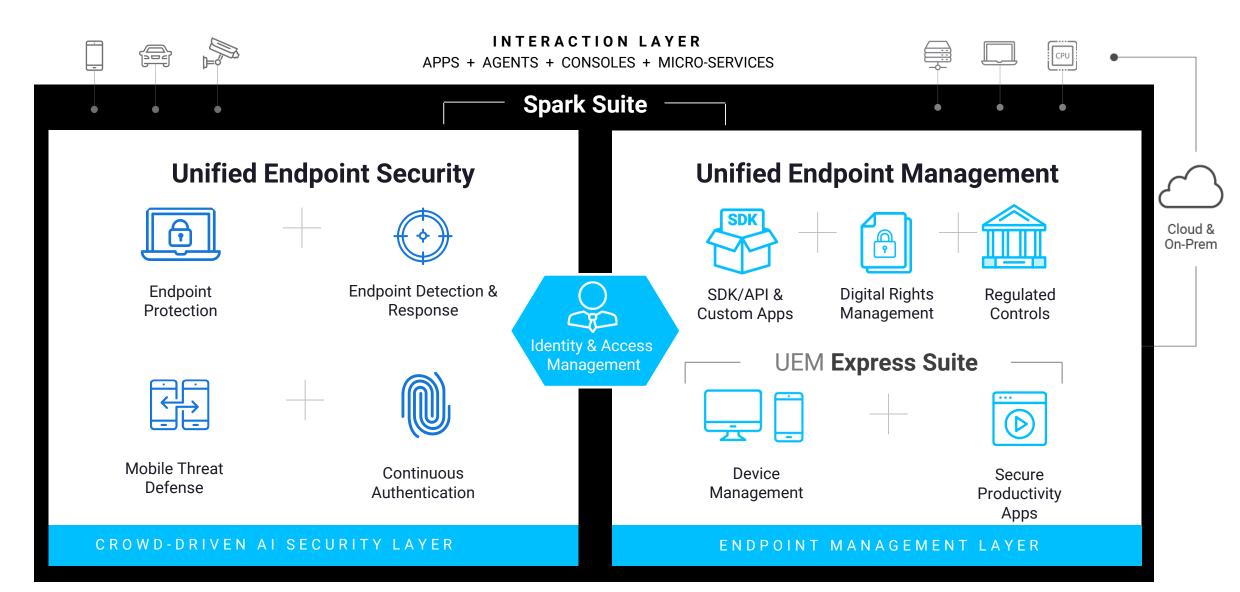


- Leading global cloud provider with a culture of innovation
- Unmatched machine learning expertise and IoT capabilities
- Proven builder of successful developer ecosystems

# BlackBerry Spark<sub>®</sub>

## **Spark Suite**





# Why Unify Endpoint Security & Endpoint Management?



TOO MANY VENDORS

MOBILE IS VULNERABLE

ENDPOINTS ARE CHANGING

**70%** 



50%



of organizations will have mobile threat defense

By 2023, 50% of organizations will have mobile threat defense (MTD) in place, growing from less than 20% of organizations in 2020.

40%



of workers use wearables as primary devices

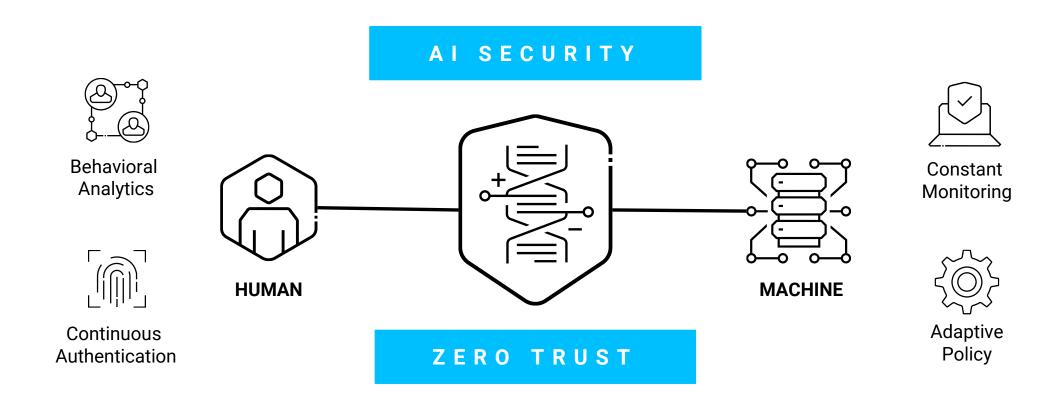
By 2023, 40% of frontline workers will use wearables as their primary computing devices, an increase from less than 10% in 2019.

