

Who we are

The world's leading cloud software company powering social good

Blackbaud is here to help good take over. Leading uniquely at the intersection point of technology and social good, Blackbaud provides cloud software, services, expertise, and data intelligence that empower and connect people to drive impact for social good. Blackbaud offers comprehensive, purpose-built solutions for fundraising and relationship management, marketing and engagement, financial management, payment services, social responsibility, education management, church management, grant and award management and analytics.

With global headquarters in Charleston, South Carolina and operations in the United States, Australia, Canada, and the United Kingdom, Blackbaud has been driving impact for nearly four decades. For more information, visit blackbaud.com.

Who we serve

The social good community

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. Our solutions are purpose-built for the unique needs of nonprofits, higher education institutions, K-12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents. Our customers serve as a constant source of inspiration to us and we are extremely proud to play a part in building a better world alongside them.

How we help

Millions of users in over 100 countries

Organizations that use Blackbaud technology raise, grant, and invest more than \$100B in their programming each year. Our solutions and services help customers:

- Raise the resources they need by improving communications, building better relationships with supporters, increasing donations, and more.
- Deliver their programs with integrated solutions.
- Manage their operations with back-office solutions built for efficiency and accountability.
- Understand their outcomes with industry-leading analytics that transform information into insight.

FAST FACTS

NASDAQ: BLKB

Global HQ:
Blackbaud, Inc.
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29492

P: 800.443.9441

W: blackbaud.com

President and CEO:
Michael "Mike" Gianoni

Chief Financial Officer:
Anthony "Tony" Boor

Media Contact:
media@blackbaud.com

Founded: 1981

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

Employees: 3,400

Awards/Recognition:

Ranked by IDC as the World's 18th Largest SaaS Applications Provider

Ranked by IDC as the World's 24th Largest Cloud Software Provider

2017 Fortune's 56 Companies Changing the World List

2019 & 2018 Forbes Best Employers for Diversity

2018 Forbes Best Employers for Women

2018 Anita B.Org Top Companies for Women Technologists

2018, 2017 & 2016 Forbes America's Best Midsize Employer

2017 & 2016 Forbes Most Innovative Growth Companies

*2016 Forbes Fast Tech 25 Ranking
CogX Best AI Innovation in Charity*

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 to everything we do, including:

- Making our social good customers more effective and strengthening the broader social economy through our cloud 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

We are here to help good take over

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 many communities around the world where our 3,400 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 \$3.7B 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, 2018 at Charleston Parks Conservancy, Charleston, SC.

Our corporate citizenship (cont.)

Building a healthy future in tech and social good communities

Leading uniquely at the intersection of technology and social good, it is our 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 such as #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

2018 financial highlights

Stock Symbol:

BLKB Listed on NASDAQ Global Select Market

Research & Development:

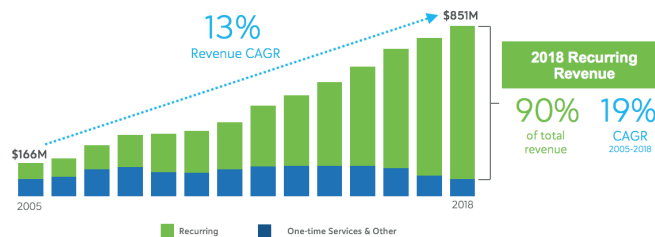
Over \$100M invested in research and development in 2018 (including capitalized software)

Investor Relations Contact:

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

- \$851.0M total non-GAAP revenue, up 7.6% from 2017
- \$764.5M in non-GAAP recurring revenue, representing nearly 90% of total non-GAAP revenue
- Non-GAAP organic recurring revenue increased 5.6%
- Non-GAAP income from operations increased 2.3% to \$170.5M with operating margin of 20.0%
- Non-GAAP net income increased 16.9% to \$124.6M, with non-GAAP diluted earnings per share up \$0.36 to \$2.59
- Dividend payments: \$23.3M
- Non-GAAP free cash flow was \$149.0M, an increase of 8.2%



Non-GAAP Revenue. 2016, 2017 and 2018 reflect adoption of ASC 606

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

Blackbaud is a founding partner of the #GivingTuesday movement.

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