



In The Beginning.

Since BlackBerry, or RIM as it was known at the time, was founded in 1984 it has been an innovator and a market leader. Starting with the pager and the smartphone, with the world-famous keyboard and blinking red light, and taking the world by storm with BBM.

The New BlackBerry.

When I joined BlackBerry, three years ago, the company was rapidly losing smartphone market share, but it was obvious to me that we had something unique and winning. The secret sauce? BlackBerry Security. Today we have taken our unique quality and turned it into a market-leading strategy – securing the Enterprise of Things (EoT).

What Is EoT?

In most industries the enterprise market is bigger than the consumer market; the Internet of Things (IoT) is no exception. Spend on IoT in 2016 was valued at \$737 billion, with most of that spend occurring in enterprise. This is why when it comes to 'Things', BlackBerry is focused on EoT.

Securing The Enterprise Of Things.

For EoT to be successful, security is a must-have component. Last year cybercrime cost the global economy \$450 billion and it is expected that 25% of enterprise security attacks will be because of connected Things by 2020. BlackBerry is distinctly qualified to address the EoT market and is leading the way in defining the category.

● Security Leadership

- BlackBerry Secure – BlackBerry has developed the foundational platform to secure, connect and mobilize EoT, from end-point to end-point
- Heritage – Security has been our #1 priority from day one, that is 30+ years, and our position as a leader of secure mobility solutions is widely recognized
- IP – With 39,000 patents, BlackBerry has one of the largest and healthiest security patent portfolios in the market
- Cryptography – We provide the world's most secure cryptography solution; Certicom
- Certifications – BlackBerry has 80+ security certifications, from governments and independent authorities around the world, which is more than any other mobile vendor
- Industry Rated #1: Gartner rates BlackBerry software #1 in all six categories for high-security mobility management and we are the only company to have ever achieved this position
- Setting The Standard – BlackBerry is working with a number of organizations to define and construct cybersecurity standards for EoT

● Market Share Leadership

- Enterprise Mobility Management (EMM) – BlackBerry software has the highest EMM market share worldwide
- Government Trusted – All 7 of the G7 and 15 of the G20 governments are BlackBerry Secure customers

● Expanding Market Reach

- Cross-Platform – We want everyone to be able to be BlackBerry Secure so, we have made our solutions platform agnostic
- Endpoint-To-Endpoint – BlackBerry Secure is a scalable platform and we are constantly applying it to additional endpoints. For example, last year we launched BlackBerry Radar, our end-to-end asset tracking system for trucking companies and private fleet operators
- Cybersecurity Consulting – BlackBerry SHIELD, our mobile security best practices assessment, is available to all enterprises

Licensing Strategy.

So, what does EoT mean for BlackBerry smartphones? We implemented a licensing strategy for BlackBerry smartphones, which entails outsourcing hardware development and operations. Importantly, the smartphones that our licensing partners produce run on BlackBerry Secure Android software developed by BlackBerry. The strategy ensures BlackBerry smartphones continue to be available, maintaining a core part of the company's history. It also enables our software and solutions strategy to fully take root, positioning the company for continued growth.

Here's To The Future!

This strategic innovation has evolved BlackBerry from a smartphone manufacturer, to a company that delivers the 'smart in smartphones' and, growing beyond that to, the 'smart in everyThing'.

BlackBerry secures and connects many endpoints beyond smartphones today, spanning sensors, wearables, medical devices and self-driving cars. We are continuing to expand the application of BlackBerry software and solutions to additional endpoints, so as the world becomes increasingly connected. BlackBerry security will help keep you and your data safe.

John Chen

Executive Chairman & CEO, BlackBerry