# of organizations will have a unified console

By 2024, the adoption of Windows 10, Google Chrome OS and Apple macOS will drive the need for a combined endpoint management console in more than 70% of organizations.

### What is Zero Trust?





The components work in concert as a foundation for a Zero Trust enterprise security architecture.

# \*\*\*\*BlackBerry® QNX®

# Secure Embedded OS to Secure the 'Edge'



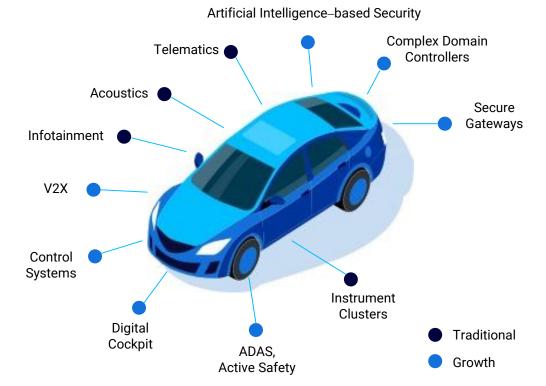
#### SMART HOME



#### CLOUD SERVICES

- OTA
- Jarvis

#### SMART CAR



#### SMART CITY



# BlackBerry QNX



#### AUTOMOTIVE CONVERGING TRENDS



Autonomous (Levels 2–5)



Auto-Mobility (Rideshare, etc.)



Digitization (Via connectivity)



Electrification (New everything)

#### IMPACT

- Cars are becoming 'smarter.'
- Software is reaching more safetycritical parts of the car.
- An increasing portion of new cars have a significant software component.
- Commoditization of hardware and the emergence of software are key differentiators.
- An increased need for cybersecurity.

# BlackBerry AtHoc

# Critical Event Management



#### KEEP YOUR PEOPLE SAFE

How do you communicate to your staff, contractors, visitors and students quickly if there is an incident?

#### GET CLEAR, TIME-CRITICAL FEEDBACK

How do you collate feedback from your people as they are responding to a critical event, so you have the full picture?

#### REDUCE IT DOWNTIME

In the event of a system outage, can you automatically communicate and coordinate a response and short-term workarounds to reduce downtime?

#### MINIMIZE DISRUPTIONS

What are the threats you can anticipate and how do you keep track of changing threat levels from weather and natural events, cyberattacks and local authority warnings?

# Critical Event Management

- Notify anyone, anywhere, on any device.
- Gather critical information from your people to achieve situational awareness.
- Gain real-time visibility into your personnel status and location.
- Communicate and collaborate with other organizations.

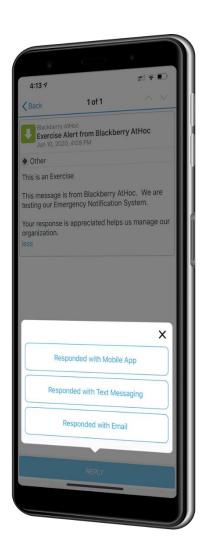




# Critical Event Management









# BlackBerry SecuSUITE

# BlackBerry SecuSUITE



#### **Secure Voice & Messaging**

Built to meet national security standards; offering end-to-end security for voice calls and messages on **standard iOS and Android** devices.

#### **Encrypted Communication**

Protects the content of your communication with strong encryption.

#### **Contact Verification**

Continually confirms the identities of your contacts and their devices, so you can talk confidently with protection from identity spoofing.

#### **Sovereign Network**

Uses a closed virtual network, so you will never be bothered by adware or spam calls.

#### **Control of Metadata**

What is collected, who has access.

#### **Security Certifications**

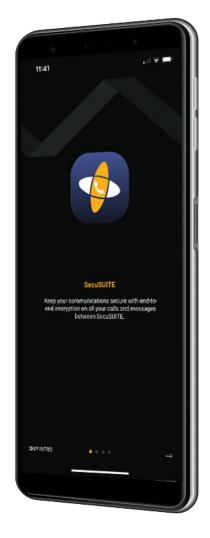
Regularly undergoes rigorous certification reviews to meet the strictest standards; its proven technology is trusted by key governments around the world.



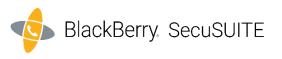








# BlackBerry SecuSUITE



#### EASY & INTUITIVE TO USE

The app is easy and intuitive to use and offers high-quality voice on both Wi-Fi and cellular data.

#### **ENTERPRISE INTEGRATION**

It can also be easily integrated into your enterprise telephony system, making it the perfect addition to a secure working environment.







