



## Country of Norway Relies on Everbridge Public Warning to Alert Citizens Traveling Internationally to Mitigate COVID-19 Risks

August 10, 2020

*As coronavirus cases spike in regional hotspots around the world, Norway's Directorate of Health utilizes Everbridge to notify Norwegians of the changing threat profile and related safety protocols such as the latest quarantine guidelines*

BURLINGTON, Mass.--(BUSINESS WIRE)--Aug. 10, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM) and countrywide [Public Warning](#) solutions, today announced Norway's Directorate of Health leverages the Everbridge Public Warning solution to quickly alert tens of thousands of Norwegians traveling outside the country of the changing risk landscape related to COVID-19 as well as the latest procedures and protocols such as recommended quarantine guidelines. Due to mounting coronavirus cases in multiple tourist destinations, Norwegian authorities rely on Everbridge to inform citizens abroad of new guidelines necessary upon re-entering their home country. With the Everbridge Public Warning system, the Directorate of Health in Norway can provide timely, valuable and potentially life-saving information while completely protecting the privacy of the recipient, with no personally identifiable information (PII) collected, to deliver a customized SMS alert to those specific Norwegian travelers, advising them of official information from the Health Ministry.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200810005187/en/>



*"To those of you who are on holiday..." the alerts read in part, "Increased infections [in your current location] make it likely that Norwegians traveling will be quarantined when they return home."*

[Everbridge's hybrid Public Warning system](#), combining cell-broadcast and address-, group-, and location-based technologies, makes it possible to send mobile alerts (while maintaining privacy) to all, or specific, Norwegian citizens – whether they are in Norway or traveling in another country – allowing government agencies to fulfill their Duty of Care to inform citizens of critical information related to virus hotspots and required protocols upon returning home.

"We use Everbridge..." stated Assistant Health Director Espen Rostrup Nakstad in an interview with Norwegian TV 2. "When we choose to send SMS, it is to make Norwegian tourists aware that the situation

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is about to change, and that it is important that they follow and assess their own situation."

In April, the Norwegian Directorate of Health relied on Everbridge to send 5.4 million alerts to the entire population of Norway and to 300,000 foreign visitors, advising them of pandemic lockdown restrictions. The Health Ministry delivered the messages in the recipient's language of choice, including Norwegian, English, French, German, Spanish, Polish and Russian.

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 the adoption of population alerting systems.

"The Norwegian Directorate of Health demonstrates model leadership by ensuring its people stay safe and informed when traveling outside the country," said Javier Colado, Senior Vice President of International at Everbridge. "We are honored to support Norway in this public safety initiative which protects privacy while ensuring every Norwegian citizen remains vigilant wherever he or she travels."

Everbridge 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](#).

### 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 5,300 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](http://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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