

BlackBerry Developers Program

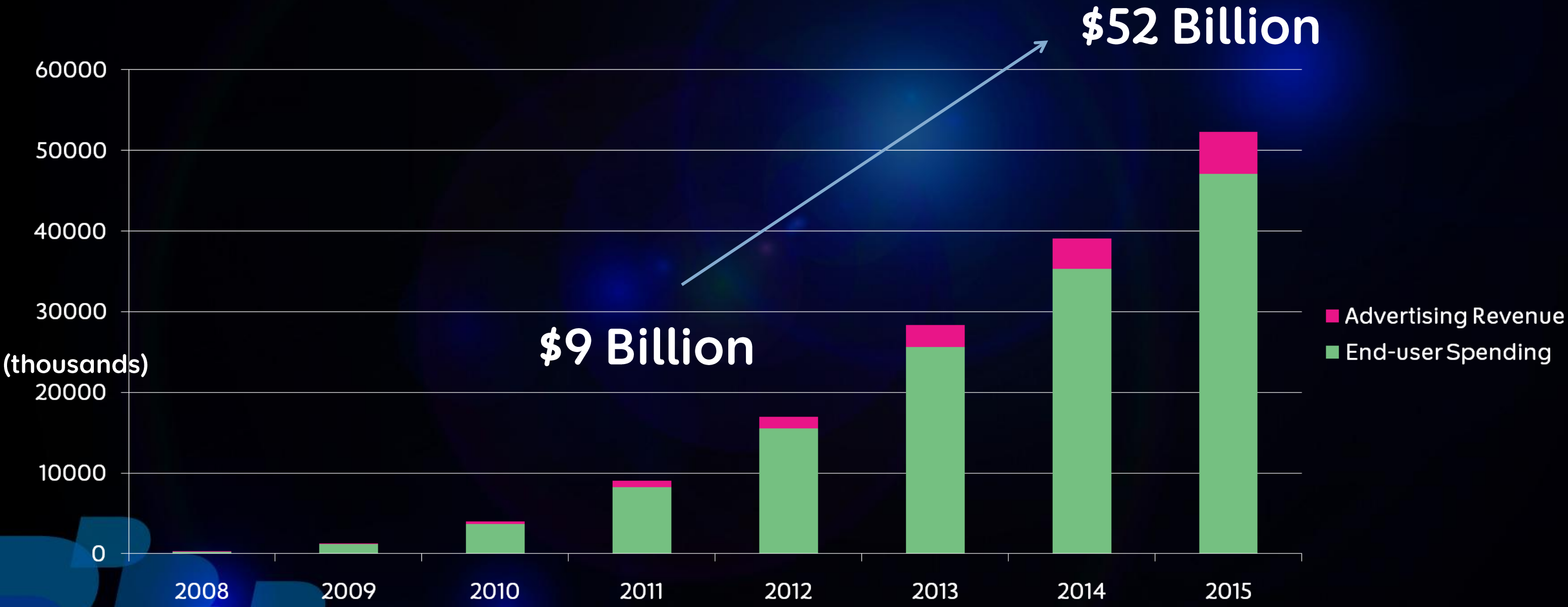
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Mobile Application Revenue Forecast

Gartner Forecast: Mobile Application
Stores, Worldwide, 2008-2015, May 2011



RIM's Middle East Footprint

- **BlackBerry experiences strong growth in the Middle East**
 - 119% YoY growth from March 2011-12 (GfK)
 - 68% of RIM's growth now coming from markets outside of North America and UK
- **BlackBerry is the #1 selling smartphone in:**
 - UAE, KSA, Qatar (GfK) and Kuwait (IDC)
 - UK, Nigeria, South Africa, the Netherlands and Latin America(GfK)
- **RIM partners with over 30 carriers to bring the BlackBerry service to 11 countries in the Middle East and outer regions**
- **The global BlackBerry community is 77 million strong**

