

REM[®]

2010





L^{IVE}VE getting it right.

The following discussion contains forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 and applicable Canadian securities laws, including statements relating to RIM's plans and expectations for fiscal 2011. Many factors could cause RIM's actual results, performance or achievements to differ materially from those expressed or implied by the forward-looking statements, as described within the 2010 Annual Report under "Management's Discussion and Analysis of Financial Condition and Results of Operations - Special Note Regarding Forward-Looking Statements."



We love what we do at RIM and it shows.

RIM is focused on delivering rich user experiences to our customers through the design and engineering of BlackBerry smartphones and services that are scalable and sustainable on our partners' wireless networks. We focused on efficiency right from the start. In the early days, BlackBerry devices were designed to run on little more than glorified paging networks. So efficiency is in our DNA. Our unique experience and expertise gives BlackBerry smartphones significant advantages including long battery life, real-time delivery of information and cost effectiveness for our partners and end-users. To those of you who choose to dream and live big, we put that kind of spirit into our smartphones so you can pursue your own passions at any time.

BlackBerry smartphones were among the first smartphones in North America and remain the leading smartphone platform in this market. Now we are seeing a similar revolution happening around the world. Both enterprises and consumers recognize our strength as a world class platform for all kinds of communications - instant messaging, social networking, e-mail, texting, multimedia and more. The tight integration of leading edge hardware, purpose built software and the BlackBerry infrastructure has generated one of the most robust and secure solutions on the market. Couple this with the multi-tasking, push-based applications capabilities of the platform and BlackBerry smartphones stand out. BlackBerry is a smartphone platform that you can run your life on.

Success follows passion.



At RIM, we build groundbreaking wireless technology. We pioneered push email and made smartphones before most people knew what a smartphone was. Today, feature phone users are rapidly aspiring to smartphones, and this transition is propelling our industry and the adoption of the BlackBerry platform.

Message from the Co-CEOs

Fiscal 2010 was another successful year for Research In Motion with strong financial results and record shipments of 37 million BlackBerry® smartphones. RIM was able to successfully expand its global market share while continuing to achieve strong sales in North America. This exceptional performance was fueled by a broad portfolio of compelling products and services and solid business execution by RIM's employees and partners.

Against the backdrop of a challenging global economy, RIM grew revenue 35% to \$15 billion and GAAP net income 30% to \$2.5 billion in fiscal 2010. At the end of the year, the BlackBerry subscriber account base was over 41 million with approximately 17 million net new subscriber accounts added and over a third of our customers residing outside North America. There are now approximately 550 carriers and distribution partners offering BlackBerry products and services in 175 countries around the world. RIM continues to expand the reach of the BlackBerry platform in new market segments while maintaining its leadership position in the enterprise market.

In fiscal 2010, over 35% of total revenues came from outside North America. RIM's international presence grew significantly during the year, with robust growth in Latin America, Asia Pacific, the Middle East and Western Europe. Smartphones such as the BlackBerry® Curve™ 8520 and the BlackBerry® Bold™ 9700, as well as popular applications that leverage the BlackBerry platform such as push email and BlackBerry® Messenger (BBM™), have been instrumental in driving RIM's international growth. BBM use increased five-fold during fiscal 2010 and we believe this growth is a strong indicator of the potential for key applications to drive even greater adoption and loyalty to the BlackBerry platform in the coming year.

The value of the BlackBerry brand also increased substantially during fiscal 2010. Last year we were pleased to have been included on the Millward Brown Top 100 Most Powerful Brands list. This year our focused business efforts, including integrated marketing programs and new advertising campaigns, helped move the BlackBerry brand from 51st to 16th on the list. We continue to invest in the BlackBerry brand in order to grow consumer interest and purchase intent both internationally and in North America.

Research and development efforts in fiscal 2010 remained focused on developing world class products and services that deliver

a unique mobile experience for our customers. During the past year we launched several new BlackBerry smartphones with enhanced functionality, features, performance and designs, including the BlackBerry® Tour™ 9630, BlackBerry® Curve™ 8520/ 8530, BlackBerry® Storm2™ 9520/9550 and BlackBerry Bold 9700.

