

Who We Are

Blackbaud is the world's leading cloud software company powering social good.

Serving the entire social good community—nonprofits, foundations, corporations, education institutions, healthcare institutions, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing, and analytics.

Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, and the United Kingdom. For more information, visit blackbaud.com.

Who We Serve

Blackbaud is proud to serve the entire social good community:

NONPROFITS
FOUNDATIONS
CORPORATIONS
EDUCATIONAL INSTITUTIONS
HEALTHCARE INSTITUTIONS
INDIVIDUAL CHANGE AGENTS

Blackbaud is proud to serve the entire social good community, which spans a wide variety of organizational structures, and an even greater diversity of missions to help build a better world. Our solutions are purpose-built for the unique needs of nonprofits, foundations, corporations, K-12 schools, higher education institutions, healthcare institutions, arts and cultural organizations, and the change agents who support them. Our customers serve as a constant source of inspiration to us and we are extremely proud to play a part in their success.

How We Help

Blackbaud customers raise, invest, manage and award more than \$100 billion each year.

Serving over 40,000 customers in over 50 countries, organizations that use Blackbaud technology raise, invest, manage and award more than \$100 billion each year. Our solutions and services help customers:

- Improve communications and build better relationships with their supporters, both online and offline
- Increase the size and number of donations they receive to support their missions
- Optimize operational efficiency and financial accountability

FAST FACTS

NASDAQ: BLKB

Global HQ:
Blackbaud, Inc.
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President and CEO:
Michael "Mike" Gianoni

Chief Financial Officer:
Anthony "Tony" Boor

Media Contact:
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Founded: 1981

Locations:
Headquartered in Charleston, SC with operations throughout the United States, Australia, Canada, and the United Kingdom.

Employees: 3,200

Awards/Recognition:
IDC's 24th World's Largest Cloud Software Provider
Fortune's 56 Companies Changing the World List
2018 Forbes Best Employers for Diversity
2017 & 2016 Forbes Most Innovative Growth Companies
2017 & 2016 Forbes America's Best Midsize Employer
2016 Forbes Fast Tech 25 Ranking
CogX Best AI Innovation in Charity
ZDNet CRM Watchlist Distinguished Winner
Software 500 Company
Capterra's #1 Most Popular Nonprofit Software
2017 TrustRadius Top Rated Nonprofit CRM & Accounting Solutions

Building a Better World

At Blackbaud, driving social impact isn't a side project; it's our business.

Since day one, 100% of our work has been focused on building a better world. Our commitment to driving social good is central in everything we do, including:

- Making our social good customers more effective and strengthening the broader social economy through our software, services, expertise, and data intelligence
- Contributing to the ecosystem of good through our corporate citizenship practices
- Empowering our employees as individual agents of good



This comprehensive commitment and the real impact it drives is why Fortune named Blackbaud one of 56 companies "Changing the World" in 2017.

Our Corporate Citizenship

Blackbaud's vision is to power an ecosystem of good that builds a better world.

By connecting the social good community we can accomplish more together than we can individually. Blackbaud's corporate citizenship strategies enable us not just to power this ecosystem of good, but to participate in it.

We are committed to governing our business ethically, being a caring employer, contributing to causes and communities through corporate philanthropy, and pursuing sustainability. In our robust corporate social responsibility efforts, we prioritize:

Empowering our people as agents of good

A thriving social economy depends on engaged individual change agents, so we support the passion of our employees through cultivating a vibrant commitment to board leadership across our staff (with a quarter of employees serving on nonprofit boards), and supporting and amplifying employee commitment to causes through corporate matching and time off for volunteering.

Helping the cities where we live and work to thrive

We are proud to contribute to the 20 cities around the world where our 3,000+ employees live and work each day. We've demonstrated our deep commitment to our global headquarters home of Charleston, SC, with a \$1M gift to the International African American Museum, and in every city where we work through employee-led grants and service projects.

SHARED VALUE

As a Shared Value company, Blackbaud drives social good while addressing a market need. In doing so, we create lasting value for our customers, our shareholders and the broader social economy. The opportunity we address is significant: the nonprofit sector alone represents the third largest workforce in the US behind manufacturing and retail. The stakes are high: every 1% improvement in fundraising effectiveness in the social good space makes \$3.7 billion more available for program work that advances social good.

