



Everbridge Critical Event Management Platform Rolled Out in First-of-its-Kind Deployment Among Indigenous Peoples of Canada

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- *Emergency Platform to Support Residents in Five First Nations Communities*
- *Everbridge Serves Hundreds of Businesses, Government and Healthcare Organizations Across All Ten Provinces in Canada*

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 22, 2020-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM), today announced its growing momentum in Canada, where the Union of Nova Scotia Mi'kmaq (UNSM) recently rolled out the company's [Mass Notification solution](#) to deliver local emergency alerts to its five First Nations communities. Community leaders will be able to send text, phone, and email alerts in both Mi'kmaq and English to their population of residents in Eskasoni, Membertou, Potlotek, Wagmatcook and We'koqma'q. The system represents the first of its kind among Indigenous peoples in Canada and marks Everbridge's continued growth in the country, where more than 200 organizations utilize the Everbridge platform across every province.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200922005585/en/>



"The timing of our deployment of Everbridge is paramount," said Jennifer Jesty, emergency management coordinator with the Union of Nova Scotia Mi'kmaq. "With the possibility of a second wave of COVID-19, our communities may once again have to go into complete lockdown. If that happens, updates can be communicated rapidly which will be critical during a very fluid and ever-changing situation."

The system went live on September 1st and within days helped to reunite a missing teenager with her family. The Union of Nova Scotia Mi'kmaq sent out their own alert using the new Everbridge platform, and within one hour the teen was back home with her mother.

"A Staff Sergeant with the Royal Canadian Mounted Police called to congratulate us for bringing this case to a quick and happy conclusion, and I was recently invited by Indigenous Service Canada to present our

Everbridge CEM Platform Rolled Out in First-of-its-Kind Deployment Among Indigenous Peoples of Canada (Photo: Business Wire)

work to other departments across the country," continued Jesty. "Giving Chiefs decision-making power about alerts will save time and potentially save lives during critical situations such as missing persons, severe weather, wildfires and the coronavirus pandemic."

There is growing interest in the project as other First Nations communities see the value in a locally-operated notification platform which allows Chiefs to dictate their messages in native languages and send them from a phone or computer.

"With COVID-19 still looming and hurricane season on our doorstep, this system will be vital in communicating critical information and updates. Before the deployment of Everbridge, we were only able to send out mass communication via social media which meant a lot of the Elders and those without access to social media were left out. But with Everbridge, we will be able to communicate on a moment's notice, not having to rely on outside agencies and can reach significantly more people during a most critical time," said Jesty.

Among many hospitals, schools, public transportation, and private enterprise customers, Everbridge's government clients in Canada include the cities of Vancouver, Halifax, London, Saskatoon, and Regina, and the provinces of Nova Scotia and Saskatchewan.

Everbridge supports population-wide alerting in 11 countries across Europe, Asia, Oceania, The Middle East, Africa, and South America including [Australia](#), Greece, [Iceland](#), [India](#), the Netherlands, New Zealand, [Norway](#), [Peru](#), Singapore, and [Sweden](#). Everbridge's population alerting also powers the entire states of [California](#), [Massachusetts](#), [Vermont](#), [New York](#), [Connecticut](#), and [Florida](#), as well as cities and counties within 49 of the 50 United States.

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 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. 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 automakers, 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 with additional offices in 14 cities around the globe. For more information visit www.everbridge.com

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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