UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): June 19, 2019

Everbridge, Inc.
(Exact name of registrant as specified in its charter)

Delaware (State or other jurisdiction of incorporation)	**001-37874** (Commission File Number)	**26-2919312** (IRS Employer Identification No.)

25 Corporate Drive, Suite 400, Burlington, Massachusetts
(Address of principal executive offices)

01803
(Zip Code)

Registrant's telephone number, including area code: (818) 230-9700

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered or to be registered pursuant to Section 12(b) of the Act.

Title of each class	Trading symbol(s)	Name of each exchange on which registered
Common Stock, $0.001 par value,	**EVBG**	**The Nasdaq Stock Market**

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933(§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 7.01 Regulation FD Disclosure.

On June 19, 2019, the Company held an analyst and investor meeting at which members of the Company's management team provided presentations covering the Company's strategy, products, and markets. A copy of the presentations used at the meeting is furnished as an exhibit to this Current Report on Form 8-K.

The information included in Item 7.01 of this Current Report on Form 8-K and Exhibit 99.1 attached hereto is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Exchange Act or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Management Presentations

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Everbridge, Inc.

Dated: June 19, 2019

By: /s/ Elliot J. Mark
Elliot J. Mark
Senior Vice President, General Counsel and Secretary

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Welcome

Everbridge Analyst Day 2019

Jaime Ellertson – *Chairman & CEO*

- Leads Everbridge strate
  and market evolution
- Former CEO and Chair
  Corporation, merged v
  EVBG)
- CEO. President and Dir
  Performance Manager
  Compuware)
- CEO, President and Dir
  (NASDAQ: SONE)
- CEO and President of I
  acquired by BroadVisio
- Founded several other
  companies including:
  - Founder Document Aut
  - Founder Openware Tec
  - Founder Purview Techn

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Safe Harbor

This presentation contains forward-looking statements about Everbridge, Inc. ("Everbridge" or the "Company") within the meaning o
Litigation Reform Act of 1995, based on management's current expectation. These statements are often identified by the use of wo
"estimate," "expect," "intend," "may," "plan," "project," "will," "would" or the negative or plural of these words or similar expressions o
to a number of risks, uncertainties, assumptions and other factors that could cause actual results and the timing of certain events to
by the forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to: the abil
meet our customers' expectations; our ability to attract new customers and retain and increase sales to existing customers; develop
critical communications and the associated regulatory environment; our estimates of market opportunity and forecasts of market gr
profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable
exposes us to inherent liability risks; our ability to successfully integrate businesses and assets that we may acquire; our ability to m
ability to respond to competitive pressures; potential liability related to data privacy and security; our ability to protect our intellectua
factors discussed in filings with the U.S. Securities and Exchange Commission (the "SEC"), including but not limited to our Annual R
2018 filed with the SEC on March 1, 2019. Moreover, Everbridge operates in a very competitive and rapidly changing environment.
the Company's management to predict all risks, nor can it assess the impact of all factors on its business or the extent to which any
to differ materially from those contained in any forward-looking statement. In light of these risks, uncertainties and assumptions, the
this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied.

Neither Everbridge nor any other person assumes responsibility for the accuracy and completeness of the forward-looking stateme
presentation and do not undertake any obligation to update any forward-looking statements contained in this presentation as a resu
required by law.

This presentation also contains estimates and other statistical data made by independent parties and by Everbridge relating to mar
industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estim
representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of t
estimates of the Company's future performance and the future performance of the markets in which the Company operates are nec
attending or receiving this presentation you acknowledge that you will be solely responsible for your own assessment of the market
your own analysis and be solely responsible for forming your own view of the potential future performance of Everbridge's business

In addition to U.S. GAAP financials, this presentation includes certain non-GAAP financial measures, including Adjusted EBITDA ar
measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S
Everbridge may differ from the non-GAAP financial measures used by other companies. A reconciliation of these measures to the
Appendix to these slides.

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Housekeeping

1. We will be posting a copy of today's slides to our
   them with the SEC under a Form 8-K.
2. There is Wi-Fi access available.
3. We have a very full agenda and as such we will n
   breaks – if you need a break please take one as r
   room.
4. There will be two Q&A sessions during today's pr
   your questions until that time.

Thank you for your attendance and par

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Agenda

Time	Session	
12:00 PM	**Registration and Lunch**	
1:00 PM	Review of Agenda / Safe Harbor	Jaim
1:10 PM	Critical Event Management *'In Action'*	Imac
1:25 PM	Everbridge Growth Drivers, Addressable Market & Vision	Jaim
2:00 PM	How Everbridge supports Dow's mission and helps Security enable the business	Scot Dow
2:15 PM	Tiffany's Platform for workplace, branch safety for all employees, customers; protecting physical, inventory and intellectual assets	Davi Tiffa
2:25 PM	**Q&A**	
2:30 PM	**Break**	
2:40 PM	Product Overview	Imac
3:15 PM	Managing Risk at Hilton	Gab
3:30 PM	Platform Engineering and Resiliency	Jim T Engi
3:45 PM	Go to Market Strategy	Bob
4:00 PM	Financial Review	Patri
4:20 PM	Wrap Up	Jaim
4:30 PM	**Q&A**	

