

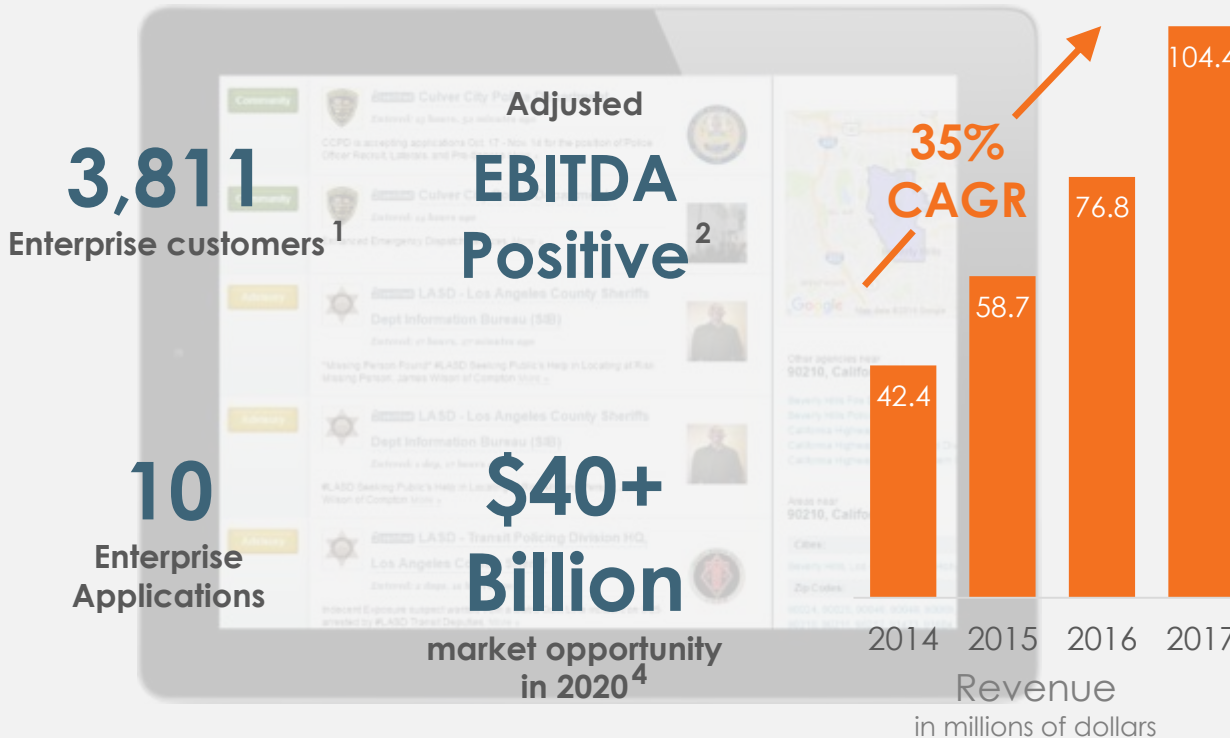


# Investor Presentation

Committed to Helping Keep **People Safe** and **Businesses Running**

# About Everbridge

We provide enterprise software applications to improve operational response for critical events to **keep people safe and businesses running.**



## NASDAQ: EVBG

9/16/2016 - IPO

\$12.00/share

Market Cap: \$331mm

5/4/2018

\$40.08/share

Market Cap: \$1.14 billion<sup>3</sup>



(1) As of March 31, 2018.

(2) Adjusted EBITDA Positive 2017, 2016, and 2012-2014.

(3) Based on closing price as of May 4, 2018.

(4) Everbridge estimates based on data from Frost & Sullivan and Markets and Markets.