Early in fiscal 2010, RIM launched BlackBerry App World™ and we are pleased to report that the developer community is thriving. RIM continues to provide developers with robust tools, technologies and business services to assist them in creating and marketing even more powerful and useful applications. Related initiatives in 2010 included the second annual BlackBerry Developer Conference, the introduction of the BlackBerry Academic Program and a variety of new development tools, such as BlackBerry® Theme Studio, BlackBerry Widgets, and new payment and advertising tools and services to help developers monetize their applications. RIM also previewed

a new WebKit-based browser that is expected to launch in fiscal 2011.

The BlackBerry platform remains the corporate standard for enterprise mobility. In recognition of its leadership in the enterprise market in fiscal 2010, BlackBerry® Enterprise Server version 5.0 received the Global Mobile Award for the "Best Mobile Enterprise Product or Service" at GSMA's Mobile World Congress and was also the first mobile platform to receive the Common Criteria EAL4+ Security Certification. We are committed to maintaining our leadership in this market and continue to strengthen the BlackBerry platform through enhanced

integration of value added services such as BlackBerry® Mobile Voice System (mobilizes PBX systems and brings office phone features to BlackBerry smartphones), Chalk Pushcast Software (for corporate podcasting) and enterprise social networking and collaboration tools. We also recently launched BlackBerry® Enterprise Server Express to further extend our market opportunity by providing companies of all sizes with a cost-effective solution that supports mobile connectivity for employees without compromising security or manageability.

RIM is a pioneer in the wireless data industry and the BlackBerry solution was purposefully designed to deliver a true "push" based user experience while also offering advanced security, manageability, spectral efficiency and power management. RIM's BlackBerry® Infrastructure is a key component in the unique BlackBerry value proposition and continues to be an important source of our competitive advantage. RIM's proactive and ongoing investment in infrastructure has enabled us to continue to provide the





industry-leading functionality, efficiency, security, scalability and quality of service necessary to continue meeting the growing needs of our customers and partners.

RIM's global manufacturing and supply chain teams have responded to the growing demand for BlackBerry smartphones by expanding their capabilities while continuing to focus on meeting customer expectations. In addition to strategic investments in our Waterloo manufacturing facility, we have also grown manufacturing capacity through the engagement of new outsourcing partners and the addition of production capabilities in key locations around the world. These new facilities complement our existing network of manufacturing partners and meet RIM's quality, cost, flexibility and delivery expectations. We continue to invest in the integration of our global supply chain by developing relationships with key suppliers to support future product requirements and achieve greater forecast accuracy through improved demand management. In support of this supply chain integration and growth, RIM is investing in a leading edge IT systems infrastructure and global information management system, driving a world class supply chain engine to achieve the highest possible levels of customer satisfaction. With continued global supply chain investment and the addition of flexible production capacity, RIM is well positioned to meet the requirements of our global carrier partners and will continue to focus on improving these capabilities to meet and exceed our partner expectations for on time delivery of high quality products for their customers.

Providing exceptional support for the growing number of BlackBerry subscribers is an important competitive advantage for RIM and its partners. Our customer support efforts in fiscal 2010 continued to focus on scalability, ease-of use, efficiency and cost-effectiveness. In addition, we continue to build and strengthen RIM's corporate structure, including our capabilities in finance, operations, administration and facilities to meet current and future growth. RIM had approximately 14,000 employees at the end of fiscal 2010. We continue to seek the best talent across all areas of the Company, including R&D, carrier support, business development, marketing, customer care and manufacturing. We also continue to recruit co-op students and new graduates from top universities and colleges to ensure that we have the best new talent to enable us to continue to grow and innovate.

We are proud of RIM's accomplishments in fiscal 2010 and would like to thank our employees around the world whose abilities, hard work and determination enabled RIM to once again execute effectively and deliver solid results. We would also like to communicate sincere appreciation to our customers, partners, suppliers and shareholders for their support throughout the year.

We believe that RIM is well positioned to take advantage of the exciting opportunities that lie ahead in fiscal 2011. Some of our goals for the coming year include:

- continue to enhance the user experience by launching a new Webkit-based browser and new user interface for BlackBerry smartphones, and by growing the number of applications and services available for the BlackBerry platform;
- launch several new BlackBerry smartphones and other products and services to drive growth in both new and existing geographies and market segments;
- build on the strong international growth achieved over the past year by launching tiered pricing and targeted products and services within new market segments and geographies;
- continue to increase the value of the BlackBerry brand through integrated marketing efforts;
- expand our leadership in the business market by leveraging value-added services, including Chalk Pushcasts and BlackBerry Mobile Voice System, while also aggressively targeting small and medium sized business with BlackBerry Enterprise Server Express;
- aggressively grow the BlackBerry subscriber account base and deliver solid financial performance and profitability for our shareholders; and
- attract, hire and retain the best available talent to support RIM's customers and partners and to maintain RIM's market leading position.



