



Everbridge Announces New Public Warning Win to Provide Countrywide Alerting for One of The European Union's Most Populous Countries

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Following recent wins in [the United Kingdom](#) and [Estonia](#) to deploy its Public Warning solution on a nation-wide basis, Everbridge will now serve eight countries in Europe, and more countries than any other provider across the Americas, EMEA, and APAC regions

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 28, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#) and national [Public Warning](#) solutions, today announced its selection by one of Europe's most populous countries to deploy its countrywide population alerting system. Further details of the project 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/20210928005651/en/>



More [local](#), [state](#), and national governments across the globe deploy the Everbridge population alerting solutions than any other provider, offering the ability to reach over two billion residents and visitors in more than 200 countries in case of [digital threats](#): such as ransomware, cyberattacks, and IT disruptions; [manmade threats](#): such as geo-political, terrorist attacks, and industrial accidents; and [natural disasters](#): such as floods, severe storms, volcanic eruptions, earthquakes, and wildfires. Everbridge's Public Warning solution now powers the nationwide systems for eight European countries, more than any other solution, in conjunction with the EU mandate ([Article 110](#) of the European Electronic Communications Code) requiring member countries to have a population-wide alerting system in place by June 2022, while protecting people's confidentiality and privacy.

Everbridge Announces New Public Warning Win to Provide Countrywide Alerting for One of The European Union's Most Populous Countries (Graphic: Business Wire)

"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 digital and physical disruptions including cyberattacks, severe weather, or the ongoing effects of the pandemic, every national and state government can benefit from a modern and scalable platform to reach all citizens and visitors in times of crisis."

The addition of another major EU country expands 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 enables the Public Warning system for many of the most technically-advanced countries including [Estonia](#), [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](#), [Oregon](#), [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 population alerting 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 across the United States.

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 5,800 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 25 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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Everbridge:

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.