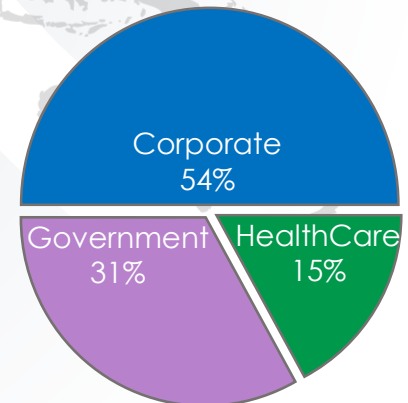
# Everbridge Market Leadership



Customers



Verticals

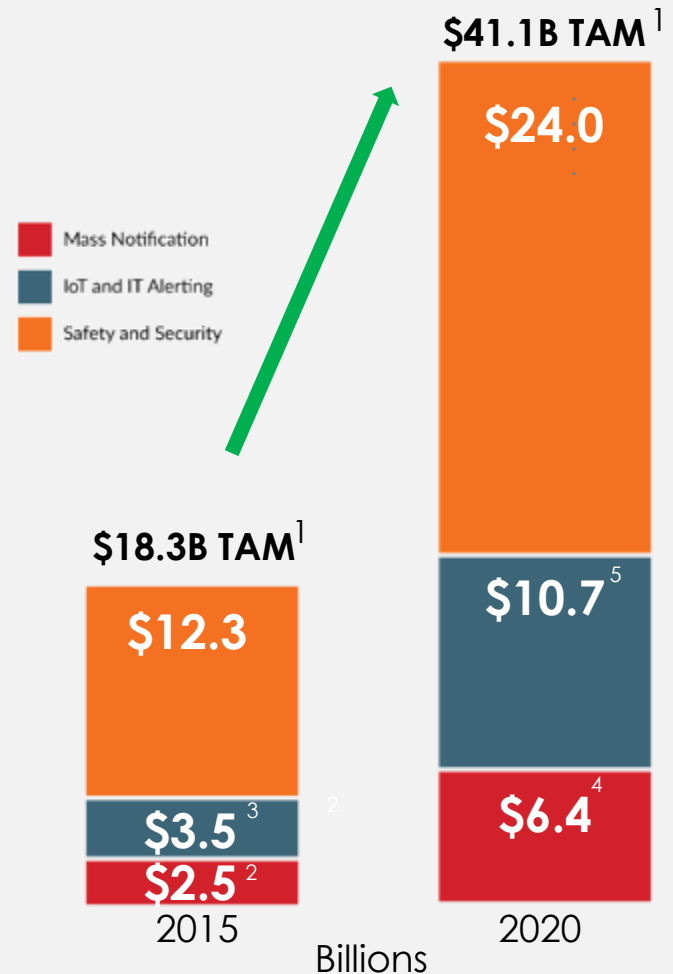
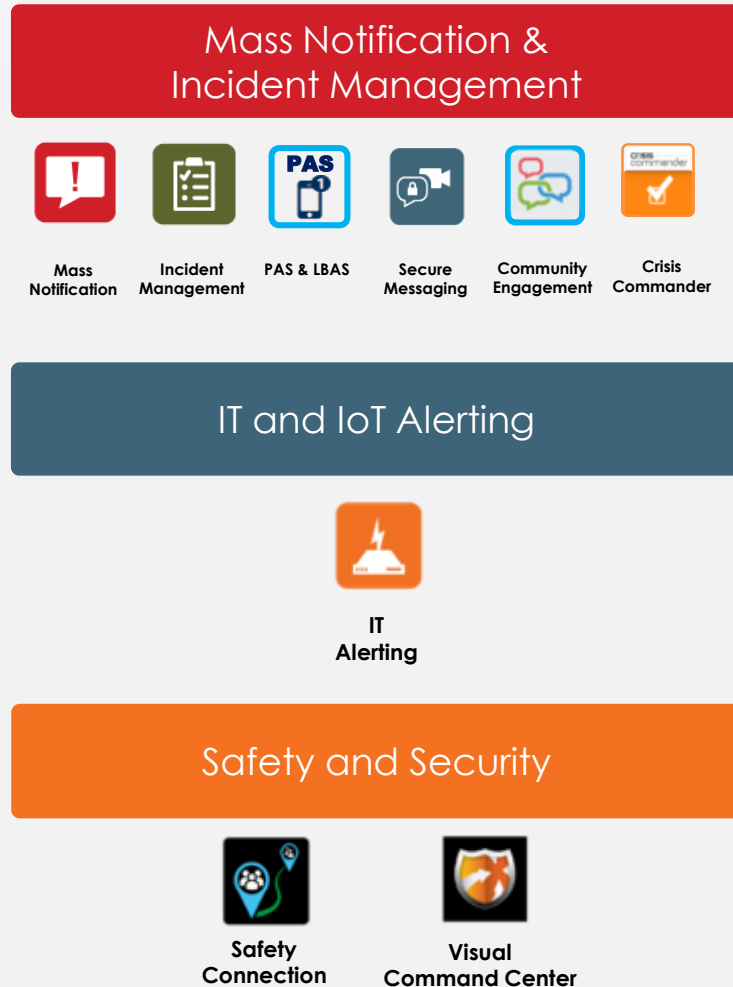


# Products & Markets

## Critical Event Management (CEM)

\$40+ Billion TAM

Product Segments



# Managing Operational Risk of Critical Events is *Strategic*

## INCREASING

Risk is more prevalent than ever before.



## EVERYWHERE

Risk spans the globe and your operations.



## ALL THE TIME!

Risk occurs around the clock (24 X 7).







