



Everbridge Appoints Tracy Reinhold as Chief Security Officer

April 30, 2018

Former CSO of Fannie Mae and Head of the FBI's Intelligence Division, Reinhold brings decades of executive leadership and security experience to Everbridge

BURLINGTON, Mass.--(BUSINESS WIRE)--Apr. 30, 2018-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in critical event management and enterprise safety software applications to help keep people safe and businesses running faster, today announced that Tracy Reinhold has joined the company as Chief Security Officer. Mr. Reinhold will be responsible for advancing Everbridge's enterprise-level security strategy, as well as working closely with customers and partners to optimize their organizational approach to managing and responding to critical events. This newly created role will report to CEO Jaime Ellertson.

Mr. Reinhold has served in executive leadership roles in security and incident management for some of the world's largest brands. As Chief Security Officer at Fannie Mae, a leader in mortgage financing with more than \$3 trillion in assets, Mr. Reinhold was responsible for designing and managing the company's enterprise resilience strategy. He established a robust enterprise response model that enabled senior leaders to respond to security and business disruptions in an efficient and consistent manner. His leadership was instrumental to ensuring the safety and security of all employees, contractors and visitors at locations nationwide, and successfully protecting company assets including over 3 million square feet of office space.

Prior to Fannie Mae, Mr. Reinhold served as Vice President of Global Investigations at Walmart. He had been recruited by the retail giant to investigate and protect company interests related to compliance and ethics concerns across its global portfolio. In less than three years, he created and led a team of global investigators in the United States, Asia, Africa, South America and the United Kingdom.

"The role of Chief Security Officer continues to evolve in complexity as well as in terms of its importance to the creation of business value," said Ellertson. "Tracy has demonstrated an impressive track record in helping Fortune 500 businesses bridge the gap between security and risk to maximize the operational response to critical events. We are excited to add Tracy's deep insight and expertise in helping customers address today's wide-ranging security challenges."

Prior to his commercial roles in security, Mr. Reinhold served as a Special Agent with the Federal Bureau of Investigation for twenty-two years. During this time, he was a member of the Senior Executive Service, served as Associate Executive Assistant Director for National Security, and led the FBI's intelligence division.

"Everbridge is the gold standard for how enterprises deliver organizational resilience on an unprecedented scale," said Reinhold. "I look forward to working alongside Everbridge's talented leadership team in helping to expand the reach and impact of the company's global Critical Event Management platform and solutions."

Mr. Reinhold is a frequent speaker across the industry on "Improving Organizational Resilience Through Enhanced Security Practices." He will be presenting at the upcoming 64th annual ASIS event in Las Vegas on the topic of "The Changing Role of the CSO in Today's Corporate Landscape."

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 businesses running faster. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events such as IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 5,000 global customers rely on the company's SaaS-based 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, and track progress on executing response plans. The company's platform sent over 2 billion messages in 2017, and offers the ability to reach more than 200 countries and territories with secure delivery to over 100 different communication devices. The company's critical communications and enterprise safety applications include Mass Notification, Incident Management, Safety Connection™, IT Alerting, Visual Command Center®, Crisis Commander®, Community Engagement™ and Secure Messaging. Everbridge serves 9 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, 25 of the 25 busiest North American airports, six of the 10 largest global consulting firms, six of the 10 largest global auto makers, all four of the largest global accounting firms, four of the 10 largest U.S.-based health care providers and four of the 10 largest U.S.-based health insurers. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Lansing, Orlando, Beijing, London, and Stockholm. 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, and our goal to maintain market leadership and extend the markets in which we compete for customers. 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 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 successfully integrate businesses and assets that we may acquire; 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, 2016 filed with the SEC on March 23, 2017. 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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