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.
A new hacking attempt every 39 seconds

70% of companies allow BYOD

Over 50% of IoT endpoints have been attacked

76% of enterprises have been victims of phishing attacks

30% of employees have opened a phishing email

97% of cyberattacks are through the endpoint

79% of employees use security workarounds

300% increase in cybercrimes during COVID-19

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

67B connected endpoints by 2025

90% of cyberattacks go unreported

100M pieces of malware are released every year

24,000 malicious third-party apps every day

4M+ cybersecurity skills gap globally

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

60% of enterprises have been victims of IoT attacks

100M pieces of malware are released every year

BlackBerry® secures 96%+ of the enterprise threat landscape

Source: Frost & Sullivan, 2020
The Enterprise Threat Landscape
You are about to be overwhelmed

1000’s of endpoint management & security solutions

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

67B connected threat entry points are forecast by 2025

87% of enterprises face an IT skills shortage today

Sources: Momentum Cyber, 2020; Arkose Labs, 2020; Frost & Sullivan, 2020; Robert Half Technology, 2019
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**

<table>
<thead>
<tr>
<th>Deliver total company annual revenue growth of 23%-25%</th>
<th>20% (26% SW&amp;S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver double digits software and services billings growth</td>
<td>19%</td>
</tr>
<tr>
<td>Deliver positive EPS</td>
<td>$0.13</td>
</tr>
<tr>
<td>Deliver positive free cash flow</td>
<td>$14M</td>
</tr>
</tbody>
</table>

*On a non-GAAP basis*
FY20 ACCOMPLISHMENTS
Our financial promises

4-year CAGR 19.4%

Total Software & Services Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$530</td>
<td>$687</td>
<td>$782</td>
<td>$857</td>
<td>$1,078</td>
</tr>
</tbody>
</table>

Gross Margin

<table>
<thead>
<tr>
<th>Year</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>46%</td>
<td>62%</td>
<td>75%</td>
<td>78%</td>
<td>76%</td>
</tr>
</tbody>
</table>

3,000 Basis Points Improvement

On a non-GAAP basis
<table>
<thead>
<tr>
<th>FY20 ACCOMPLISHMENTS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consolidation of our strategy</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BlackBerry Spark delivered</td>
<td>BlackBerry Cylance integrated</td>
<td>Patent portfolio expanded</td>
</tr>
<tr>
<td>24% of revenue invested in R&amp;D &amp; 30+ products launched</td>
<td>Cloud-first, mobile-first managed services launched</td>
<td>BlackBerry Advanced Technology Labs established</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Leadership recruitment</th>
<th>BlackBerry unified GTM</th>
<th>BOSCH, aws, verizon, Bell, CACI, intel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services expansion</td>
<td>New logo &amp; renewals teams</td>
<td>Customer Success team</td>
</tr>
</tbody>
</table>

Shared success
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