# CEM

## Critical Event Management

PLATFORM



GAIN  
**CLARITY**



RESPOND  
**FASTER**

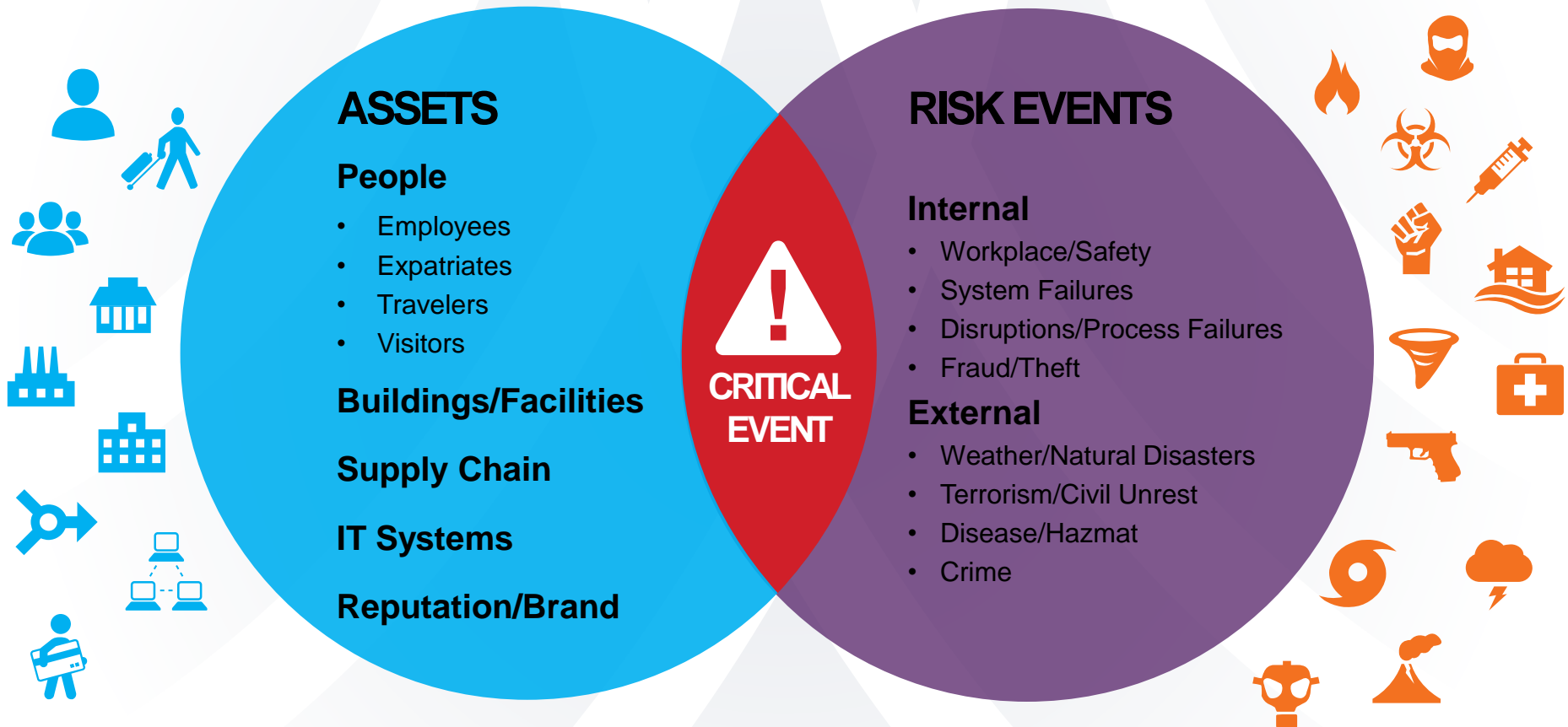


MINIMIZE  
**DISRUPTION**

# Critical Events Happen Every Day



# What Defines a Critical Event?





# The Current Processes are Disjointed



# CEM Critical Event Management PLATFORM

- + **ASSESS** threats impacting your assets or systems
- + **LOCATE** responders, resolvers and stakeholders
- + **ACT** to automate SOPs, run-books and mitigate threats
- + **ANALYZE** to improve team response
- + **COMMUNICATE** to optimize response
- + **VISUALIZE** with a common operating environment



# Everbridge Critical Event Management Platform



# Current Customer Examples



Mass  
Notification



NEW  
YORK  
STATE



IT  
Alerting

Standard  
Chartered



## Q1 2018 Highlights

- 1<sup>st</sup> seven-figure CEM relationship
- 70 multi-product deals, up from 54 in Q1'17
- 49% sales from new products, up from 32% in Q1'17



facebook



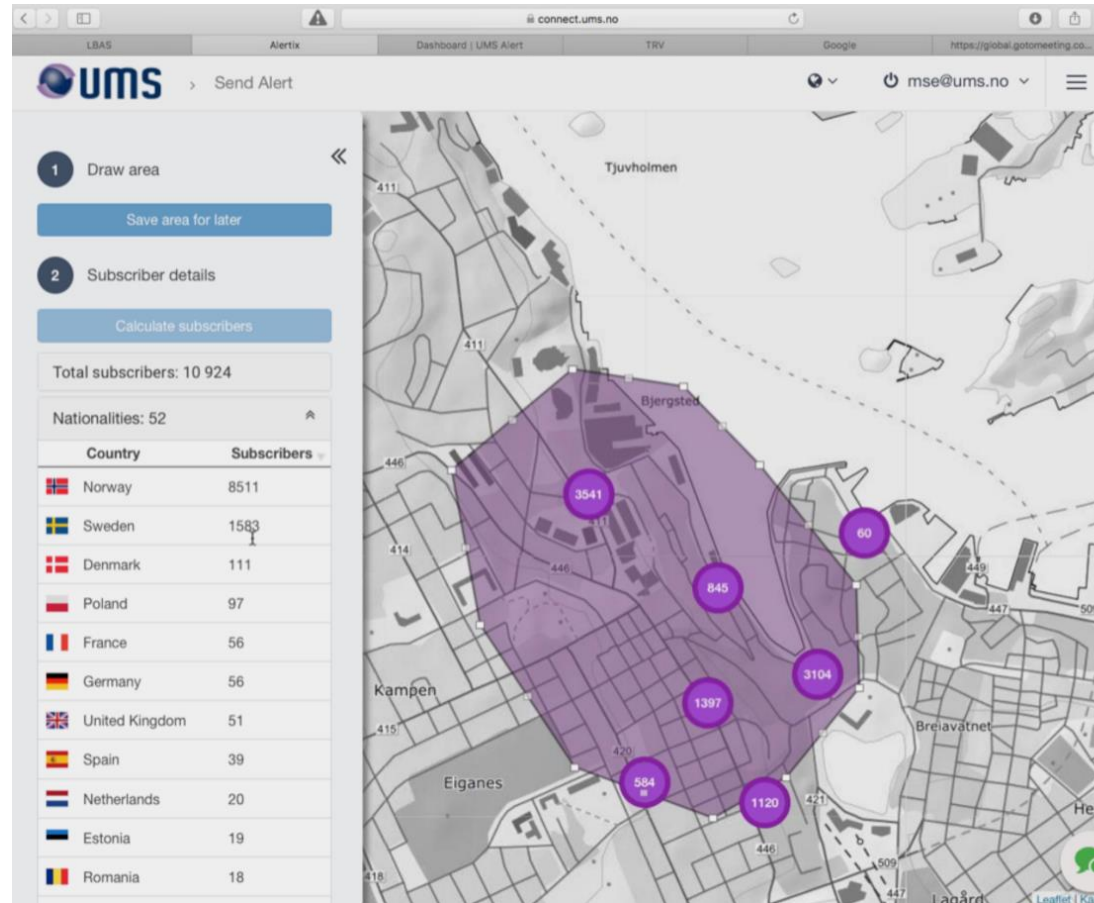
Safety  
Connection

CEM



# Newly Acquired - UMS Population Alerting

- ▶ Patented Technology protected by over 70 patents globally
- ▶ PAS comprised of 2 Key components – Alerting Manager and LBAS where LBAS is located inside a Mobile Operator's Infrastructure
- ▶ LBAS enables a user to determine “how many mobile subscribers are connected to cell all the cell towers within a specific geography
- ▶ Then the Alerting Manager can combine multiple mobile operators subscriber information to determine the number of people within a specific geo and even nationality
- ▶ Then Alerting Manager can lunch a one-way or two-way SMS message - with the appropriate language - to all or only a selected population based on the event





# Why Everbridge?



## PEOPLE

Highly skilled and highly passionate employees that are dedicated to customer success.



