



Everbridge and Vodafone Power National Warning Day Across Germany

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Leading German mobile network operators (MNOs) and Everbridge leverage Cell Broadcast emergency alerting capabilities to successfully power the German government's nationwide public warning system on Nationwide Warning Day (Bundeswarntag)

MUNICH--(BUSINESS WIRE)--Sep. 15, 2023-- Everbridge, Inc. (Nasdaq: EVBG), the global leader in [critical event management](#) (CEM) and national [public warning](#) software solutions, today announced the successful testing of Germany's nationwide emergency alerting system yesterday, September 14.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230915225736/en/>

Everbridge [Public Warning](#) Cell Broadcast technology, in partnership with leading Mobile Network Operator Vodafone, and three out of four MNOs, provided the key technology components of Germany's nationwide rebroadcasting emergency alerting system.

The federal and state governments jointly prepare the nationwide warning day, which takes place annually, every second Thursday in September, in coordination with municipal representatives. [The Federal Office for Civil Protection and Disaster Assistance \(BBK\)](#) is responsible at the federal level.

At 11:00 a.m. CEST on September 14, a test warning in the form of a message was sent to all warning multipliers (e.g. radio stations and app servers) connected to the federal government's [modular warning system \(MoWaS\), including the cell broadcasting system by Everbridge.](#)



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"We are pleased to be part of this important milestone and support Germany on the evolution of its national warning system," said Valerie Risk, Vice President, Public Safety International at Everbridge. "Every nation can benefit from a modern platform that reaches all citizens in times of crisis. Our Public Warning solution enables government organizations to immediately connect with every person in an affected area during a critical event regardless of nationality, residency or mobile handset type."

Vodafone issued the following statement, "The new Cell Broadcast disaster warning system was subjected to a nationwide load test for the first time since its introduction in February 2023 at the nationwide warning day on September 14, 2023. From Vodafone's perspective, this was a complete success. At 10:59 a.m. – one minute earlier than announced – all mobile phone stations active in the Vodafone network reliably sent the BBK's test warning to the receiving devices – across all network technologies GSM, 4G and 5G. The test warning was thus delivered in an area where more than 99 percent of Germany's population live and work. The warning day on September 14, 2023 showed that the new warning system works very reliably even when broadcast nationwide via the Vodafone network."

The German public safety system enables all federal authorities responsible for public warning alerts to reach people quickly during national emergencies such as health crises, terror attacks, industrial incidents, earthquakes, and flooding. Powered by Everbridge's industry-leading Public Warning technology, the German cell broadcasting alerting system has been created to target mobile phones of residents and visitors present in the area impacted by an emergency.

Everbridge, in partnership with Vodafone and other MNOs, implemented Cell Broadcast technology as a complementary warning channel for the BBK in 2022.

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.

About Everbridge

[Everbridge](#) (Nasdaq: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to

productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™. For more information, visit <https://www.everbridge.com/>, read the company [blog](#), and follow on [Twitter](#). Everbridge...*Empowering Resilience*.

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, 2022 filed with the SEC on February 24, 2023 and other subsequent filings with the SEC. 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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