BBM: a key driver

- **There are 55 million BBM users globally**
- **98% of all BlackBerry smartphone customers in the Middle East use BBM:**
 - 99% in KSA; 98% in UAE; 97% in Kuwait
- **700 BBM Connected Apps now available in App World, 20% of all app downloads**
 - Nobex Radio reports that downloads of their app increased by 50% within a month of adding the BBM Status Update feature

BlackBerry App World

- **Middle East App World catalogue launched in May 2011 with 5,000 apps; there are now approximately 40,000 apps available**
 - 1,500 Arabic apps
 - 10-20 apps from Middle East developers added every week
 - More than 24 million apps have been downloaded in the Middle East in less than a year
- **BlackBerry App World carousel is changed daily to highlight regional apps:**
 - Ramadan apps experienced more than 300,000 downloads while on carousel during Ramadan 2011

BlackBerry® is the #1 for social engagement



#1 engagement¹
+47M users



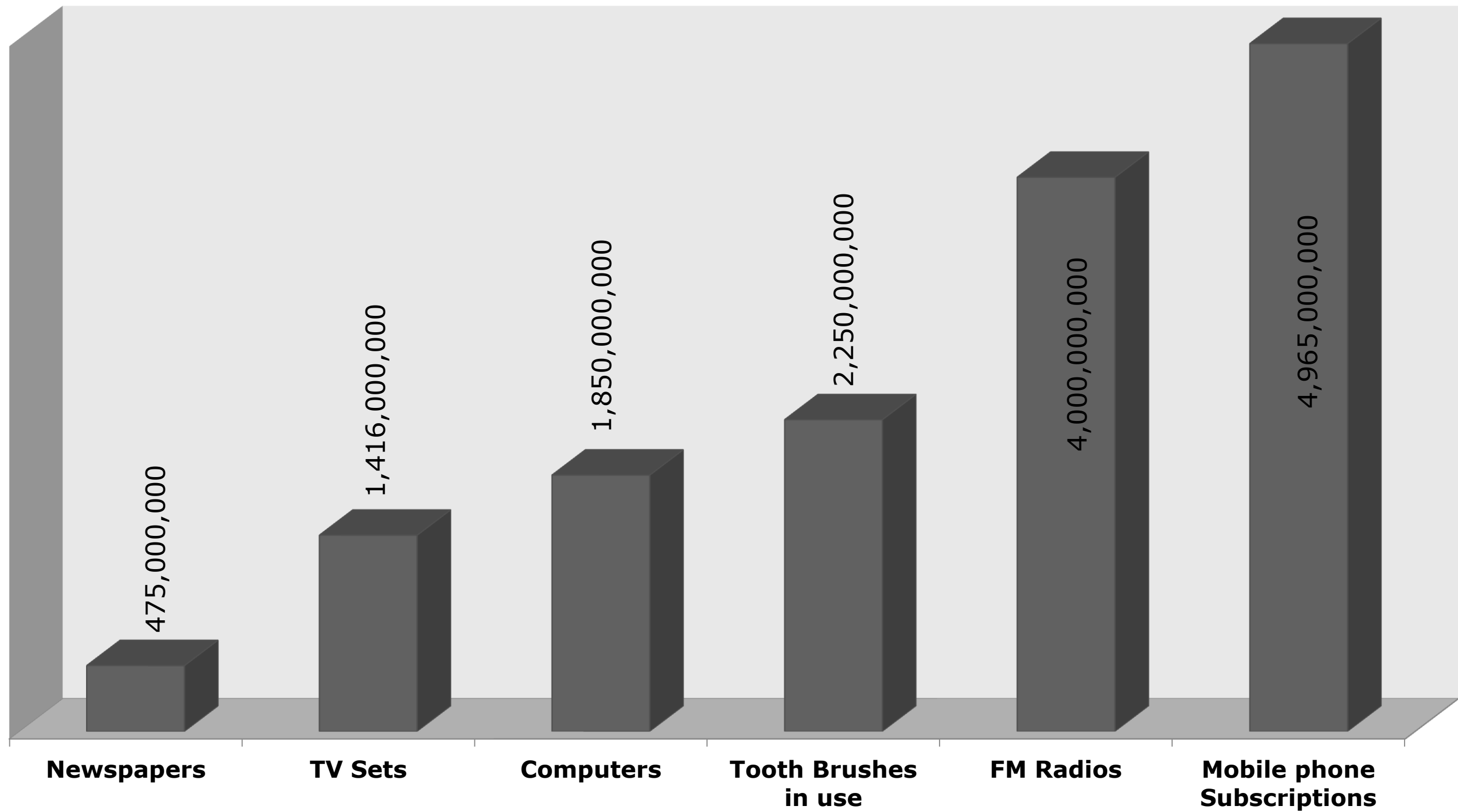
#1 smartphone²
+17M downloads



#1 active usage³
45% usage



+70M users
>500% growth



BlackBerry Academic Programs

- **BlackBerry Academic Program integrates information about BlackBerry platforms into the students' curriculum:**
 - Over 50 universities in Middle East and North Africa
 - Regular events, e.g. Mobile Computing Summit with Zayed University
- **BlackBerry developer labs in:**
 - Jordan – in partnership with Jordan Gaming Taskforce
 - KSA – in partnership with the Saudi Arabian General Investment Authority
 - Egypt – in partnership with the Technology Innovation and Entrepreneurship Center of Egypt
- **Regular BlackBerry Developer Days across the region**
- **Partnerships with Mobile Mondays, Apps Arabia**

BlackBerry Developer Zone

Free Developer Program

- Software Downloads, including Open Beta Programs for SDKs!
- Comprehensive Resources
 - Developer Blog & Webcast Series, Newsletters
 - Discussion Forums
 - Developer Issue Tracker
 - Training and Certification
 - Academic Program
 - Developer Services
- Submit to BlackBerry App World™!

New BlackBerry Developer Zone