## REPUTATION

Proven track record with over 3,800+ customers globally.



## SCALE

As a public company, we have the resources to support organizations of all sizes on a global scale.



## PRODUCTS

Integrated suite of applications that help manage critical events throughout the entire process.



## DATA

Automated real-time threat detection through comprehensive data for over 100 different risk types.



## PLATFORM

Robust communications and delivery platform that supports you anytime, anywhere globally.

# Competition

## *for Mass Notification*

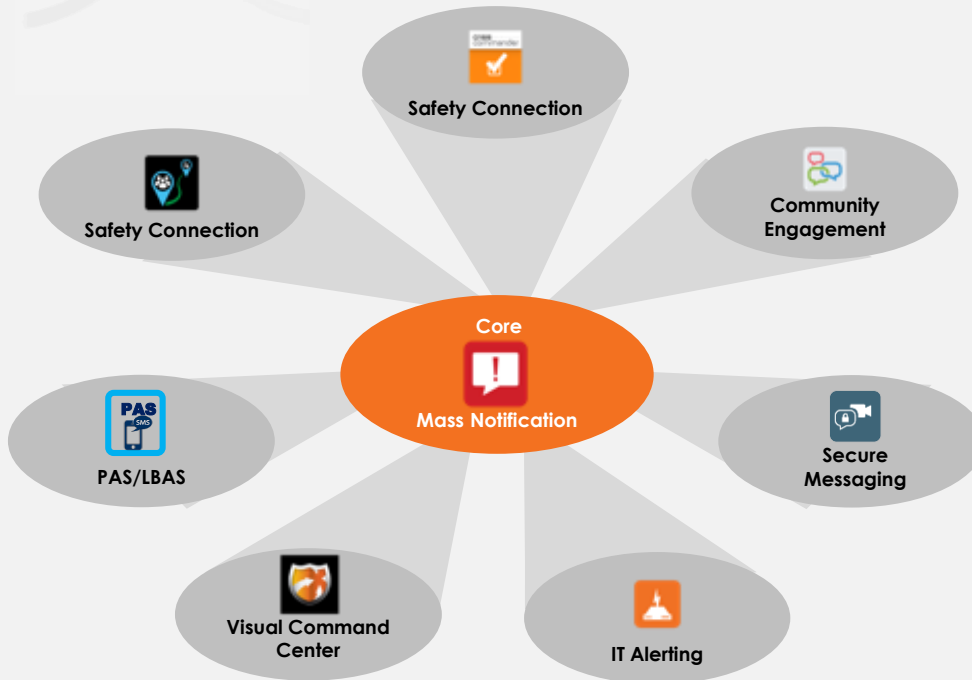
	Competitive Landscape	Everbridge
<b>Size &amp; Scale</b>	Largely Regional Reach	200+ Countries and Territories
<b>Customer base</b>	Largely Vertical Specific	Multi-Vertical
<b>Ecosystem</b>	Limited	Global multi-discipline
<b>Product Set</b>	Generally Point Solutions	Integrated multi-problem and use case suite
<b>User Interface</b>	Product UI	Multi-channel visualization
<b>Solutions</b>	Mass Notification or IT Alerting	Critical Event Management

## *Across our Platform*

	Competitive Landscape	Everbridge
<b>CEM</b>	No Competition	Invented Category
<b>VCC</b>	Only In-House Builds	Clear Market Leader
<b>Safety Connection</b>	Mainly Mobile Apps	Clear Market Leader
<b>IT Alerting</b>	4-5 NA Competitors	Cross Enterprise Leader
<b>PAS/LBAS</b>	Only Cell Broadcasting Vendors	Population Alerting – 70+ Patents
<b>Mass Notification</b>	Regional Notification Vendors	Clear Market Leader

# Everbridge's Successful Land-and-Expand Strategy

Everbridge's broad product portfolio has gained momentum.....

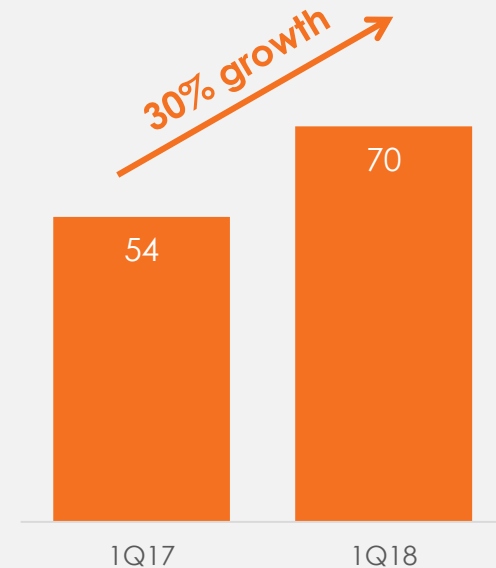


## Pricing

- Applications
- People & Assets
- Premium Usage

...Driving a significant increase in multi-product deals

## Number of Signed Multi-Product Deals per Quarter



## Channel Partners



New Logos, Grow Base and Extend Geographies

# Long-Term Core Growth Strategies

Expand Internationally by targeting entire countries with PAS

Expand into Federal Market with FedRAMP

Federal Risk Authorization Management Program

Increase the ASP thru Multi-product Sales

Add 1 new product every 12-18 months

Add new CEM Products to drive greater value and increase ASP

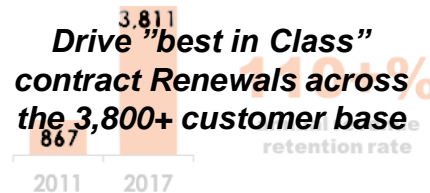
Expand CEM to include Physical, Human and IT Assets



