



Everbridge Teams with Technology Leaders to Offer Out-of-Band Critical Communications Platform to Support Humanitarian Efforts in Ukraine

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Unique collaboration brings together AWS, Sinch, and Kaleyra, among others, to deliver an Everbridge-powered mass notification platform enabling humanitarian charities, NGOs, businesses, and local Ukrainian government resources to coordinate and communicate critical notifications

BURLINGTON, Mass.--(BUSINESS WIRE)--Mar. 24, 2022-- [Everbridge, Inc.](#) (NASDAQ: EVBG), a global leader in critical event management ([CEM](#)) and national [public warning](#) solutions, today announced it will work with Amazon Web Services (AWS) to offer volunteer organizations, charities, non-governmental organizations (NGOs), and local Ukrainian government resources with an out-of-band critical communications platform to support humanitarian efforts in Ukraine. Everbridge has mobilized with AWS and other technology leaders to offer a free communications platform to provide organizations with a reliable means to share risk intelligence and communicate life-safety updates.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220324005747/en/>



For any organization seeking assistance in the coordination and communication to affected volunteers, employees, citizens, and government workers, please reach out to ukrainecomms@everbridge.com.

The platform, leveraging the [Everbridge Mass Notification](#) solution that runs on AWS and makes use of AWS's breadth of services, will act as a communications source delivering SMS, email, and voice messaging to coordinate aid efforts. The platform runs on AWS and uses existing gateway connections to mobile operator SMS and email gateways maintained by [Sinch](#), a global leader in cloud communications and mobile customer engagement, and aggregator partner [Kaleyra](#), a trusted, global Communications Platform as a Service (CPaaS) provider. It will be protected from cell tower spoofing based on a number of established controls, and Kaleyra and Sinch have offered to waive messaging fees. The solution will allow users to deliver centralized

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communications to provide consistent updates, coordination instructions, and alerts to personnel on the ground via a central portal.

"Reliable communication capabilities are critical to providing vital services for those who are suffering as a result of the ongoing crisis in Ukraine," said Kaleyra Chief Executive Officer Dario Calogero. "We are proud to be collaborating with Everbridge and AWS to provide these much-needed resources to those who are on the ground supporting the Ukrainian people."

The technology collaboration's first users include a U.S.-based NGO and a government relief agency coordinating evacuations. Everbridge partners will also make the joint solution available to their relevant customers.

"The technology community is looking to do all it can to support life-saving measures and welfare initiatives in Ukraine," said Dominic Jones, Senior Vice President of Partnerships & Alliances at Everbridge. "We are proud of the work of our partners to stand up this mass notification system to help so many of the organizations that are quickly working to conduct humanitarian efforts across Ukraine and in neighboring countries welcoming refugees."

For any charity, NGO, government organization, or business that needs to coordinate relief or humanitarian support efforts, please contact ukrainecomms@everbridge.com and Everbridge will set up an account and provide training on how to use this capability. The Everbridge solution is provided for use at no cost and will remain available until the crisis is over thanks to the support from the Everbridge team and partners.

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, product recalls or supply-chain interruptions, over 6,100 customers in 76 countries 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. For more

information, visit www.everbridge.com, read the company [blog](#), and follow on [Twitter](#) and [Facebook](#).

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, 2021 filed with the SEC on February 25, 2022. 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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