



Everbridge Announces New Countrywide Population Alerting Successes

September 11, 2019

- Recent countrywide award selection extends Everbridge's footprint into another large country outside Europe
- The Company also announced today full implementation of its countrywide deployment in [Iceland](#), making Everbridge the first population alerting provider to support four European countries

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 11, 2019-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in critical event management, today announced it has been selected as the winning bidder for a significant new countrywide population alerting system by a country outside of Europe, adding to recent wins in [Australia](#) and Singapore. Details of the award, which is subject to final contract negotiation, will be publicized after all procurement processes are completed.

Everbridge also announced today that its deployment of Iceland's national alerting system has gone live and is operational. In light of a recent EU mandate requiring EU member countries to have a population-wide alerting system in place by June 2022, Everbridge is now the first population alerting provider to support four European countries: Greece, Iceland, the Netherlands and Sweden.

Everbridge Public Warning leverages existing telecom infrastructure, with no end user registration or opt-in required. All mobile phones located within a specified geographic area can be notified by government emergency authorities using location-based information from local cell towers.

Within Iceland, the Everbridge Public Warning solution is being used to [provide population-wide alerting to reach Iceland's 360,000 residents and approximately 2 million annual visitors](#). Local residents and visitors alike are able to receive location-based SMS notifications on their mobile phones if they are within an area where a sudden critical event has occurred such as fire, volcanic activity, extreme weather or a terror attack. Public Warning also allows Iceland emergency authorities to seamlessly engage in two-way communication with people to check on whether they are safe and to receive requests for assistance.

"This new location-based alerting system allows us to turn around information very quickly," explained Tómas Gíslasen, Deputy CEO at 112 Iceland, who has been instrumental in advancing the use of localization technology. "Within minutes, we can reach large portions of the population leveraging a system with proven scale. This can be of great importance to anyone who finds themselves in a disaster area or who needs support to find a relative. We also get a lot of information from the system. Knowing how many people there are in the area can help us understand the gravity of the situation and better prepare for the next steps in our rescue efforts."

Everbridge's location-based alerting solution not only helps to send alerts to residents and visitors of Iceland, but also to citizens of Iceland who are traveling around the world. This allows Iceland's Foreign Ministry to ensure messages and instructions are being sent to Icelanders who are in the proximity of a critical incident outside of their home country.

"We are honored to support an increasing number of countries around the world with their national warning systems," said David Meredith, Chief Executive Officer at Everbridge. "Our Public Warning solution enables government organizations and public safety agencies to immediately connect with every person in an affected area during a critical event regardless of nationality, residency or mobile handset type."

The Everbridge Platform has been deployed by more local, state, and national governments across the globe than any other solution, offering the ability to reach over 500 million people in more than 200 countries. Everbridge Public Warning has been deployed to reach the mobile populations on a country-wide scale in Australia, Sweden, the Netherlands, Singapore, Greece, and a number of the largest states in India.

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' operational response to critical events in order to keep people safe and businesses running. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, nearly 4,700 global customers rely on the company's Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication devices, and track progress on executing response plans. The company's platform sent over 2.8 billion messages in 2018 and offers the ability to reach over 500 million people in more than 200 countries and territories, including the entire mobile populations on a country-wide scale in Australia, Sweden, the Netherlands, Singapore, Greece, and a number of the largest states in India. The company's critical communications and enterprise safety applications include Mass Notification, Incident Management, Safety Connection™, IT Alerting, Visual Command Center®, Public Warning, Crisis Management, Community Engagement™ and Secure Messaging. Everbridge serves 9 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, 46 of the 50 busiest North American airports, 6 of the 10 largest global consulting firms, 6 of the 10 largest global auto makers, all 4 of the largest global accounting firms, 9 of the 10 largest U.S.-based health care providers, and 5 of the 10 largest U.S.-based health insurers. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Bangalore, Kolkata, London, Munich, Oslo, Singapore, Stockholm and Tilburg. For more information, visit www.everbridge.com, read the company [blog](#), and follow on [Twitter](#) and [Facebook](#).

Cautionary Language Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and

enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as “expect,” “anticipate,” “should,” “believe,” “target,” “project,” “goals,” “estimate,” “potential,” “predict,” “may,” “will,” “could,” “intend,” variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers’ expectations; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to successfully integrate businesses and assets that we may acquire; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission (“SEC”), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2018 filed with the SEC on March 1, 2019. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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Source: Everbridge, Inc.

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