Continue to execute our Large City & State and Enterprise Strategy

Drive "best in Class" contract Renewals across the 3,800+ customer base

Deliver CEM Suite to provide enterprise-wide common operating platform for Critical Events



Maintain Growth rate of our Mass Notification business & Expand Markets

Achieve best in class contract renewals & drive cross-sales into our 3,800+ customers

Grow both our value to the Enterprise and our ASP with CEM

1

2

3

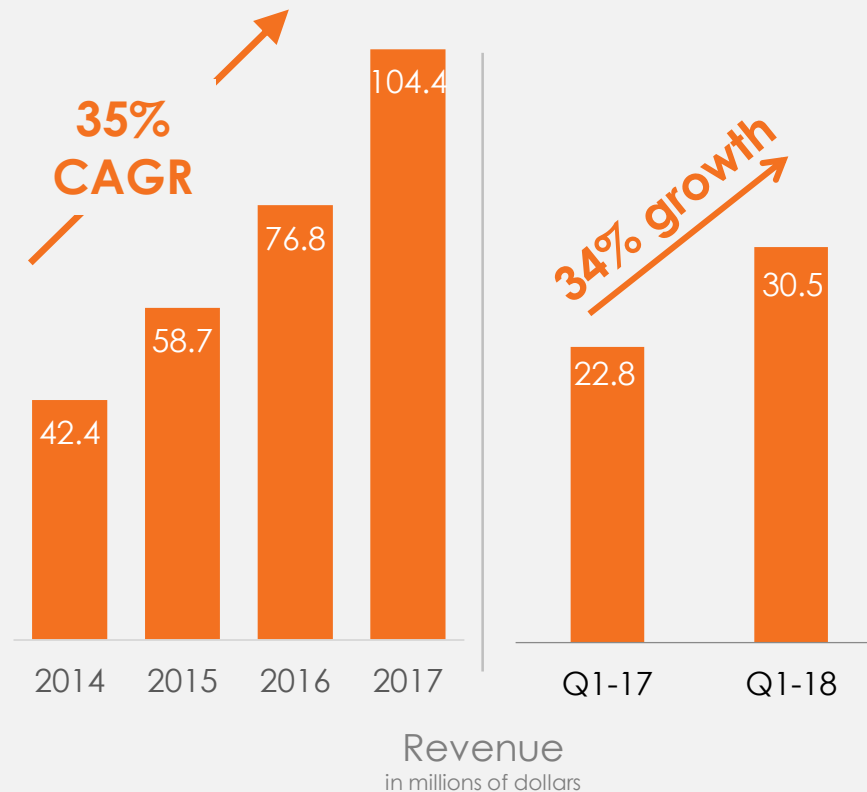


# Financial Highlights

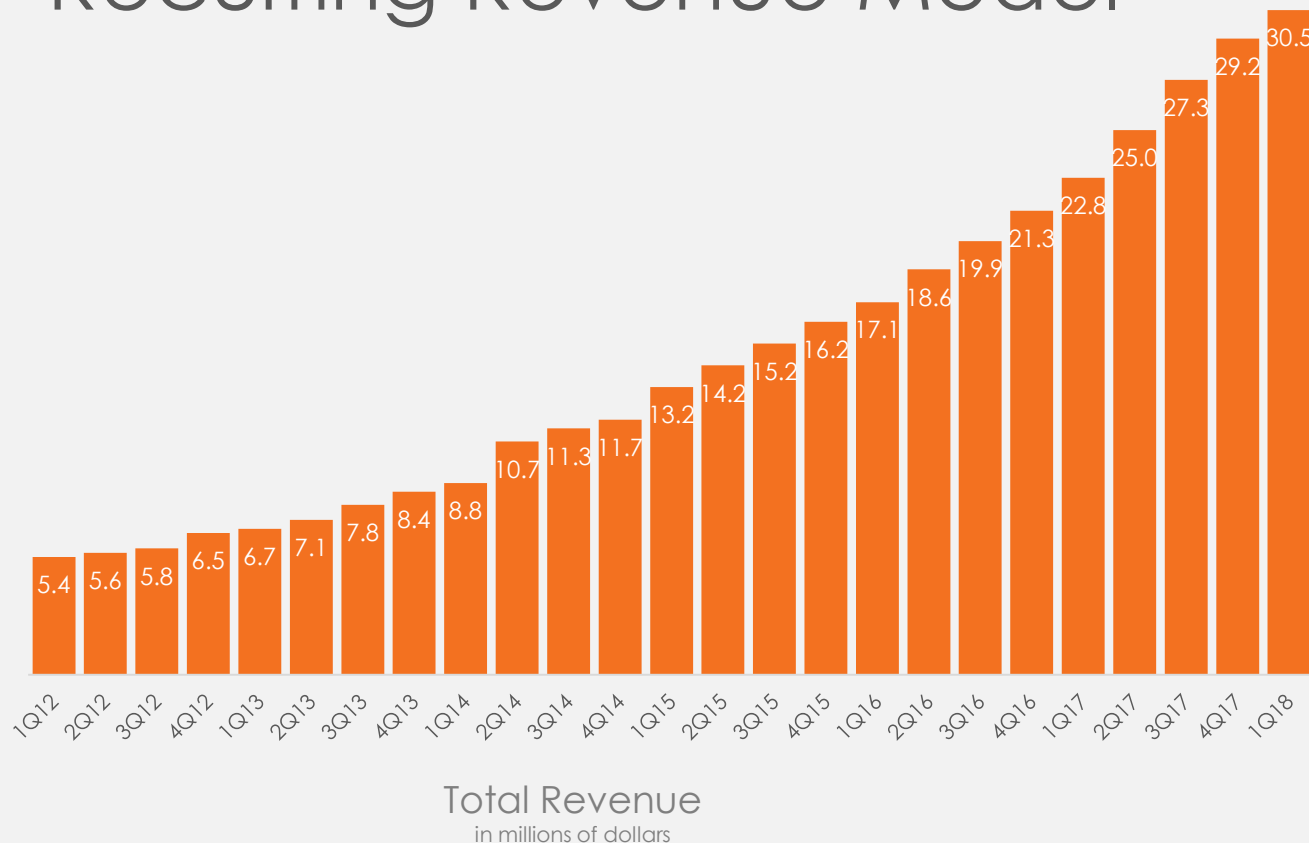
- ✓ **Strong Revenue Growth**
- ✓ **Adjusted EBITDA Positive<sup>1</sup>**
- ✓ **Strong SaaS Metrics**
- ✓ **Pure Play SaaS**
- ✓ **Compelling Unit Economics**
- ✓ **Attractive Long-term Model**



