



Australia Successfully Goes Live With Everbridge Public Warning Platform Countrywide, Representing Official Launch of the Australian Government's Next-Generation National Population Alerting System

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- *Everbridge powers Australia's Emergency Alert system, providing population-wide alerting to inform and protect the continent's 34 million residents and annual visitors (once borders are re-opened)*
- *The live deployment of Australia's national alerting system reinforces Everbridge's leadership in Public Warning solutions, with wide-spread countrywide contracts across the Americas, EMEA, and APAC regions, capable of reaching over 2 billion citizens and travelers globally*

SYDNEY--(BUSINESS WIRE)--Oct. 4, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM) and national [Public Warning](#) solutions, today confirmed the Australian Government officially launched its new [Emergency Alert](#) population warning system, powered by Everbridge.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211004005968/en/>



Australia Successfully Goes Live With Everbridge Public Warning Platform Countrywide (Graphic: Business Wire)

subsequent mitigation activities.

"This system is a way for emergency services to warn our community of a pending threat, and we're pleased that Commonwealth funding is assisting in this risk mitigation which will benefit all Australians," said Minister for Emergency Management and Senator the Hon Bridget McKenzie in an [official statement](#).

Emergency Management Australia, Director General Joe Buffone further commented, "The Emergency Alert system was originally implemented in response to the 2009 summer bushfires and continues to play a vital role in keeping Australian communities safe."

Following two years of testing across all Australian states and territories, the Australian Government has successfully gone live with its next-generation population warning system to enable police, fire, and emergency services to alert communities to a likely or actual emergency. In the event of a critical situation, such as a bushfire, flood, cyclone, extreme heat, or a terror attack, Australia's emergency services will send location-based text messages to mobile phones and voice messages to landlines within a precise geo-targeted area, while integrating with social media platforms.

"We are honored to support Australia on the advancement of its national warning system," said Steve Foster, Vice President of Australia, New Zealand & Oceania at Everbridge. "With no opting in or app download required, Everbridge's Public Warning platform delivers emergency alerts to at-risk populations on a nationwide scale to help keep Australian residents and visitors, when borders reopen, safe during bushfires and other critical events. Every country can benefit from a modern software platform that reaches everyone in times of crisis."

The Australia emergency alerting system implementation expands on Everbridge's position as the global leader in population-wide Public Warning

All Australian states and territories are now live on Everbridge Public Warning following a comprehensive project deployment period. Everbridge will join Australian Government officials this week to discuss the national alerting system and Public Warning best practices at the [Australian Disaster Resilience Conference](#) and at the [AFAC21 Virtual Conference & Exhibition](#).

Home to more than 25 million residents and nine million annual visitors (upon borders re-opening), Australia first introduced its Emergency Alert system in 2009 in response to a series of deadly bushfires. In need of continuing to modernise the service, Australia selected Everbridge's market leading, software-as-a-service (SaaS) Public Warning platform to enable each state and territory – and their regional authorities – to leverage the platform to alert their local citizens and visitors, support first responder communications, and analyse disaster communication effectiveness for

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'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.

Everbridge Public Warning meets and exceeds the needs of any public authority looking for an advanced warning solution to protect its citizens and visitors, while remaining fully compliant with data privacy regulations. The company [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.

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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