C/C++ Native SDK

Choose C/C++ Native SDK if you have a game or app with an existing C/C++ codebase and you wish to bring it to PlayBook and the BB10 platform.



BB10



HTML5 WebWorks

Use your existing JavaScript/CSS/HTML skills to bring your app to existing smartphone, PlayBook and future BB10 users. Deeply integrate with core BlackBerry functionality.



BB10



Java Android Runtime

Port existing Android apps and games to PlayBook and BB10 and expand your market. Simply re-package and distribute through App World.



BB10



ActionScript Adobe AIR

If you have an existing game or app written in AIR that you are looking to bring to the PlayBook and future BB10 platform this is the choice for you.



BB10



Java BlackBerry Java

Build deeply integrated and rich BlackBerry smartphone apps for over 75 million existing BlackBerry users. Integrate your app with the core user experience.



developer.blackberry.com

Getting Started

- **Developer Support:**
 - Community Forums (<http://www.blackberry.com/developers/forum>)
 - Issue Tracker (<http://www.blackberry.com/developers/issuetracker>)
- **Staying in Touch:**
 - BlackBerry Developer's Blog (<http://devblog.blackberry.com>)
 - Developer Newsletter
(<http://www.blackberry.com/developers/newsletter>)
 - Twitter @BlackBerryDev

New BlackBerry Developer Groups

New Developer Groups launching around the world

- Join a group or start your own!



www.blackberry.com/developers/community

developer.blackberry.com

BlackBerry Alliance Program

Work with the company behind the BlackBerry product line

Gain access to industry-leading resources in –

- Technical Development
- Training
- Distribution and marketing

Benefits of becoming a BlackBerry Alliance Member include –

- Co-operative and Online marketing opportunities
- BlackBerry Partner Directory listing
- Higher customer engagement and premium App World product placement
- Access to BlackBerry tools and technical know-how



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Thank you

Blackberry Developers Program

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