# Strong Revenue Growth



# Predictable SaaS Recurring Revenue Model



**96%**

of revenue is recurring  
subscription<sup>1</sup>

**90%+**

of revenue contracted  
prior to quarter start<sup>2</sup>

**110+%**

annual revenue<sup>3</sup>  
retention rate<sup>3</sup>

**2**

years average length of  
customer contract<sup>4</sup>

(1) Years ended December 31, 2016 and 2017.

(2) Over 90% of the revenue recognized in each of the eight most recently completed quarters was generated from contracts entered into in prior quarters or renewals of those contracts, exclusive of upsells.

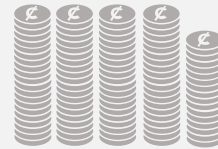
(3) Years ended December 31, 2015, 2016, and 2017.

(4) 2 year average contract duration as of December 31, 2017.



# Attractive Customer Economics

FIRST YEAR<sup>1</sup>



**\$1.00**

spent to acquire \$1 of  
recurring revenue

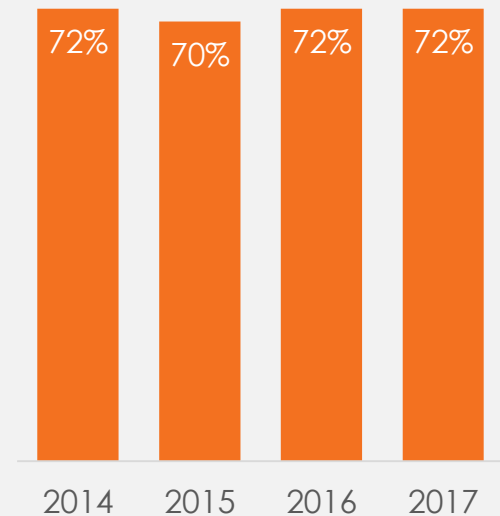
SUBSEQUENT YEARS<sup>1</sup>



**6¢**

spent to retain \$1 of  
recurring revenue

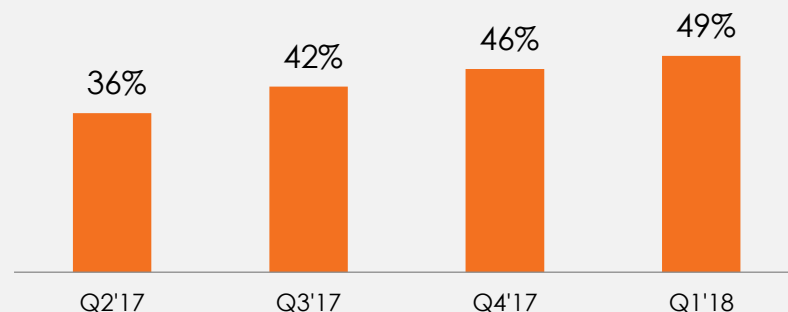
Adjusted Gross  
Margin Percentage<sup>2</sup>



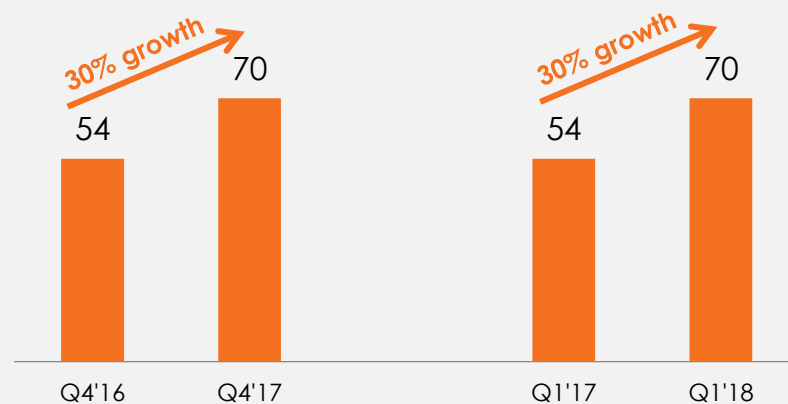
# Continued Strong Momentum in the Business

- Q1-18 revenue of \$30.5 million (up 34% y-o-y) vs guidance of \$29.6<sup>(2)</sup> million and Adjusted EBITDA loss of (\$1.8) million vs guidance of (\$2.6)<sup>(2)</sup> million
  - Over 3,800 enterprise customers
  - New products accounting for 49%<sup>(1)</sup> of new business
  - Big CEM relationship
- Q4-17 revenue of \$29.2 million (up 37% y-o-y) vs guidance of \$28.5<sup>(2)</sup> million and Adjusted EBITDA of \$1.8 million vs guidance of 1.1<sup>(2)</sup> million
  - Signed 70 multi-product deals (up 30% y-o-y)
  - Big contract win with New York State
  - Sales force split of “hunters” to close big deals and “farmers” to upsell to existing customers