# Appendix (Q3 FY21 Financials)

# GAAP Income Statement (\$M)

	C	Q1-20	(	Q2-20	(	Q3-20	(	Q4-20	FY 2020		Q1-21		Q2-21		Q3-21	
Software & Services	\$	168	\$	168	\$	185	\$	170	\$	691	\$	148	\$	151	\$	162
Licensing and Other		79		76		82		112		349		58		108		56
Total GAAP Revenue		247		244		267		282		1,040		206		259		218
Cost of Sales		70		68		69		70		277		63		60		69
Gross Profit		177		176		198		212		763		143		199		149
Research and Development		71		62		66		60		259		57		57		53
Selling, Marketing and Admin		121		130		129		113		493		90		79		83
Amortization		49		48		49		48		194		46		46		45
Impairment of Long-lived Assets		-		2		3		5		10		-		21		-
Impairment of Goodwill		-		-		-		22		22		594		-		-
Debentures Fair Value Adjustment		(28)		(23)		(20)		5		(66)		1		18		95
Total Operating Expenses		213		219		227		253		912		788		221		276
GAAP Operating Loss		(36)		(43)		(29)		(41)		(149)		(645)		(22)		(127)
Investment Income (Loss), Net		3		-		(1)		(1)		1		-		(5)		(1)
Loss before Income Taxes		(33)		(43)		(30)		(42)		(148)		(645)		(27)		(128)
Provision for (recovery of) income taxes		2		1		2		(1)		4		(9)		(4)		2
GAAP Net Loss	\$	(35)	\$	(44)	\$	(32)	\$	(41)	\$	(152)	\$	(636)	\$	(23)	\$	(130)
Basic Loss per Share	\$	(0.06)	\$	(80.0)	\$	(0.06)	\$	(0.07)	\$	(0.27)	\$	(1.14)	\$	(0.04)	\$	(0.23)
Diluted Loss per Share	\$	(0.09)	\$	(0.10)	\$	(0.07)	\$	(0.07)	\$	(0.32)	\$	(1.14)	\$	(0.04)	\$	(0.23)
Weighted-average number of common shares outstanding																
Basic	ĵ	551,845		552,343		554,585		556,668		553,861	5	57,839	5	58,882	5	62,443
Diluted	(	512,345		612,843		615,085		556,668		614,361	5	57,839	5	58,882	5	62,443

# Non-GAAP Reconciliation (\$M)

Non-GAAP Adjustments (Pre-Tax and After-Tax)	Q1-20	Q2-20	Q3-20	Q4-20	FY 2020	Q1-21	Q2-21	Q3-21
Debentures Fair Value Adjustment	(28)	(23)	(20)	5	(66)	1	18	95
Restructuring Charges	1	1	7	1	10	1	1	-
Software Deferred Revenue Acquired	20	17	13	9	59	8	7	6
Software Deferred Commission Acquired	(5)	(4)	(4)	(3)	(16)	(3)	(3)	(4)
Stock Compensation Expense	17	14	15	17	63	14	9	12
Acquired Intangible Amortization	35	36	35	35	141	33	32	32
<b>Business Acquisition and Integration Costs</b>	1	2	-	1	4	-	-	-
Goodwill Impairment Charge	-	-	-	22	22	594	-	-
LLA Impairment Charge	-	2	3	5	10	-	21	-
Acquisition valuation allowance	(1)	-	-	-	(1)	-	-	-
Total Non-GAAP Adjustment (Pre-Tax and After-Tax)	\$ 40	\$ 45	\$ 49	\$ 92	\$ 226	\$ 648	\$ 85	\$ 141

<b>GAAP to non-GAAP Gross Profit</b>	Q:	L-20	Q2	Q2-20		Q3-20		-20	FY 2020		Q1-21		Q2-21		Q3-21	
GAAP Revenue Software Deferred Revenue Acquired	\$	247 20	\$	244 17	\$	267 13	\$	282	\$	1,040 59	\$	206 8	\$	259 7	\$	218
Non-GAAP Revenue		267		261		280		291		1,099		214		266		224
GAAP Cost of Sales  Non-GAAP Adjustments to Cost of Sales		70 (2)		68 (2)		69 (4)		70 (2)		277 (10)		63 (2)		60 (1)		69 (1)
Non-GAAP Cost of Sales		68		66		65		68		267		61		59		68
Non-GAAP Gross Profit		199		195		215		223		832		153		207		156

