



NEWS RELEASE

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FOR IMMEDIATE RELEASE

BlackBerry and Samsung Partner to Provide End-To-End Security for Android

Waterloo, ON– BlackBerry Limited (NASDAQ: BBRY; TSX: BB), a global leader in mobile communications, today announced a strategic partnership with Samsung Electronics Co., Ltd. to provide a highly secure mobility solution for Android™. As a result, early next year, enterprise customers will have a new choice: a tightly integrated, end-to-end secure solution that brings together BES12™: a cross-platform EMM solution by BlackBerry® with Samsung Galaxy smartphones and tablets that are embedded with Samsung KNOX.

“BlackBerry and Samsung’s creation of an integrated enterprise solution for Android makes sense,” said Bloomberg Head of Enterprise Mobility, Chris Behringer. “Security is a top priority for us, and this combined offering provides a new versatile option to the marketplace.”

With KNOX, Samsung has created a set of Android devices capable of safeguarding enterprise data with multiple layers of hardware- and software- based protection. BlackBerry brings to the partnership a class-leading cross-platform enterprise mobility management (EMM) solution and a highly secure network infrastructure. Working together, the companies can now offer enterprises with a new and highly secure mobility option.

Options are critical for organizations looking to meet all their business and security needs. A global [study](#) released today¹ found that 76 percent of people in regulated industries say that the risk of legal liability and costly lawsuits will increase unless organizations make a concerted effort to adopt a comprehensive enterprise mobility management strategy.

“We share the goal to provide enterprises with the most secure mobility solutions through this partnership with BlackBerry,” said Injong Rhee, Senior Vice President of KNOX Business Group, Samsung Electronics. “Samsung KNOX is focused on delivering secure mobility solutions to enterprises and, combined with BES12, we will offer more options for customers that need enhanced levels of security on Android devices.”

“BlackBerry has developed a very close partnership with Samsung and we’re committed to deepening the interaction between our engineering and product development teams for the long-term,” said John Sims, President of Global Enterprise Services, BlackBerry. “It is a natural progression in our path to providing our customers with

(1) BlackBerry and Loudhouse Research, “Mobility Risk Tolerance,” September 2014.

more alternatives to meet their evolving mobile needs. Samsung KNOX offers a number of hardware and software security features and our partnership allows us to tightly integrate these capabilities with BES12.”

With BES12 and Samsung KNOX, customers can take advantage of the following benefits:

- An integrated solution that brings together the secure connectivity and class-leading device, applications and data management capabilities BlackBerry is known for together with the security features embedded in Samsung Galaxy devices.
- Android security enhancements that reduce threats that bypass application security mechanisms while minimizing damage from flawed applications.
- Complete separation of business and personal data for uncompromised corporate security and employee privacy.
- A series of core security enhancements to better protect device integrity from kernel to apps.
- Enhanced user experience Workspace for a more flexible approach for enterprise deployment.

Availability is expected in early 2015. Samsung will resell BES12 to joint customers and BlackBerry will offer KNOX support as part of the Gold family of BES12 subscriptions. Pricing will be announced upon availability.

The ability to manage Samsung Galaxy devices with KNOX embedded is just one of the many features included in BES12. To learn more about BES12, visit www.BlackBerry.com/bes12.

About BlackBerry

A global leader in mobile communications, BlackBerry® revolutionized the mobile industry when it was introduced in 1999. Today, BlackBerry aims to inspire the success of our millions of customers around the world by continuously pushing the boundaries of mobile experiences. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Middle East and Africa, Asia Pacific and Latin America. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.BlackBerry.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US\$216.7 billion. To discover more, please visit www.samsung.com.

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