

The BlackBerry logo is centered on a solid blue background. It features a white icon on the left, consisting of three vertical columns of three slanted rectangular segments each. To the right of the icon is the word "BlackBerry" in a white, italicized, sans-serif font. A registered trademark symbol (®) is located at the end of the word. The bottom right corner of the image features a subtle, wavy pattern of small white dots.

BlackBerry®

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 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 Q4 Fiscal 2020 earnings press release and supplement available through our website and on EDGAR and SEDAR.

John Chen

Executive Chair & CEO

Annual General Meeting
June 23, 2020

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

... A MARKET FORECAST TO REACH \$38 BILLION USD BY 2021 ...



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 on-prem **deployment**



Crowd-sourced data lake of endpoint telemetry

... DELIVERED PRIMARILY THROUGH THE FOLLOWING ACTIONS.



Zero-trust for unmatched security

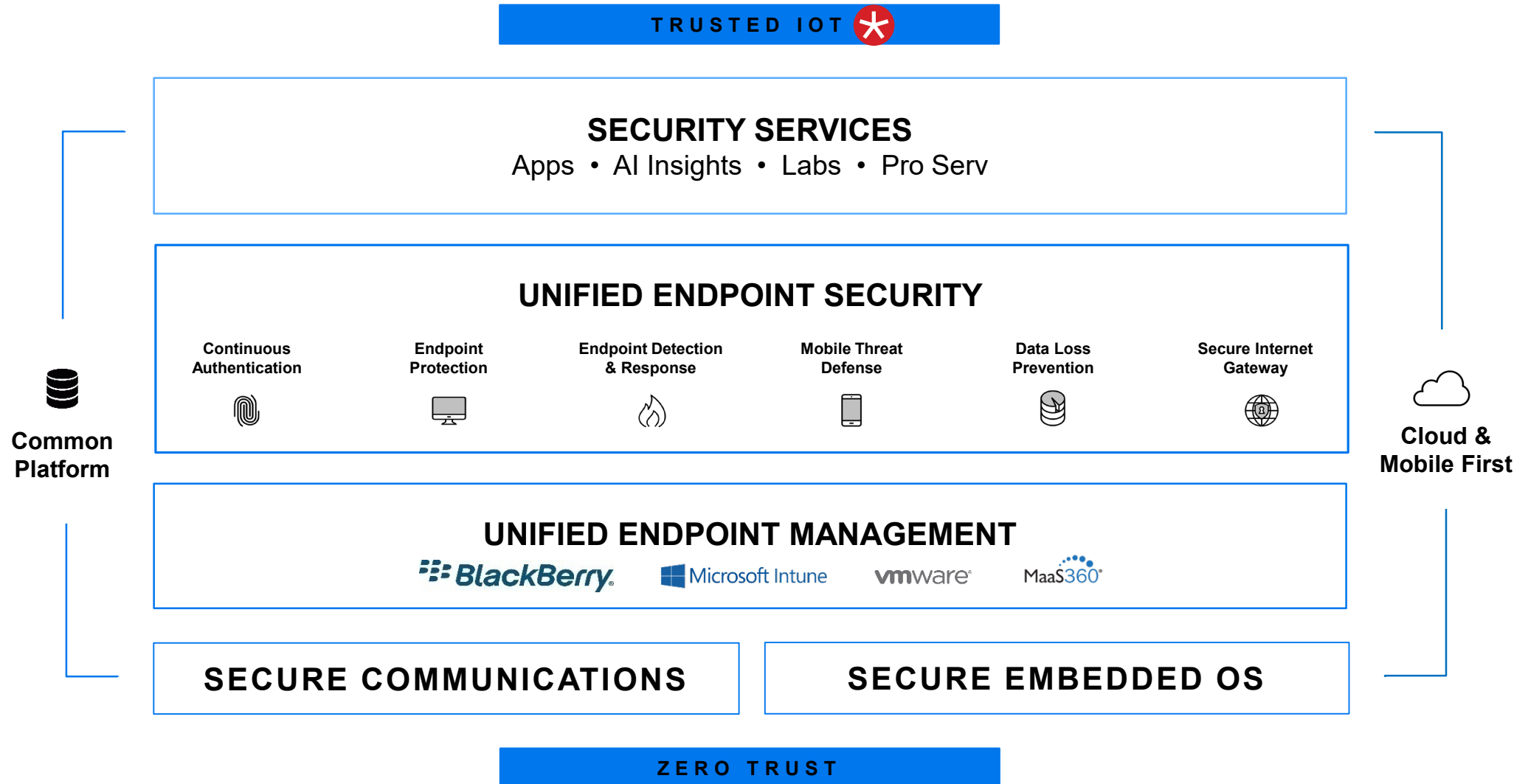


Zero-touch for maximum productivity



Connectivity for one global community

BlackBerry® Intelligent Security. Everywhere.



