



Everbridge Announces Two New Countrywide Public Warning Deployments in The Middle East and in Africa to Mitigate COVID-19 and Other Critical Events

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Amid coronavirus, Everbridge extends its global leadership in population alerting to all major regions of the world, now with nationwide and statewide contracts in Europe, Asia, Oceania, The Middle East, Africa, North and South America

BURLINGTON, Mass.--(BUSINESS WIRE)--Jul. 20, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#) and countrywide [Public Warning](#) solutions, today announced two national alerting system customers that will be powered by Everbridge Public Warning – one in The Middle East and the other in Africa. Expected to be fully deployed in the second half of 2020, further details of the projects may be available after the completion of all implementation processes. With the addition of these two new countries, Everbridge extends its Public Warning platform to every major region of the world.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200720005169/en/>



Everbridge Adds New Countrywide Deals in The Middle East and in Africa. (Graphic: Business Wire)

More [local](#), [state](#), and national governments across the globe deploy the Everbridge Platform than any other solution, offering the ability to reach over 550 million people in more than 200 countries. Everbridge represents the first population alerting provider to support five European Union (EU) countries in conjunction with the EU mandate requiring member countries to have a population-wide alerting system in place by June 2022. With today's news, Everbridge now supports population-wide alerting in 11 countries across Europe, Asia, Oceania, The Middle East, Africa, and South America including [Australia](#), Greece, [Iceland](#), the Netherlands, New Zealand, [Norway](#), [Peru](#), Singapore and [Sweden](#). Everbridge's population alerting capabilities also power some of the most populous states in North America including [Florida](#), [New York](#), and [California](#), as well as over 3,700 municipalities, counties and cities within 49 of the 50 United States,

within all of Canada's provinces, and throughout Europe and Asia, including deployments within multiple populous states in [India](#).

"Everbridge's 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," said Vernon Irvin, Chief Revenue Officer at Everbridge. "Given the impact to public safety and economies around the world from the ongoing threat of the COVID-19 pandemic, every national and state government can benefit from a modern and scalable platform to reach all citizens in times of crisis."

As the most scalable platform in the industry, Everbridge provides [the only public warning system](#) combining cell-broadcast and address-, group-, and location-based, multi-channel technologies. The hybrid 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. In addition, the platform also provides critical event management capabilities across a broad range of threats including natural disasters, terrorism, cyberattacks, and other security events.

The citizens of [Norway](#), for example, received critical countrywide communications earlier this year during the onset of COVID-19. The Norwegian Directorate for Health sent a record 5.4 million messages to every mobile phone in Norway using Everbridge Public Warning. The Directorate for Health also sent a message to all non-Norwegian phones roaming inside the country in English, French, German, Spanish, Polish and Russian, providing critical instructions for foreign nationals.

"Everbridge provides 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-way communications of location-based SMS," said Imad Mouline, Chief Technology Officer at Everbridge. "Governments require the best of both options – the capability to deliver a massive number of messages very quickly as well as the ability to target precisely who receives alerts. Everbridge represents the only population alerting provider that eliminates these tradeoffs and delivers optimized capabilities based on the needs of the use case in each country."

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, cyberattacks or other incidents such as product recalls or supply-chain interruptions, over 5,200 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, New Zealand, 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, 8 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 7 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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Everbridge Contacts:

Jeff Young
Media Relations
jeff.young@everbridge.com
781-859-4116

Joshua Young
Investor Relations
joshua.young@everbridge.com
781-236-3695

Source: Everbridge, Inc.