ANNUAL GENERAL MEETING
John Chen, Executive Chairman & CEO

June 24th, 2019
SAFE HARBOR STATEMENT

Some of the statements we'll be making today constitute forward-looking statements and are made pursuant to the safe harbor provisions of applicable U.S. and Canadian securities laws.

We'll indicate forward-looking statements 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 Information Form, which is included in our annual report on Form 40-F 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.

For a reconciliation between the non-GAAP measures used in this presentation and our GAAP results, please see our Q4 Fiscal 2019 earnings press release and supplement available through our website and on EDGAR and SEDAR.
OUR VISION
A connected world, in which you are safe and your data is yours

OUR MISSION
To be the world’s leading provider of the most trusted endpoint connectivity technologies

OUR VALUE PROPOSITION
BlackBerry provides the trusted foundation for the Internet of Things
BLACKBERRY STRATEGY

BlackBerry operates in a $22B Internet of Things TAM, with a 27% CAGR

Crisis Communications
- $3B MARKET SIZE
- 34% CAGR

Unified Endpoint Management
- $3.2B MARKET SIZE
- 9% CAGR

Embedded Software
- $1.8B MARKET SIZE
- 19% CAGR

Endpoint Security
- $14B MARKET SIZE
- 30%+ CAGR

... & TRUST IS THE #1 CATALYST

CAGR: 2018-2021; Sources: Worldwide EMM Software Market Shares; Evolving Mobility Use Cases Drive Market Growth; Worldwide IT Security Products Forecast; Comprehensive Security Products Forecast Review
BLACKBERRY STRATEGY

BlackBerry Spark

A platform built on the integration and innovation of BlackBerry technologies

To deliver the most trusted endpoint communications for the Internet of Things
BLACKBERRY STRATEGY
The complete platform for a trusted Internet of Things

Expanding TAM

FY20  Growth
FY19  Product portfolio established
FY18  Software pivot complete
FY15  Strategy formulated
BLACKBERRY STRATEGY
Pivotal moments of the past 12 months

- Expanded from EoT to IoT
- AI / ML capabilities added
- Over 150 million cars
- Over half a billion endpoints connected and protected
- $1B cybersecurity company
- Established BGS

#BlackBerryTrust = #Security #Privacy #Control
OUR STRATEGY IS WORKING
We delivered on our FY19 promises

<table>
<thead>
<tr>
<th>Promise</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver non-GAAP software revenue growth between 8% to 10%</td>
<td>10%</td>
</tr>
<tr>
<td>Deliver non-GAAP operating profit every quarter</td>
<td>✓</td>
</tr>
<tr>
<td>Grow software billings by double digits</td>
<td>✓</td>
</tr>
<tr>
<td>Deliver positive non-GAAP EPS</td>
<td>$0.24</td>
</tr>
<tr>
<td>Deliver positive free cash flow</td>
<td>$83M</td>
</tr>
</tbody>
</table>
OUR STRATEGY IS WORKING
Record-breaking financial achievements

4-year CAGR 13%

Record non-GAAP software & services revenue ($857M)

Record non-GAAP gross margin (78%)
OUR STRATEGY IS WORKING
Expanded & engaged the ecosystem – customers

- Over 150 million vehicles
- 7 / 7 top Tier 1’s
- 9 / 10 top OEM’s
- 100% of F100 freight companies
- 100% of F100 aerospace & defense companies

- 181% FedRAMP user growth
- 16 / G20 governments
- 7 / G7 governments
- NATO

- 77% of F100 companies
- 100% of F100 commercial banks
- 100% of F100 energy companies
- 83% of F100 insurance companies
- 67% of F100 industrial companies
OUR STRATEGY IS WORKING
Expanded & engaged the ecosystem – channels & more

Channels
▲ 400+ new enterprise channel partners added
▲ 44% YoY growth in accredited enterprise channel partners
▲ 30% YoY growth in BTS channels

Developers
▲ 9% YoY growth in ISV partners
▲ 13% YoY growth in BlackBerry enterprise apps marketplace
▲ 5M BlackBerry Dynamics active app instances

Engagement
▲ BlackBerry Security Summit expanded to 10 cities
▲ BlackBerry Analyst Day sold-out
▲ Vertical Customer Advisory Boards
OUR STRATEGY IS WORKING
Our security is certified by regulatory bodies

New

NATO
HIPAA Compliant
HIMSS Analytics
FedRAMP
ISO
NIAP
Cyber Essentials
PCI DSS Compliant
IEC
FIPS Validated 140-2
OUR STRATEGY IS WORKING
Our security & mobility leadership is recognized by the industry

- Gartner named BlackBerry a leader in their Magic Quadrant for UEM Tools. The Magic Quadrant evaluates the ability to execute and completeness of vision.
- IDC positioned BlackBerry as a leader in the IDC Marketscape: worldwide EMM software vendor assessment, for the second consecutive year.
- Gartner named BlackBerry the highest scoring vendor in four of six categories of their critical capabilities for high-security mobility management report.
- CRN Tech Innovators Awards recognized BlackBerry as the Editors Choice. The awards recognize vendors that are reshaping the IT landscape.
OUR STRATEGY IS WORKING
Our security & mobility strategy is industry acclaimed

Gartner
“BlackBerry continues to evolve its IoT capabilities, burnishing its credibility as a viable vendor in that market.”

Forrester
“Customers frequently cite the security benefits of BlackBerry’s Secure Connectivity service as well as the strong app and data-level security features included with the platform.”

Government of Canada
“Whether it’s protecting the data generated by the IoT connected world, or guarding government secrets, BlackBerry has earned its reputation as an industry leader in security and privacy.”

Forbes
“BlackBerry is noteworthy for how quickly they are reinventing themselves into an enterprise-ready cybersecurity company.”

Yahoo Finance
“Bye-bye handsets, hello recurring revenue.”

CNN Money
“The key to BlackBerry’s success … cybersecurity and the so called Internet of Things. It’s thriving.”
BLACKBERRY CYLANCE
Adding artificial intelligence capabilities for advanced IoT endpoint security
BLACKBERRY CYLANCE

Natural synergies for an advanced integration timeline

- **FY19**: Acquisition completed
- **FY20**: Operational synergies
- **FY20**: AI / ML plus UEM
- **FY21**: AI / ML plus QNX
- **FY21**: Accretive growth

Expand Cylance into BlackBerry install base & introduce BlackBerry into Cylance install base
BLACKBERRY CYLANCE
What Cylance brings to BlackBerry

- 1,000+ Net New Channel Partners
- 4,000+ Net New Customers
- 300+ Engineers & Data Scientists
- 20M+ Fixed Endpoints
- Consumer & Enterprise Install Base
- Pioneering AI Security Technology

#BlackBerryTrust = #Security #Privacy #Control
FY20 OPERATIONAL PRIORITIES

We will continue to invest in our product and go-to-market

Deliver BlackBerry Spark
Integrate BlackBerry Cylance portfolio
Broaden reach in regulated verticals
Expand into new verticals
FY20 FINANCIAL PRIORITIES
We will continue to deliver profitable growth in total company software & services

Deliver Total Company Annual Revenue Growth Of 23% - 27%

Continue To Deliver Double Digits Billings Growth In Total Company Software & Services

Deliver Positive Non-GAAP EPS