70% of companies
allow **BYOD**

4M+ cybersecurity
skills gap globally

Over 6K vendors
creating point-to-point
security gaps

30% of employees have
opened a **phishing** email

Over 50% of **IoT**
endpoints have been
attacked

97% of **cyberattacks**
are through the
endpoint

Human error is the
cause of 90% of data
breaches

79% of employees use
security **workarounds**

A new **hacking** attempt
every 39 seconds

300% increase in
cybercrimes during
COVID-19

100M pieces of
malware are released
every year

1M security alerts are
seen **daily** by over a
quarter of security teams

24,000 malicious **third-**
party apps every day

67B connected
endpoints by 2025

90% of **cyberattacks**
go unreported

76% of enterprises
have been victims of
phishing attacks

60% of enterprises
have been victims of
IoT attacks



BlackBerry® secures 96%+ of the enterprise threat landscape

The Enterprise Threat Landscape

You are about to be overwhelmed



1000's of endpoint
management & security
solutions

55+

Over 55 cyberattacks were
detected every second in the
first three months of 2020

67B

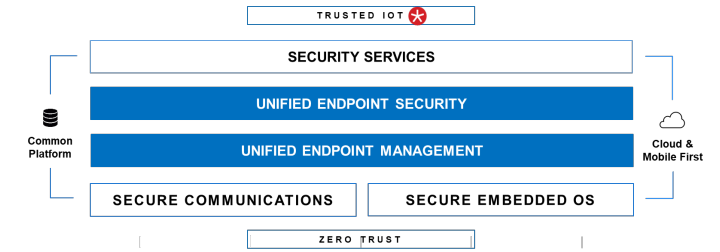
67B connected threat entry
points are forecast
by 2025

