

BlackBerry BIS Social Service Tier

Carrier Overview



Executive Summary

- BIS Social is a \$10-15 BlackBerry consumer service tier that includes SMS, IM, & Social Networking (Facebook & MySpace)
- High interest from non traditional segments combined with the tiered pricing strategy will continue to drive increased wider adoption of Blackberry data and increased ARPU in the consumer market
- Carrier availability for BIS Social is now..



Market Opportunity

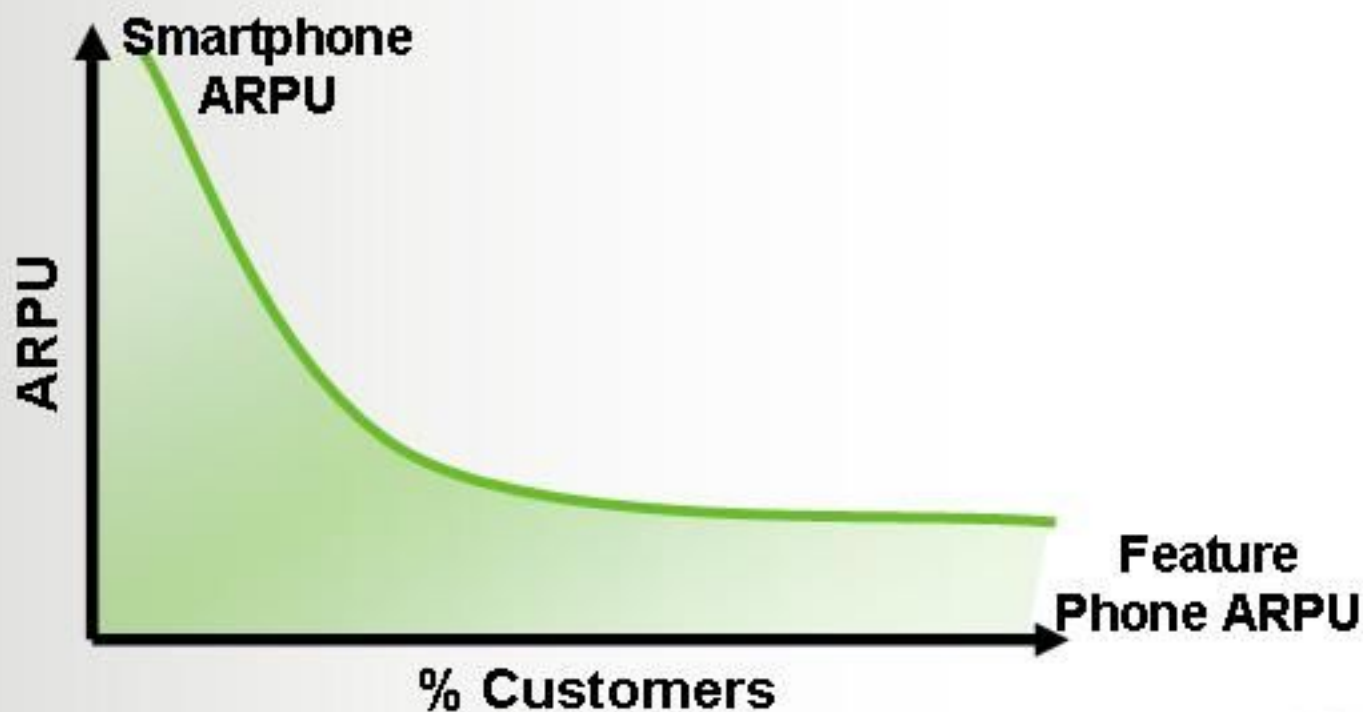
Market Opportunity

Continued Consumer Adoption of BlackBerry

With high mobile penetration worldwide, carriers are increasingly focused on driving ARPU

The opportunity is to increase ARPU by expanding the smartphone category beyond the current niche of users appealing to a younger audience with a lower price point, and bundled feature subset

Expose a wider audience to the BlackBerry message and upsell and upgrade these users pre and post purchase to drive ARPU



 **BlackBerry**

Market Opportunity

BIS Social

- A modified lower-priced data tier with a communication subset that is attractive to this audience
 - SMS, Instant Messaging and Social Networking (Facebook and MySpace) – remove email from the offer
- Marketed with powerful and relevant internet brands
- Targeted at the Generation Y segment which is proven to be an important market segment that is underrepresented within the smartphone category
- Furthers the tiered pricing strategy



 **BlackBerry**

Target Segments

Target Segments

Leveraging BlackBerry Capabilities to Bundle for a Younger Audience

Gen Y Transitioners



SMS & MMS Messaging

*BIS Social requires carriers to include SMS package within service plan

BIS Social



Facebook & MySpace

Low Spending Co-Eds



Instant Messaging

 **BlackBerry**

Market Opportunity

Importance of Multiple Service Tier Offers in Market

- Two tiered offers in market doubles the purchase interest for BlackBerry
- Loss leader pricing strategy
 - Generate incremental store traffic and increased consideration for BlackBerry with low price point
- Up-sell opportunity at point-of-sale
 - Via sales reps, marketing materials, peer referrals
 - '....for only \$XX more'
- Upgrade opportunity post-sale
 - Once exposed to the addictive qualities of BlackBerry
 - Dissonance from realizing what users are 'unable' to do on their current plan
 - Coinciding with device upgrades
- Create BlackBerry customers for life



Target Segments

Summary

- **High Interest:** There is high purchase interest in a \$10-\$15 BlackBerry service tier that includes SMS, IM and Social Networking
- **Target:** Purchase interest nearly doubles amongst younger audiences (18-25) and is also very high amongst SMS users
- **Data Acquisition Opportunity:** When marketed using powerful Internet brands (WLM, Facebook, MySpace), this entry-level tier provides an onramp for driving data ARPU with a younger target smartphone market and a wider audience who are using SMS only
- **Tiering Opportunity:** Two offers in market more than doubles the purchase interest for BlackBerry data plans
 - Pre-sale: Opportunity for upsell
 - Post-sale: Opportunity for upgrade



Service Tier Overview

BlackBerry Service Tiers

What is included in BIS Social?



BlackBerry Service Tiers

Where Does BIS Social Fit in the BlackBerry Portfolio?