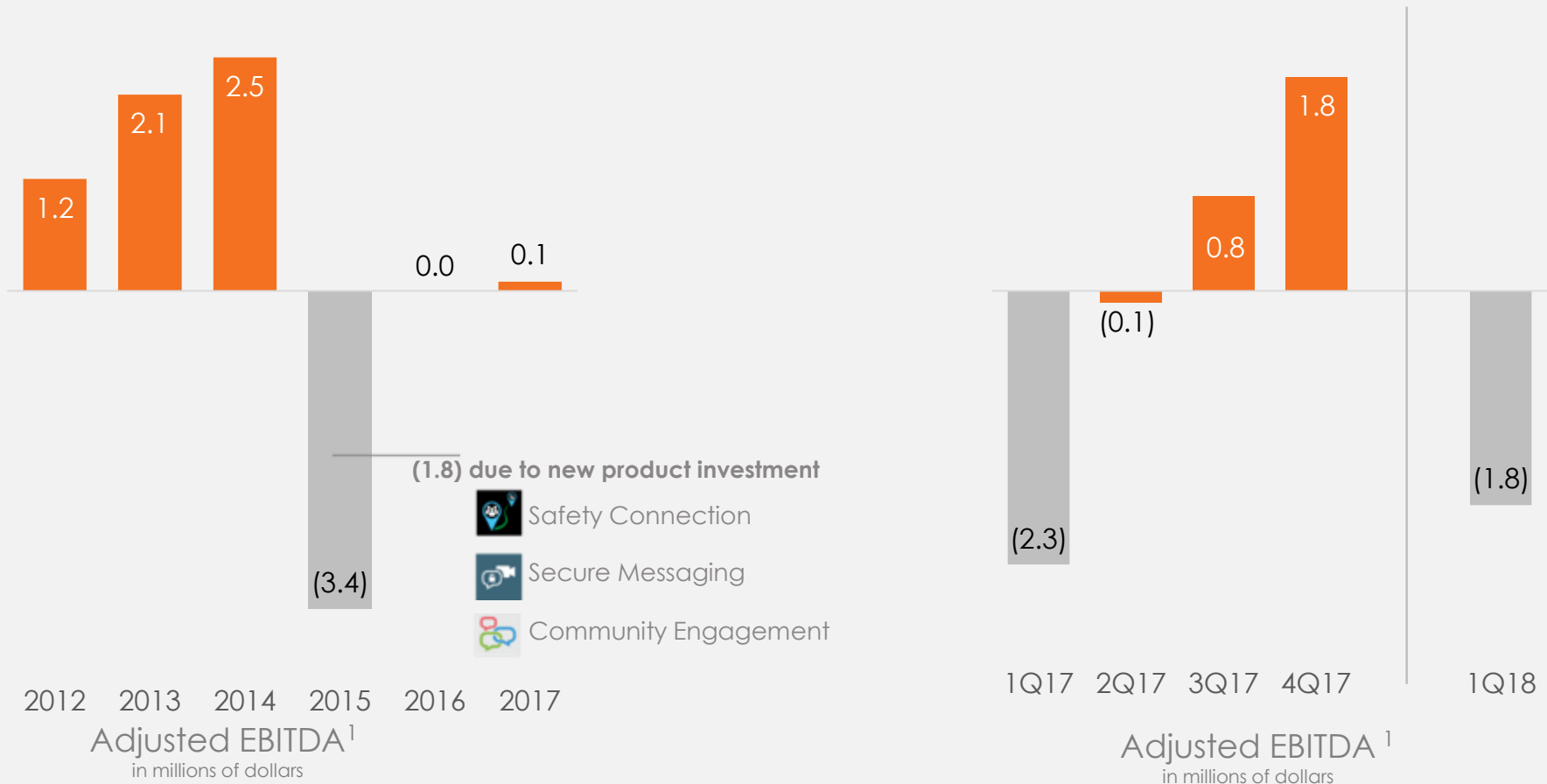
## Non-mass notification bookings (TTM basis)<sup>(1)</sup>



## Number of multi product deals signed



# History of Positive Adjusted EBITDA

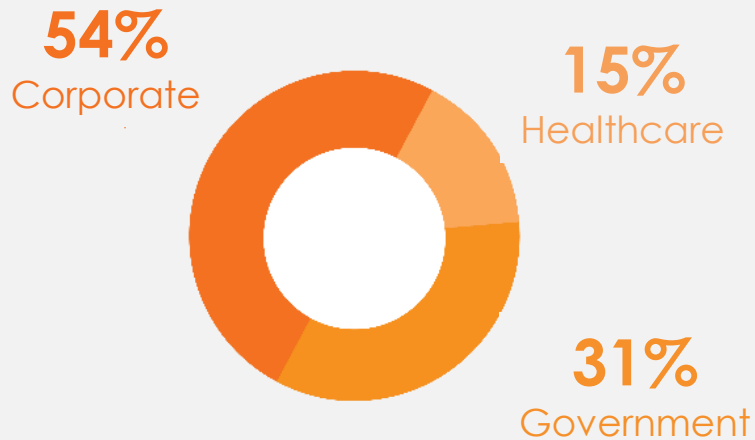


(1) See slide 35 for a reconciliation of adjusted EBITDA to net loss, the most comparable metric calculated in accordance with U.S. GAAP.