87%

87% of enterprises face
an IT skills shortage
today

BlackBerry Spark

Solving the enterprise's top priorities



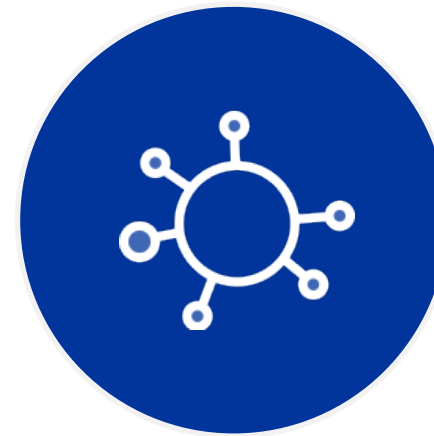
INTELLIGENT TECHNOLOGY

that evolves ahead of
your needs



MOBILE & CLOUD FIRST

for secure, remote
business continuity



SCALE ACROSS THE ENTIRE IOT

to address the
expanding landscape

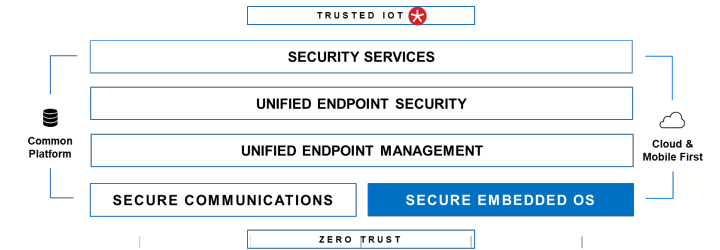
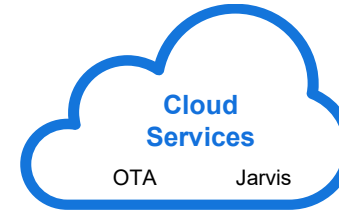
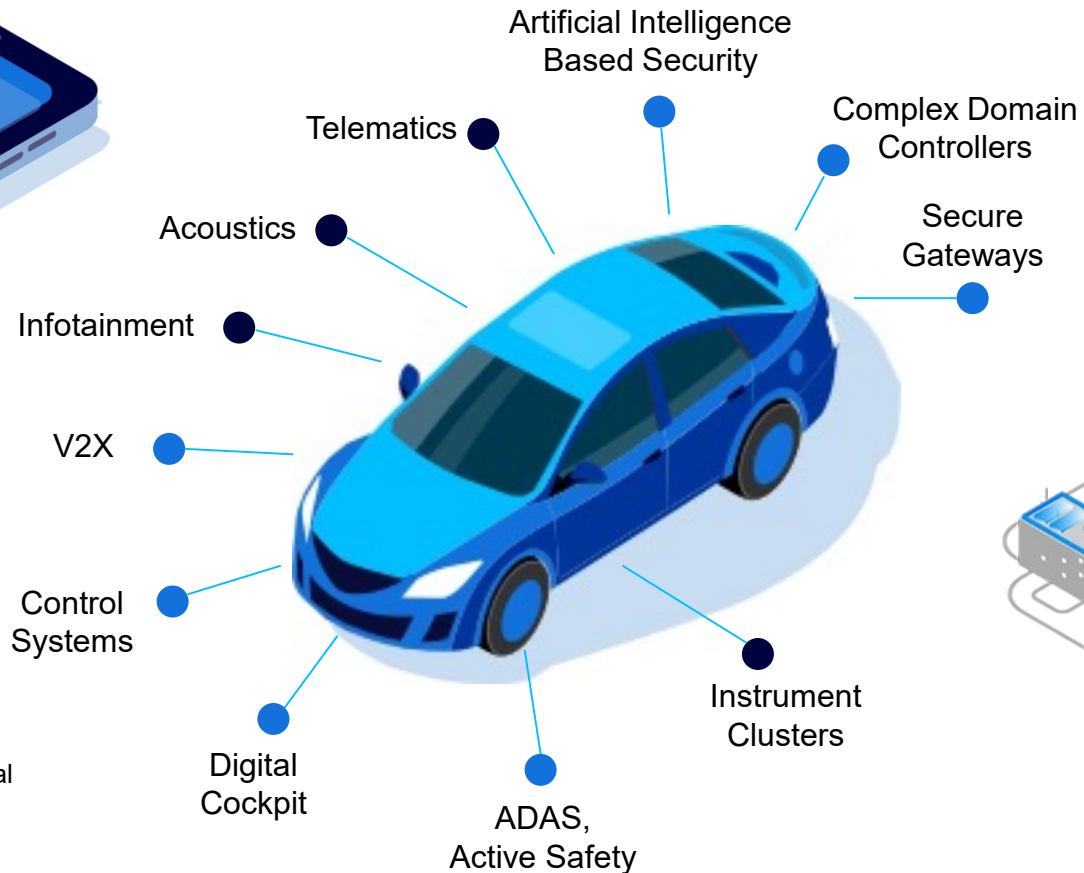


