



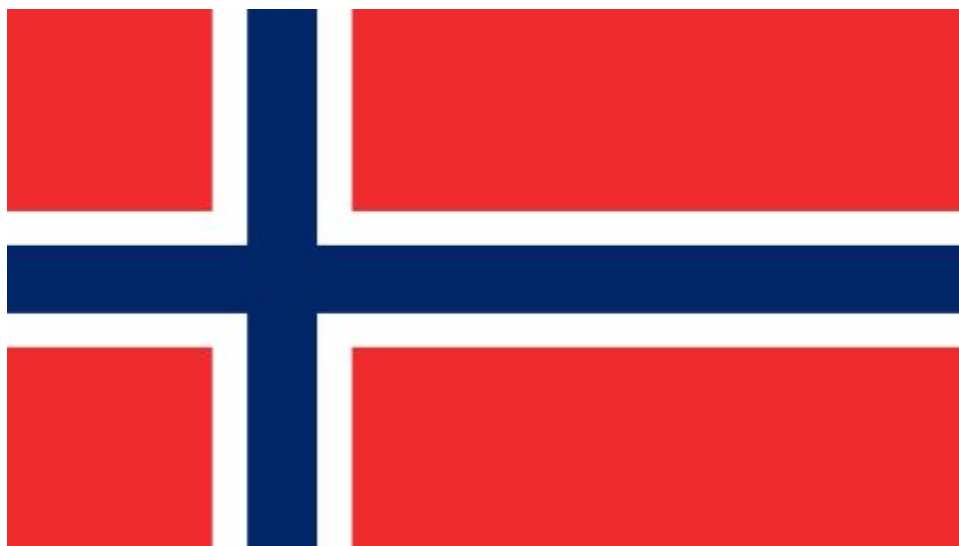
Norwegian Government Strengthens Countrywide Preparedness for COVID-19 with Everbridge

April 15, 2020

Everbridge now deployed in all three mobile networks and used by The Norwegian Directorate for Health to reach entire mobile population of Norway

OSLO, Norway--(BUSINESS WIRE)--Apr. 15, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management ([CEM](#)), announced today that its market leading [Public Warning](#) solution now reaches subscribers across all three mobile networks in Norway using location-based mobile messaging. The implementation of Everbridge's Public Warning solution with the third of Norway's three mobile networks was completed in just nine days, and has been instrumental to countrywide communications during COVID-19. Last week, the Norwegian Directorate for Health sent a record 5.4 million messages to every mobile phone in Norway related to COVID-19. The Directorate for Health also sent a message to all non-Norwegian phones roaming inside the country recently in English, French, German, Spanish, Polish and Russian, providing critical instructions for foreign nationals. Everbridge Public Warning can automatically detect the nationality of a person's mobile device, without the need for any personally identifiable information (PII), and then send messages in the appropriate language to improve the effectiveness of communication to visitors and international travelers.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200415005350/en/>



Representing Everbridge's latest country-wide deployment, Norway relies on its Directorate for Health to send critical messages to mobile phones before, during and after an emergency. With Everbridge, The Directorate for Health is able to reach Norway's over five million residents and the country's even larger number of approximately eight million annual visitors.

The criticality of population alerting has never been more relevant than during the [current outbreak of COVID-19](#). Applying the benefits of a single, comprehensive platform enables Everbridge to help protect the most vulnerable by providing special needs registries that work in concert with location-based targeting; to mobilize first responders, healthcare providers and volunteers; and to 'turn back the clock' in order to communicate with people that may have travelled through a coronavirus-infected zone previously – either domestically or internationally – while

(Photo: Business Wire)

strictly protecting individual privacy.

"The mobile phone is the best tool for reaching the population and for providing important information about how to act during major incidents. This is a significant step forward that all mobile networks in Norway are now connected to Everbridge Public Warning, which is an important part of strengthening Norwegian crisis preparedness for the coronavirus and other threats to public safety," said Javier Colado, Head of International at Everbridge.

The cities of Oslo and Bergen are also leveraging Everbridge to send critical updates on COVID-19 to all phones roaming within city borders with messages related to notification on city limits, ports and airports. Municipalities across the country are using the Everbridge system to provide critical updates, general information, and a call for volunteers.

Everbridge provides the largest and only hybrid [public warning system](#) combining cell-broadcast and address-, group-, and location-based, multi-channel technologies. The Everbridge Public Warning platform enables countries to protect against coronavirus; share updates on viral hotspots and pandemic best practices; coordinate first responders and healthcare resources; establish two-way communications with at-risk populations; and manage disruptions to transportation, education and other critical services.

Everbridge already leverages its CEM platform to deliver the world's most widely used population alerting solution, reaching over 550 million people, with over 3,700 active deployments at the municipal, [city](#), [state](#), and province level in thirteen countries including the [U.S.](#), Canada, and India. The COVID-19 pandemic, coupled with the recent mandate requiring EU member countries to have a population-wide alerting system in place by June 2022, provides a major catalyst for population alerting systems adoption.

Everbridge recently announced its acquisition of the cell broadcast leader, one2many, bringing together the only hybrid public warning system that leverages the speed and network throughput of cell broadcast technology and the reach, population movement analytics, multi-language capability, and two-communication of location-based SMS. As the global leader in countrywide deployments, Everbridge also supports [Iceland](#), the Netherlands

and [Sweden](#). In addition to Europe, the company supports countries in the Middle East, Asia Pacific, and Latin America including announced wins in [Australia](#), [Peru](#), New Zealand, and Singapore.

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, over 5,000 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 3.5 billion messages in 2019 and offers the ability to reach over 550 million people in more than 200 countries and territories, including the entire mobile populations on a country-wide scale in Australia, Greece, Iceland, the Netherlands, Peru, Singapore, Sweden, 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 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 7 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 6 of the 10 largest technology companies in the world. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Abu Dhabi, Beijing, Bangalore, Kolkata, London, Munich, New York, Oslo, Singapore, Stockholm and Tilburg. For more information, visit www.everbridge.com, read the company [blog](#), and follow on [LinkedIn](#), [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 successfully integrate businesses and assets that we may acquire; 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 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, 2019 filed with the SEC on February 28, 2020. 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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