



Everbridge Selected to Power Countrywide Public Warning System in Estonia, 'the Most Advanced Digital Society in the World'

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- Estonia to deploy Everbridge's complete end-to-end Public Warning solution on a nation-wide basis, featuring its state-of-the-art [Public Warning Center](#), to protect over 4.5 million residents and annual tourists
- Estonia win reinforces Everbridge's global leadership in population alerting with countrywide contracts in the Americas, EMEA, and APAC regions

OSLO, Norway--(BUSINESS WIRE)--Jul. 19, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM), today announced that Estonia selected the company's countrywide [Public Warning](#) solution to help keep its residents and visitors safe and informed in the event of an emergency. Home to 1.3 million residents and a popular destination for 3.2 million annual tourists, [Wired magazine](#) named Estonia 'the most advanced digital society in the world.' [Estonia](#) built an efficient, secure and transparent ecosystem where 99% of governmental services are online, including numerous [digital solutions to help tackle the COVID-19 pandemic crisis](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210719005173/en/>



Estonia will deploy Everbridge to power its population warning system, leveraging Everbridge's next-generation, end-to-end Public Warning solution, featuring a unique multi-channel front-end console with the ability to transmit a combination of cell broadcast and location-based SMS alerts for countrywide alerting. Estonia will utilize location-based SMS channels to ensure that the country meets the requirements of [Article 110](#) of the European Electronic Communications Code to implement and launch a comprehensive public warning system.

"It's essential that we have multiple robust and reliable means of alerting the public to threats such as severe weather, forest fires, and viral pandemics," said Sven Heil, CEO of RIKS, a foundation within the Estonian government's Ministry of Economic Affairs and Communications. "Everbridge met all of our stringent needs for a public warning system and delivered a solution that is easy-to-use, secure and

comprehensive. Importantly, Everbridge proved they could meet our tight delivery timeframe. We're very pleased that the system will help us to improve the safety of our communities."

"Given Estonia's reputation as a global leader in digital transformation, we are honored to power their countrywide Public Warning system," said Valerie Risk, Vice President of Public Warning Solutions at Everbridge. "Everbridge now supports the most European countries of any provider, drawing on decades of emergency alert experience in providing governments with a reliable, secure and geo-targeted means of protecting their people. We applaud Estonia for their pioneering approach to keeping their citizens safe."

The Estonia emergency alerting system implementation expands on Everbridge's position as the global leader in population-wide Public Warning solutions used by over 1,500 municipalities, counties, cities, states and countries in every major region of the world including Europe, Asia, Oceania, the Middle East, Africa, and the Americas. Everbridge serves more countrywide deployments than any other provider, enabling the Public Warning system for many of the most technically-advanced countries including [Sweden](#), [Norway](#), [Iceland](#), Greece, the Netherlands, [the United Kingdom](#), Singapore, New Zealand, [Australia](#), [Peru](#), and multiple countries across the Middle East and Africa; entire states including [California](#), [New York](#), Andhra Pradesh, [Kerala](#), [Florida](#), [Odisha](#), [Connecticut](#), [Vermont](#), [Massachusetts](#), [Washington, D.C.](#) and the [United States Virgin Islands](#); counties within 49 of the 50 U.S. states and within all of Canada's provinces, many of the largest cities in the world, and in support of the most populous Native American and First Nations tribes and indigenous populations across the globe. Everbridge also powers the front-end of the [Integrated Public Alert & Warning System \(IPAWS\)](#) gateway for the U.S. Federal Government to supplement their own communication channels for issuing live emergency and Presidential Alerts in the United States.

Everbridge partnered with [Estonia-based Levira](#) to secure the contract. Headquartered in the capital city of Tallin, the local digital services provider is

the main television and radio network operator in Estonia and owns one of the largest data centers in the country.

Everbridge's platform – which combines Cell Broadcast, Location-based SMS, address-based and group-based multi-channel alerting technologies – 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 during the onset of COVID-19. The Norwegian Directorate for Health utilized the Everbridge Public Warning platform to successfully communicate with almost five and half million mobile phones in Norway. The Directorate for Health also communicated with all non-Norwegian phones roaming inside the country in English, French, German, Spanish, Polish and Russian, providing critical instructions for foreign nationals.

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. The company also [recently announced a new patent](#) for its revolutionary work in enabling *end-to-end multimedia population alerting capabilities*. The patent – one of more than 160 overall across Everbridge's market-leading population alerting suite of solutions – highlights the need for delivering alerts through a combination of 5G, cell broadcast, and multimedia. Everbridge remains the leader in 5G integrations for public warning systems.

Everbridge Public Warning leverages existing telecom infrastructure, with no opt-in required, to reach everyone within a geographic area to reduce disaster risk, support first responder communications, and analyze disaster communication effectiveness for subsequent mitigation activities. The platform is fully compliant with data privacy regulations including GDPR and allows public safety agencies to send an alert to any device within a few seconds without sharing any personal details, such as names or phone numbers.

Everbridge featured some of the leading experts in the world on public alerting technologies at its recent global [Road to Recovery](#) leadership symposiums. The topic of population-wide alerting best practices was addressed heavily during the sessions which featured keynote addresses by Presidents Bill Clinton and George W. Bush, former U.S. Secretary of State Dr. Madeleine K. Albright, Virgin Group Founder Sir Richard Branson, representatives from [EENA](#) (the European Emergency Number Association), and government officials, city mayors, and emergency management professionals from Australia, Canada, and the U.S., to name a few.

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 Organizations 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 5,700 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 modalities, 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, 2020 filed with the SEC on February 26, 2021. 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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