



Everbridge Awarded Contract to Power Countrywide Public Warning System in The Netherlands

October 25, 2021

- The Netherlands expands its deployment of Everbridge for [NL-Alert](#), adding Everbridge's state-of-the-art, hybrid [Public Warning Center](#), enabling the Dutch government to distribute Public Warning messages via various channels to devices (including Cell Broadcast to mobile phones) on a nation-wide basis, protecting over 17.5 million residents and millions of annual tourists
- Following recent wins in [the United Kingdom](#), [Estonia](#), and in [one of Europe's most populous countries](#), the addition of the Netherlands win further underscores Everbridge's global leadership in population alerting with countrywide contracts in the Americas, EMEA, and APAC regions, and supporting more European countries than any other provider

OSLO, Norway--(BUSINESS WIRE)--Oct. 25, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#), today announced that the Netherlands selected the company's end-to-end countrywide [Public Warning](#) solution to help keep its residents and visitors safe and informed in the event of an emergency.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211025005296/en/>



One of the most densely populated regions in Europe, 17.5 million residents call the Netherlands home, and millions of tourists visit the coastal country each year. Powered by Everbridge, [NL-Alert](#) can reach 94 percent of the Dutch population on their mobile phones, along with digital signage at bus, train, tram, and metro stations across the country.

The Netherlands will leverage 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 additional channels for countrywide alerting. The country utilizes Cell Broadcast, meeting the requirements of [Article 110](#) of the European Electronic Communications Code to implement and launch a comprehensive public warning system.

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(Photo: Business Wire)

nationwide NL-Alert notification in order to create awareness and measure population reachable to operate even in the event of phone network congestion. Cell Broadcast-based public warning remains fully compliant with data privacy regulations including GDPR, as no subscribers are individually addressed, therefore are completely anonymous, with no opt-in required.

"We are honored to expand our relationship with the Netherlands, providing our complete Public Warning offering to power the country's national system," said Manuel Cornelisse, Senior Director 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 the Netherlands for their pioneering approach to keeping their citizens safe."

The Netherlands emergency alerting system implementation expands on Everbridge's position as the global leader in population-wide Public Warning. 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 enables the Public Warning systems for many of the most technically-advanced countries in the world, including [Estonia](#), [Sweden](#), [Norway](#), [Iceland](#), Greece, [the United Kingdom](#), Singapore, New Zealand, [Australia](#), [Peru](#), and multiple countries across the Middle East and Africa; entire states including [California](#), [New York](#), [Oregon](#), 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

The Dutch government tests the early warning system twice a year with a

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's 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.

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 <https://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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