By focusing wholly on this vital and underserved market, Blackbaud has built not just a successful business model, but an innovation engine that has played a role in driving advances on social issues of every kind.



Blackbaud employees volunteering at Blackbaud's Day of Service, 2017 at Walnut Creek Metropolitan Park, Austin, TX

Our Corporate Citizenship (cont.)

Building a healthy future in the tech and social good communities

Leading uniquely at the intersection of technology and social good, it is a responsibility and privilege to serve these industry communities.

Social Good Community

- Sharing research and insights to drive impact across the philanthropic sector through the Blackbaud Institute for Philanthropic Impact
- Engaging in social good and social innovation initiatives that lift the philanthropic community like #GivingTuesday, the Shared Value Initiative, AFP, The Giving Institute (Giving USA)
- Supporting the social good community's response to major disasters

Tech Community

- Investing in the next generation of diverse tech leaders through Camp Blackbaud (bi-annual software development camps for children) and K-12 tech education initiatives
- Supporting women in tech in partnership with several organizations

2017 Financial Highlights

Stock Symbol:

BLKB Listed on NASDAQ Global Select Market

Research & Development:

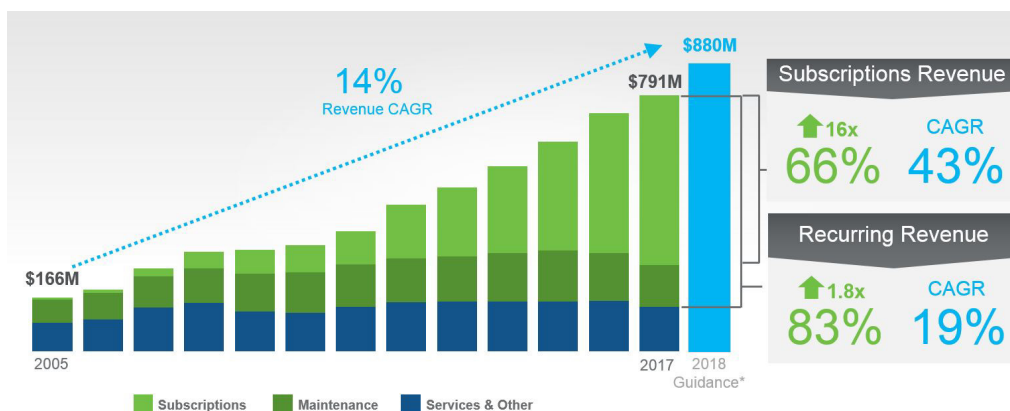
Over \$100M invested in research and development in 2017 (including capitalized software)

Investor Relations Contact:

Mark Furlong
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Blackbaud has a highly stable customer base with a mid-90's percent renewal rate for maintenance and support services.

- \$790.8M total non-GAAP revenue, up 13.5% from 2016
- \$653.4M in non-GAAP recurring revenue, representing 83% of total non-GAAP revenue
- Non-GAAP organic recurring revenue increased 10.1%
- Non-GAAP income from operations increased 12.7% to \$162.5M with operating margin increasing 100 basis points to 20.6%
- Non-GAAP net income increased 14.4% to \$103.7M, with non-GAAP diluted earnings per share up \$0.25 to \$2.17
- Dividend payments: \$23.1M
- Non-GAAP free cash flow was \$137.7M, an increase of \$28.2M



Non-GAAP Revenue
*Guidance issued 2/6/18. \$880M is the mid-point of Non-GAAP revenue guidance.

SOCIAL GOOD INITIATIVES

In addition to the traditional corporate philanthropy and employee volunteerism programs found at most companies, Blackbaud is engaged in an array of social responsibility initiatives. Highlights include:



#GivingTuesday

Helping to drive the movement, amplifying the message with results (online giving on #GivingTuesday 2017 was up 28% compared to 2016, based on our data)



One80 Place

Engaging our employees and community to better understand homelessness and provide support through volunteer days and financial support



International African American Museum

Supporting the nation's first-of-its-kind museum with a digital media lab to honor African-American heritage and connect visitors to their ancestral roots

Blackbaud Community Matters Grants

Running a company-wide grants program in communities where we have offices, relying on employee-led committees to make funding decisions