



Everbridge Selected to Power the Nationwide Public Alert System for Norway

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Following recent wins in Germany, the United Kingdom, and the Netherlands to deploy its Public Warning solution on a country-wide basis, Everbridge serves more countries in Europe and around the world than any other provider

OSLO, Norway--(BUSINESS WIRE)--Nov. 29, 2022-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#) and national [public warning](#) solutions, today announced the selection by Norway to deploy its next-generation population alerting technology to help keep the country's more than five million residents, and nearly seven million annual visitors, safe and informed in case of an emergency.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20221129005653/en/>



"It will be a big boost for public security," said Norwegian Minister of Justice and Emergency Preparedness Emilie Enger Mehl at a [press conference](#). "We can send precise warnings about danger or other information to everyone in Norway who has a mobile phone within a few seconds."

"With this solution, we receive a significant strengthening of our population alerting technology in Norway," said Elisabeth S. Aarsæther, director of the Norwegian Directorate for Civil Protection, in an [official statement](#). "The new mobile alert will be much more precise and can, when it is fully implemented, be received directly on all phones in a defined area."

The new country-wide public alert system of Norway features Everbridge's enhanced [Public Warning Center](#), a multi-channel front-end interface with the ability to transmit cell broadcast alerts from a single console. The platform will enable authorities to reach people rapidly during

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national emergencies such as health crises, terror attacks, industrial incidents, typhoons, and flooding, targeting mobile phones of residents and visitors present in the area impacted by the disaster.

Mehl continued, "We are happy that we can quickly get it in place. It was important for the governing parties to move forward with this project because the current notification system does not cover the entire population and cannot provide concrete information."

In 2020, Norway's Directorate of Health [leveraged Everbridge](#) to quickly alert tens of thousands of Norwegians traveling outside the country of the changing risk landscape related to COVID-19 as well as the latest procedures and protocols such as recommended quarantine guidelines. Due to mounting coronavirus cases in multiple tourist destinations, Norwegian authorities relied on Everbridge to inform citizens abroad of new guidelines necessary upon re-entering their home country.

"Norway is once again prepared when it comes to ensuring the health and safety of its population," said Valerie Risk, Vice President of Public Safety Solutions at Everbridge. "The country was one of the first to implement location-based technology to inform and protect its people and are now following that with the adoption of cell-broadcast to reach citizens and visitors. With this latest addition of cell broadcast and the full Public Warning Center solution, Norwegians can rest assured they are protected by the most innovative public safety solution available today."

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.

More 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 and territories including [Spain](#), [the Netherlands](#), [United Kingdom](#), [Germany](#), [Estonia](#), [Sweden](#), [Iceland](#), Singapore, New Zealand, [Australia](#), [Peru](#), and multiple countries across the Middle East and Africa.

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 6,400 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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Everbridge Contacts:

Jim Gatta
Media Relations
jim.gatta@everbridge.com
215-290-3799

Jeff Young
Media Relations
jeff.young@everbridge.com
781-859-4116

Source: Everbridge, Inc.