ONE SOLUTION

for UEM & UES, to
simplify risks, complexity
& cost

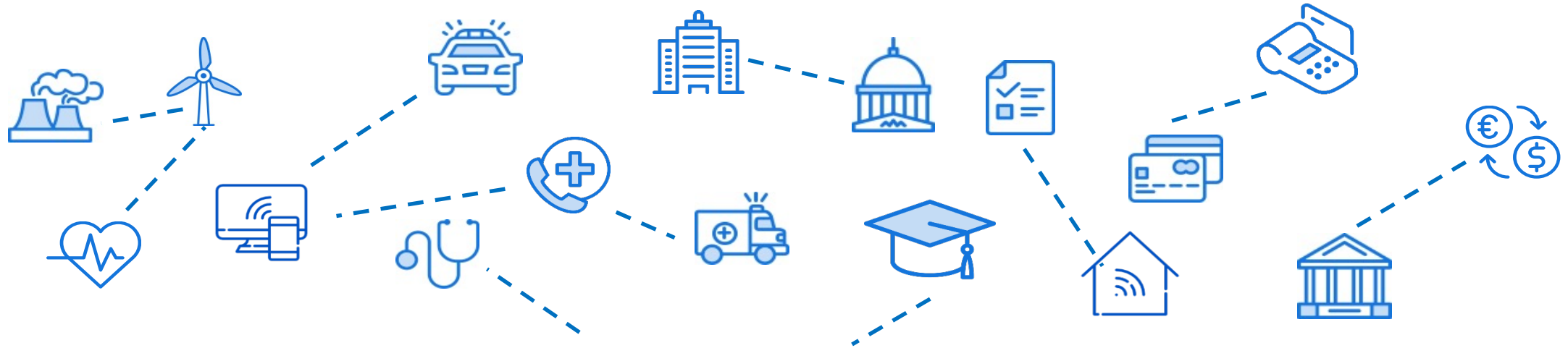
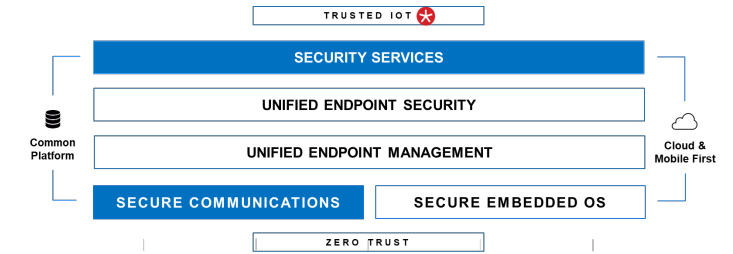
BlackBerry QNX

Secure embedded OS to secure the 'edge'



BlackBerry Secure Communications

Keeping you safe, secure and your data private



FY20 ACCOMPLISHMENTS

Our financial promises

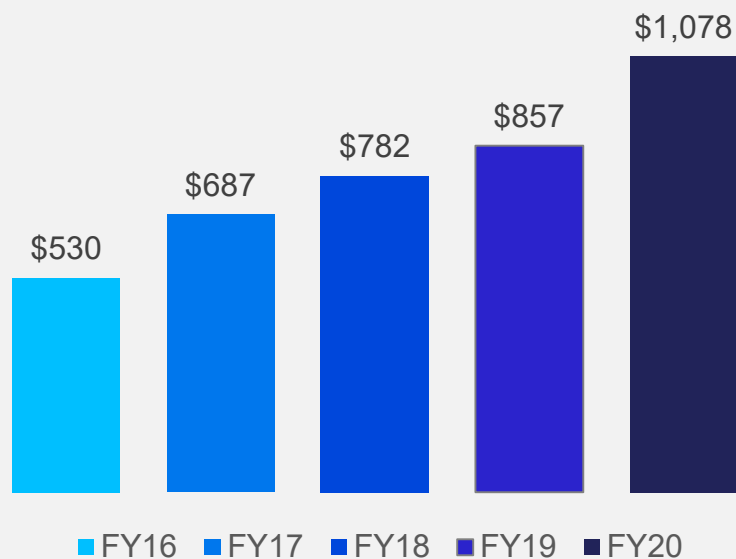
Deliver total company annual revenue growth of 23%-25%	20% (26% SW&S)
Deliver double digits software and services billings growth	19%
Deliver positive EPS	\$0.13
Deliver positive free cash flow	\$14M