Mike Lazaridis
President and Co-CEO



Jim Balsillie
Co-CEO



LIVE the future.

With approximately **550 carriers & distribution partners in 175 countries** RIM is well positioned to grow the presence of the BlackBerry platform outside of North America. Our international subscriber base nearly doubled in fiscal 2010. This growth has been driven by strong BlackBerry adoption in markets including Latin America, SouthEast Asia, the Middle East and Western Europe.

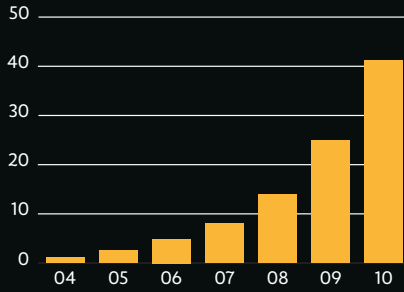
RIM has averaged over **80% annual growth** in our subscriber base since the launch of BlackBerry. Fiscal 2010 was another year of exceptional growth.

Over **250,000 organizations** around the world are currently using BlackBerry Enterprise Server and in fiscal 2010 RIM introduced BlackBerry Enterprise Server Express to better address the needs of small and medium sized businesses.

Real-time communications and deep, rich, contextual and integrated applications make BlackBerry smartphones part of the fabric of our end-users' lives. These applications leverage the push-based, multi-tasking capabilities of the BlackBerry platform to deliver a unique and intuitive user experience. BlackBerry App World provides a single point of access to a world of compelling applications that allow you to run your life on BlackBerry.

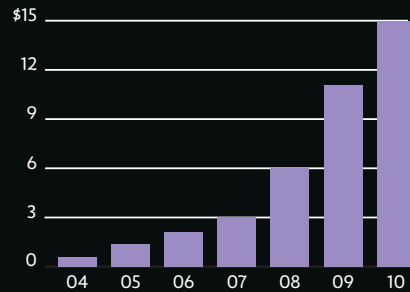
BlackBerry Subscriber Accounts

(in millions)



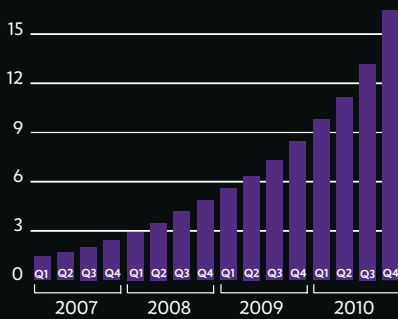
Annual Revenue

(in billions of U.S. dollars)

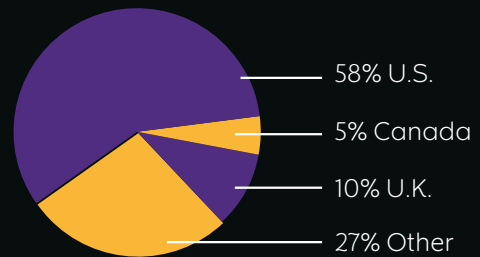


International Subscriber Accounts

(in millions)

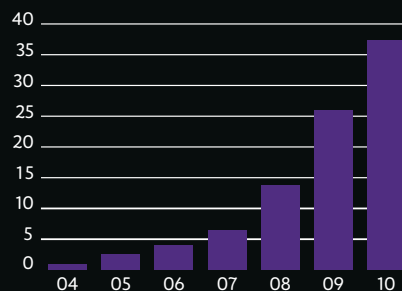


Fiscal 2010 Geographic Revenue Mix



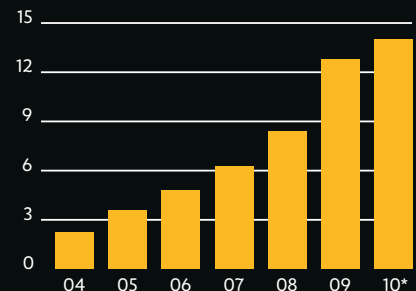
BlackBerry Smartphone Shipments

(in millions)



Worldwide Employees

(in thousands)



* Full time employee headcount has been adjusted for FY2010 to exclude inactive, contract or co-op employees which were included in prior years.



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