



Everbridge Announces Five Public Warning Contract Wins Across Wireless Carriers, National and State Governments to Protect People and Organizations in Europe and Asia

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India's State of Kerala, with 34 million residents and over 16 million annual visitors, selects Everbridge Public Warning to reach entire population to keep people safe and manage risks during critical events

BURLINGTON, Mass.--(BUSINESS WIRE)--Feb. 18, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#) and countrywide [Public Warning](#) solutions, today announced five Public Warning contract wins across wireless carriers, national and state governments, providing the population-wide alerting system to keep people safe and organizations running during critical events in Europe and Asia. In the fourth quarter of 2020, Everbridge signed India's Government of Kerala, home to over 50 million residents and annual visitors. Further details of the other contract wins may be available after the completion of all implementation processes.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210218005995/en/>



As national and state governments manage and mitigate the impacts of a global pandemic, as well as extreme weather and other natural and manmade crises, Everbridge continues to extend its global leadership in population alerting across all major regions of the world, with contracts in Europe, Asia, Oceania, The Middle East, Africa, North and South America.

Known for its nearly 600 kilometers of Arabian Sea shoreline, inland mountain regions, and national parks, the state of Kerala in India represents one of the most popular tourist destinations in the world.

The SPIU (State Project Implementation Unit), National Cyclone Risk Mitigation Project (NCRMP) for the Government of Kerala provided the following statement: "We have selected Everbridge to deploy the next generation of our state-wide alerting system based on their proven, scalable platform that supports other states

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across India, as well as the robustness of their Public Warning product features and roadmap."

Continued the recent statement by Government of Kerala: "As a coastal state, Kerala is home to 34 million residents and welcomes over 16 million tourists each year. We are implementing a best practices approach to state-wide emergency notification. As we continue to evolve our systems, our goal was to select the market leader and to build in enhancements from the effective deployments that have been leveraged in other countries, creating our most comprehensive warning system to date."

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 with 5G compatibility enabling multimedia content alerting distribution. Everbridge's [new Public Warning Center](#) meets and exceeds the needs of [any public authority looking for an advanced warning solution to protect its citizens and visitors](#) – from EU-directive approved systems to more sophisticated hybrid and multi-channel alert and warning platforms.

"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 Javier Colado, Senior Vice President, International 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."

Everbridge's 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.

Continuing its market-leading innovation in population alerting technologies, Everbridge was [recently awarded a new patent](#) for end-to-end multimedia population alerting capabilities, highlighting the need for delivering alerts through a combination of 5G, cell broadcast, and multimedia.

More [local, state](#), and national governments across the globe deploy the Everbridge Platform than any other solution, offering the ability to reach over 650 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. Everbridge supports population-wide alerting in 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 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 5,400 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 20 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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