On a non-GAAP basis

FY20 ACCOMPLISHMENTS

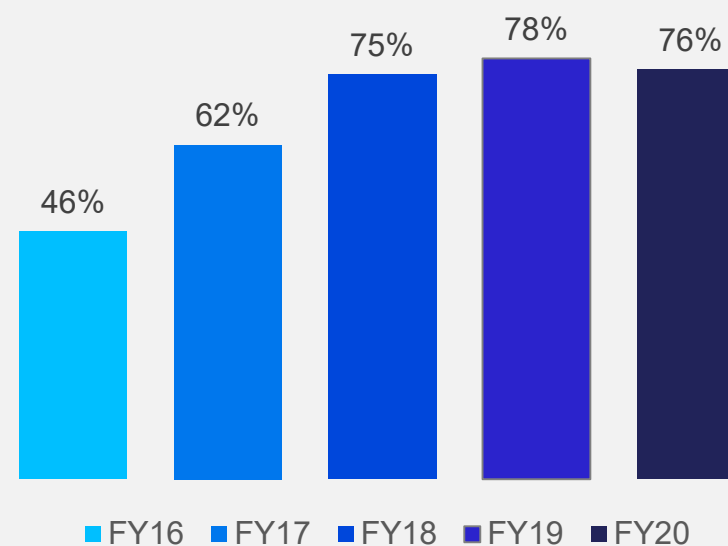
Our financial promises

Total Software & Services Revenue



4-year CAGR 19.4%

Gross Margin



3,000 Basis Points Improvement

On a non-GAAP basis

FY20 ACCOMPLISHMENTS

Consolidation of our strategy



BlackBerry Spark delivered



BlackBerry Cylance integrated



Patent portfolio expanded



24% of revenue invested in
R&D & 30+ products launched



Cloud-first, mobile-first
managed services launched



BlackBerry Advanced
Technology Labs established

FY20 ACCOMPLISHMENTS

Market validation



18 of the G20 governments
connected & protected



Over 175 million vehicles
connected & protected



77% of Fortune 100 financial
companies are customers



Over 500M endpoints
connected & protected

FY20 ACCOMPLISHMENTS

Market validation



Gartner again named BlackBerry a leader in their Magic Quadrant for UEM Tools.

“The BlackBerry UEM offering builds on the company’s reputation in the regulated and high-security mobile markets ... BlackBerry also has one of the stronger offerings among UEM vendors for IoT devices ...”

IDC again named BlackBerry a mobility leader,
in UEM software, EMM software and EMM software for
IoT device deployments

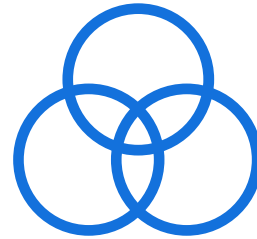
**MITRE’s ATT&CK evaluations showed BlackBerry
UES superior capabilities,** in detecting and assigning
malicious activity correctly for ultimately better protection

FY21 PLAN

Focused on growth – Sales



Leadership recruitment



BlackBerry unified GTM



Shared success



Professional Services
expansion



New logo & renewals teams



Customer Success team

FY21 PLAN

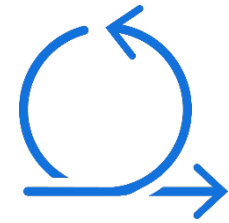
Focused on growth – Marketing



Brand marketing



Targeted product marketing



Agile field marketing



Unified channel marketing



Threat intelligence leadership



Government relations &
public policy

Thank You

 **BlackBerry**® Intelligent Security. Everywhere.

The BlackBerry logo is centered on a solid blue background. It features a white icon on the left, consisting of three horizontal bars of varying lengths, each with three small rectangular protrusions on its right side, creating a stylized 'B' or a representation of a keyboard. To the right of this icon is the word "BlackBerry" in a white, bold, italicized sans-serif font. A registered trademark symbol (®) is located at the end of the word.

BlackBerry®