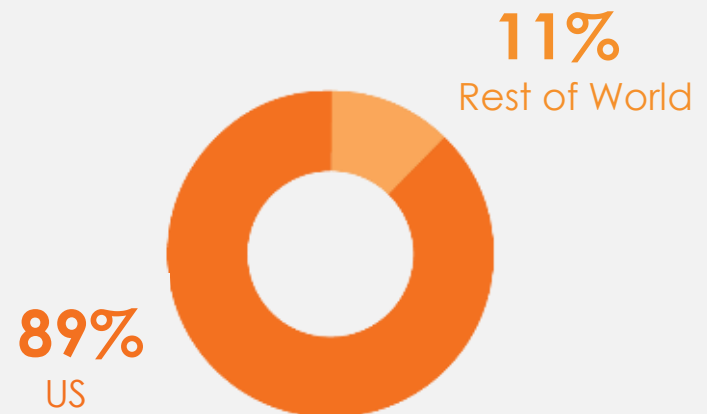


# Strong and Diversified Revenue Profile

Revenue by Sector<sup>1</sup>



Revenue by Geography<sup>1</sup>



(1) 12 months ended March 31, 2018



# Attractive Financial Model

As a % of Revenue

	2013	2014	2015	2016	2017
Adjusted Gross Margin % <sup>1</sup>	71%	72%	70%	72%	72%
Sales & Marketing <sup>1</sup>	39%	37%	44%	44%	43%
Research & Development <sup>1</sup>	19%	17%	19%	19%	20%
General & Administrative <sup>1</sup>	14%	16%	18%	15%	15%
Adjusted EBITDA Margin <sup>1</sup>	7%	6%	(6%)	0%	0%



# Investment Summary

**Experienced**  
Public Company  
Management Team

Adjusted EBITDA  
**Positive**<sup>1</sup>

**SaaS Subscription Model**

**Growing** Enterprise  
Software Suite

**35%**  
Revenue CAGR<sup>2</sup>

**110+%**  
annual revenue  
retention rate<sup>3</sup>

**\$40 Billion**  
TAM in 2020<sup>4</sup>

**Disruptive in Physical  
Safety & Security Market**

ENDNOTES – NON-GAAP RECONCILIATION

\$millions

	For the 12 months ended December 31,						For the three months ended				
	2012	2013	2014	2015	2016	2017	31-Mar 2017	30-Jun 2017	30-Sep 2017	31-Dec 2017	31-Mar 2018
Gross Profit	\$ 15.8	\$ 21.3	\$ 30.3	\$ 38.9	\$ 53.1	\$ 72.8					
Amortization of acquired intangibles	\$ 0.2	\$ 0.0	\$ 0.2	\$ 2.0	\$ 2.3	\$ 1.6					
Stock-based compensation	\$ 0.0	\$ 0.0	\$ 0.1	\$ 0.1	\$ 0.2	\$ 0.6					
<b>Adjusted Gross Margin</b>	<b>\$ 16.0</b>	<b>\$ 21.4</b>	<b>\$ 30.7</b>	<b>\$ 41.1</b>	<b>\$ 55.6</b>	<b>\$ 75.0</b>					
Sales & Marketing	\$ 8.0	\$ 11.7	\$ 15.8	\$ 25.9	\$ 34.8	\$ 47.0					
Stock-based compensation	\$ (0.0)	\$ (0.1)	\$ (0.1)	\$ (0.3)	\$ (0.7)	\$ (2.4)					
<b>non-GAAP Sales &amp; Marketing</b>	<b>\$ 8.0</b>	<b>\$ 11.6</b>	<b>\$ 15.7</b>	<b>\$ 25.6</b>	<b>\$ 34.1</b>	<b>\$ 44.6</b>					
Research & Development	\$ 5.1	\$ 5.7	\$ 7.4	\$ 11.5	\$ 14.8	\$ 22.2					
Stock-based compensation	\$ (0.6)	\$ (0.0)	\$ (0.1)	\$ (0.3)	\$ (0.3)	\$ (1.5)					
<b>non-GAAP Research and Development</b>	<b>\$ 4.4</b>	<b>\$ 5.7</b>	<b>\$ 7.2</b>	<b>\$ 11.2</b>	<b>\$ 14.4</b>	<b>\$ 20.7</b>					
General & Administrative	\$ 7.4	\$ 4.4	\$ 7.4	\$ 12.3	\$ 14.3	\$ 22.9					
Amortization of acquired intangibles	\$ -	\$ -	\$ (0.7)	\$ (1.1)	\$ (0.9)	\$ (2.2)					
Stock-based compensation	\$ (2.7)	\$ (0.0)	\$ (0.0)	\$ (0.8)	\$ (1.9)	\$ (4.8)					
<b>non-GAAP General &amp; Administrative</b>	<b>\$ 4.7</b>	<b>\$ 4.3</b>	<b>\$ 6.7</b>	<b>\$ 10.4</b>	<b>\$ 11.5</b>	<b>\$ 15.9</b>					
Net Income/(Loss)	\$ (5.1)	\$ (0.9)	\$ (0.6)	\$ (10.8)	\$ (11.3)	\$ (19.6)	\$ (6.2)	\$ (3.4)	\$ (4.2)	\$ (5.8)	\$ (12.3)
Interest expense, net	\$ 0.3	\$ 0.3	\$ 0.3	\$ 0.5	\$ 0.5	\$ 0.2	\$ (0.1)	\$ (0.1)	\$ (0.1)	\$ 0.4	\$ 1.1
Tax expense, net	\$ 0.1	\$ 0.1	\$ (0.1)	\$ (0.6)	\$ (0.0)	\$ 0.0	\$ 0.0	\$ (0.0)	\$ (0.1)	\$ 0.1	\$ 0.1
Depreciation & Amortization	\$ 2.5	\$ 2.5	\$ 2.5	\$ 6.0	\$ 7.7	\$ 10.2	\$ 2.9	\$ 2.3	\$ 2.4	\$ 2.6	\$ 2.6
Stock-based compensation	\$ 3.4	\$ 0.2	\$ 0.4	\$ 1.5	\$ 3.1	\$ 9.3	\$ 1.0	\$ 1.1	\$ 2.8	\$ 4.4	\$ 6.7
<b>Adjusted EBITDA</b>	<b>\$ 1.2</b>	<b>\$ 2.1</b>	<b>\$ 2.5</b>	<b>\$ (3.4)</b>	<b>\$ -</b>	<b>\$ 0.1</b>	<b>\$ (2.3)</b>	<b>\$ (0.1)</b>	<b>\$ 0.8</b>	<b>\$ 1.8</b>	<b>\$ (1.8)</b>

