



NEWS RELEASE

Enterprise Customers in Germany Migrate to BlackBerry Enterprise Service 10

Mitsubishi Motors Deutschland, Grohe AG and Südzucker AG count on BlackBerry 10

DÜSSELDORF, November 13, 2013 – BlackBerry® (NASDAQ: BBRY; TSX: BB) today announced three German-based, enterprise customers have migrated to BlackBerry® Enterprise Service 10, BlackBerry's [enterprise mobility management \(EMM\)](#) solution. Mitsubishi Motors Deutschland, manufacturing giant Grohe AG and sugar producer Südzucker AG have each installed BlackBerry's multi-platform [EMM](#) solution to provide superior security, control and management at the device and app level to their mobile deployments.

The BlackBerry enterprise solution has a strong market following in Germany with 50 percent of DAX companies testing or committed to using BlackBerry Enterprise Service 10, and around 90 percent of the Federal State Governments testing or committed to using BlackBerry Enterprise Service 10.

Mitsubishi Motors in Germany was looking for a solution to deliver high security and flexible device management. "We have been using BlackBerry smartphones for years, due to its excellent integration with the business environment and its sophisticated security architecture," said Thomas Lefeld, Manager IT/Organization, Mitsubishi Motors Deutschland GmbH. "BlackBerry consistently delivers the solutions we need - flexible device management and new all-touch and QWERTY smartphones for our employees, all combined with consistently high security levels that we can always trust."

Grohe AG is Europe's largest manufacturer of sanitary fittings, including kitchen and bathroom faucets/taps, and shower systems. [The company deployed BlackBerry Enterprise Service 10](#) to have a single mobile device management system for all its devices. According to Jan-Peter Tewes, Senior Vice President of Global Marketing at Grohe AG, "Our mobile communication has improved dramatically through the use of the BlackBerry solution. The ability to quickly communicate securely over the phone, by email or BBM are key benefits BlackBerry brings to our teams. We are able to share confidential reports much more openly and quickly than we used to, which has reduced our development time for new products."

Südzucker, with its sugar, special products, CropEnergies and fruit segments, is one of the leading companies in the food industry. Christian Begger, Head of ZAO/IT-AC Administration & IT-Controlling at Südzucker AG commented, "With the introduction of BlackBerry Enterprise Service 10, we are able to adapt our Mobile Device Management architecture to our specific requirements. The BlackBerry solution is easily integrated into the infrastructure of Südzucker AG and ensures maximum security. Thanks to the new generation of mobile devices, our mobile use efficiency can also be increased."

Markus Mueller, Managing Director for Germany at BlackBerry, highlighted that "with BlackBerry Enterprise Service 10, we are able to offer businesses a simple, secure and effective way to manage their fleet of devices, including iOS, Android and BlackBerry phones. We are also looking forward to offering our customers a whole new level of convenience when we launch our new EMM [cloud services](#)."

More than 25,000 BlackBerry Enterprise Service 10 commercial and test servers have been installed globally. The multi-platform EMM solution offers businesses mobile device management (MDM), mobile application management (MAM), security standards, and self-service capabilities for the end-user. The solution will also be available as a cloud service, satisfying the need for an easy to deploy, easy to manage and highly cost effective solution for smartphone and tablet management. For more information, visit www.blackberry.com/bes10.

About BlackBerry

A global leader in wireless innovation, 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, Asia Pacific and Latin America. BlackBerry is listed on the NASDAQ Stock Market (NASDAQ: BBRY) and the Toronto Stock Exchange (TSX: BB). For more information, visit www.blackberry.com.

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