# Non-GAAP Reconciliation (\$M) (Cont.)

Adjusted EBITDA	Q1-20		Q2-20		Q3-20		Q4-20	FY 2020		Q1-21	Q2-21		Q3-21	
GAAP Operating Loss	\$	(36)	\$	(43)	\$	(29)	\$ (41)	\$	(149)	\$ (645)	\$	(22)	\$ (	(127)
Non-GAAP Adjustments to Operating Income		41		45		49	92		227	648		85		141
Non-GAAP Operating Income		5		2		20	51		78	3		63		14
Amortization		53		54		53	52		212	50		50		49
Acquired Amortization Intangibles		(35)		(36)		(35)	(35)		(141)	(33)		(32)		(32)
Adjusted EBITDA		23		20		38	68		149	20		81		31

Reconciliation from GAAP Net Loss to Non-GAAP Net Income and Non-GAAP Earnings per Share	Q	Q1-20		Q2-20		Q3-20		Q4-20		FY 2020		Q1-21		Q2-21		3-21
GAAP Net Loss  Total Non-GAAP Adjustment (After-Tax)	\$	<b>(35)</b> 40	\$	<b>(44)</b> 45	\$	<b>(32)</b> 49	\$	<b>(41)</b> 92	\$	<b>(152)</b> 226	\$	<b>(636)</b> 648	\$	<b>(23)</b> 85	\$	<b>(130)</b>
Non-GAAP Net Income		5		1		17		51		74		12		62		11
Non-GAAP Basic Earnings per Share	\$	0.01	\$	0.00	\$	0.03	\$	0.09	\$	0.13	\$	0.02	\$	0.11	\$	0.02
Shares outstanding for Non-GAAP income per share reconciliation ('000)	5	51,845	5	52,343		554,585		556,668		553,861	5	57,839	5!	58,882	5	62,443

Non-GAAP Revenue, non-GAAP Gross Profit, non-GAAP Operating Income, non-GAAP Net Income, Adjusted EBITDA, and non-GAAP Earnings Per Share do not have a standardized meaning prescribed by GAAP and thus are not comparable to similarly titled measures presented by other issuers. The Company believes that the presentation of these non-GAAP measures enables the Company and its shareholders to better assess the Company's operating results relative to its operating results in prior periods and improves the comparability of the information presented. This non-GAAP information should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. You are encouraged to review the Company's filings on SEDAR and EDGAR. The company makes no commitment to update the information above subsequently.

# Amortization And Reconciliation Details (\$M)

Restructuring Charges Details (Pre-Tax)	Q1	-20	Q2-20		Q	3-20	Q	4-20	FY	2020	Q:	1-21	Q2-21		Q	<b>3-21</b>
Cost of Sales	\$	1	\$	1	\$	3	\$	_	\$	5	\$	-	\$	-	\$	-
Selling, Marketing and Administration		-		-		4		1		5		1		1		-
Total Restructuring Charges	\$	1	\$	1	\$	7	\$	1	\$	10	\$	1	\$	1	\$	-
<b>Amortization of Intangibles and PP&amp;E Details</b>	Q1	-20	Q2	Q2-20		Q3-20		4-20	FY	2020	Q:	1-21	Q2-21		Q	<b>3-21</b>
Cost of Sales Amortization																
Property, Plant and Equipment	\$	1	\$	2	\$	1	\$	2	\$	6	\$	1	\$	1	\$	1
Intangibles Assets		3		4		3		2		12		3		3		3
Total in Cost of Sales		4		6		4		4		18		4		4		4
Operating Expenses Amortization																
Property, Plant and Equipment	\$	5	\$	4	\$	5	\$	4	\$	18	\$	4	\$	5	\$	4
Intangibles Assets	*	44	•	44	т	44	T	44	7	176	,	42	7	41	,	41
Total in Operating Expenses Amortization		49		48		49		48		194		46		46		45
Total Amortization																
	,	•		_		_		_	_	2.4	_	_	_	_		_
Property, Plant and Equipment	\$	6	\$		\$	6	\$	6	\$	24	\$	5	\$	6	\$	5
Intangibles Assets		47		48		47		46		188		45		44		44
<b>Total Amortization</b>		53		54		53		52		212		50		50		49

The information above is supplied to provide meaningful supplemental information regarding the Company's operating results because such information excludes amounts that are not necessarily related to its operating results. The Company believes that the presentation of these non-GAAP measures enables the Company and its shareholders to better assess the Company's operating results relative to its operating results in prior periods and improves the comparability of the information presented. This non-GAAP information should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. You are encouraged to review the Company's filings on SEDAR and EDGAR. The company makes no commitment to update the information above subsequently.

# Fi BlackBerry®



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