



NEWS RELEASE

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BLACKBERRY AND OPTIEMUS IN INDIA ANNOUNCE AGREEMENT TO DISTRIBUTE BLACKBERRY MOBILE HANDSETS

New Delhi, India, 7 November 2016—BlackBerry Limited (NASDAQ: BBRY; TSX: BB), a global software leader in securing, connecting and mobilizing enterprises and leading Indian telecom enterprise Optiemus Infracom Limited (BSE:530135), are today announcing a major handset distribution partnership in India, a key global market for BlackBerry. The partnership will see Optiemus distribute and promote BlackBerry handsets to the Indian market.

Alex Thurber, Senior Vice President, Global Device Sales at BlackBerry says, “India is a very important market for BlackBerry and we are delighted to announce a new partnership with Optiemus Infracom Ltd that strengthens our network of key partners in India and enables us to deliver our secure BlackBerry Android experience to more customers. As we are continuing to implement a new strategic direction for our Mobility Solutions business, we will continue to leverage third parties to distribute and market BlackBerry handsets.”

This is the first time that BlackBerry has signed a distribution agreement of this kind with Optiemus. The partner will distribute and promote BlackBerry-branded devices that use BlackBerry’s secure Android software and applications.

Mr. Hardip Singh, Executive Director, Optiemus Infracom Ltd. says, “Our partnership with BlackBerry, a brand synonymous with secure mobile communications, continues to underline our desire to bring the latest in mobile technology to customers in India. Together with BlackBerry, we want to expand mobility choices by offering customers in the world’s fastest growing smartphone market the most secure version of Android. With our strong end-to-end capabilities in the mobility ecosystem, we are confident that our journey with BlackBerry will be a successful one.”

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About BlackBerry

BlackBerry secures, connects and mobilizes the enterprise. For today’s enterprise of things, BlackBerry provides devices and a software platform that enables and manages security, mobility and communications between and among hardware, programs, mobile apps and the internet of things. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates in North America, Europe, Middle East and Africa, Asia Pacific and Latin America.