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David Meredith – *CEO-elect*

- 25 years executive l
billion-dollar cloud n
providers and softwa
- Former Chief Opera
- Former President of
Hosting at CenturyLi
transaction)
- Executive roles at ve
as NeuPals in China
public companies su
and VeriSign
- Industry thought lea
quoted by *Business*
Uptime Institute, *NPR*

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CEM Critical Event Management PLATFORM

Demonstration

NEW SOUTH WALES STATE, AUSTRALIA
1 Affected Asset
1 Employee
16 hrs ago
PROTEST OUTSIDE NEW SOUTH WALES PARLIAMENT IN SYDNEY
Visual Command Center
Alert Summary
Last 24h
Alerted On
Total Risk Events
298 / 10,365
Acknowledged
211
Active Now
87
Assets Global
Total Assets
49,493
88% of Total Assets
In Alert Area
Last 24h
43,734

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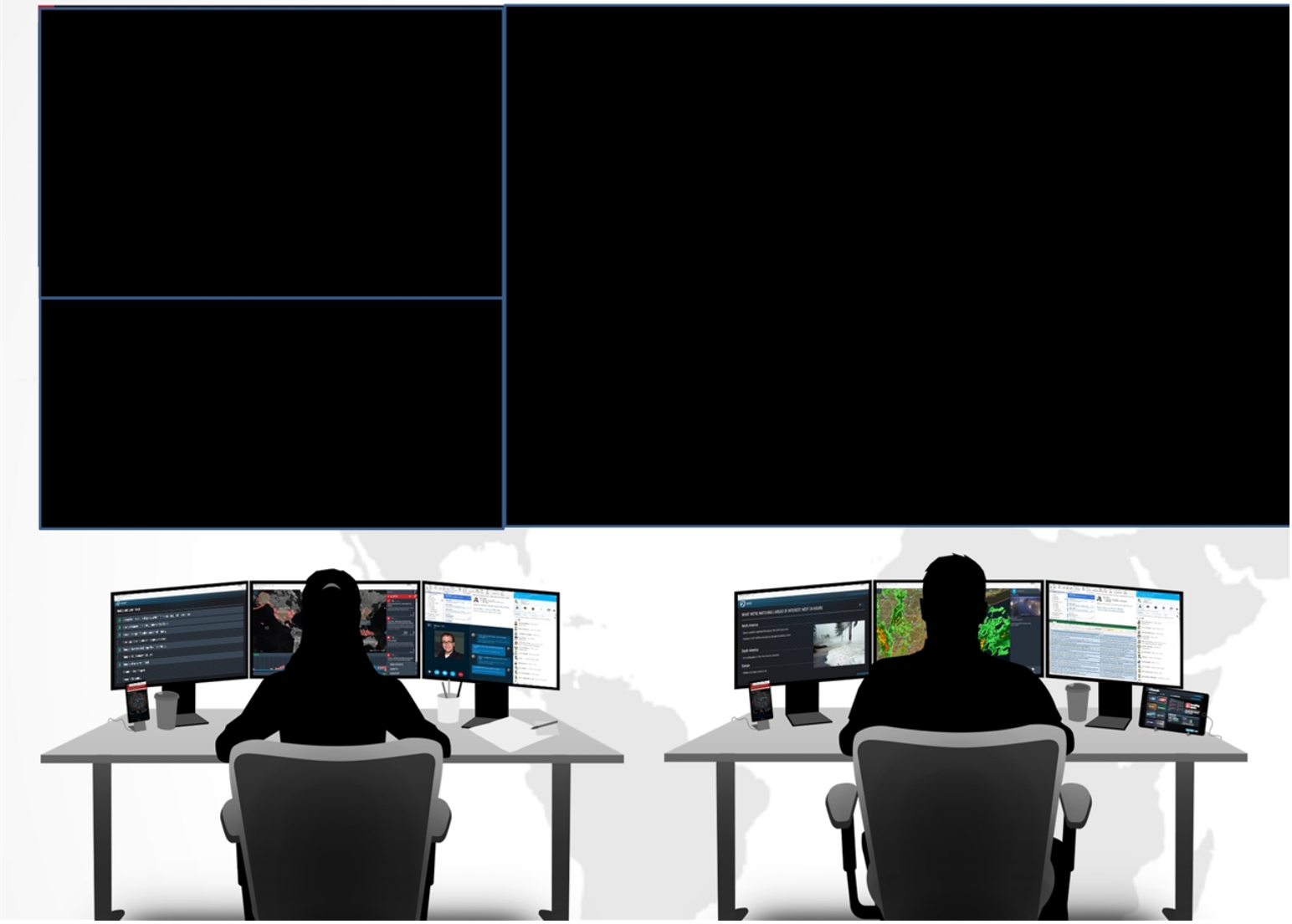
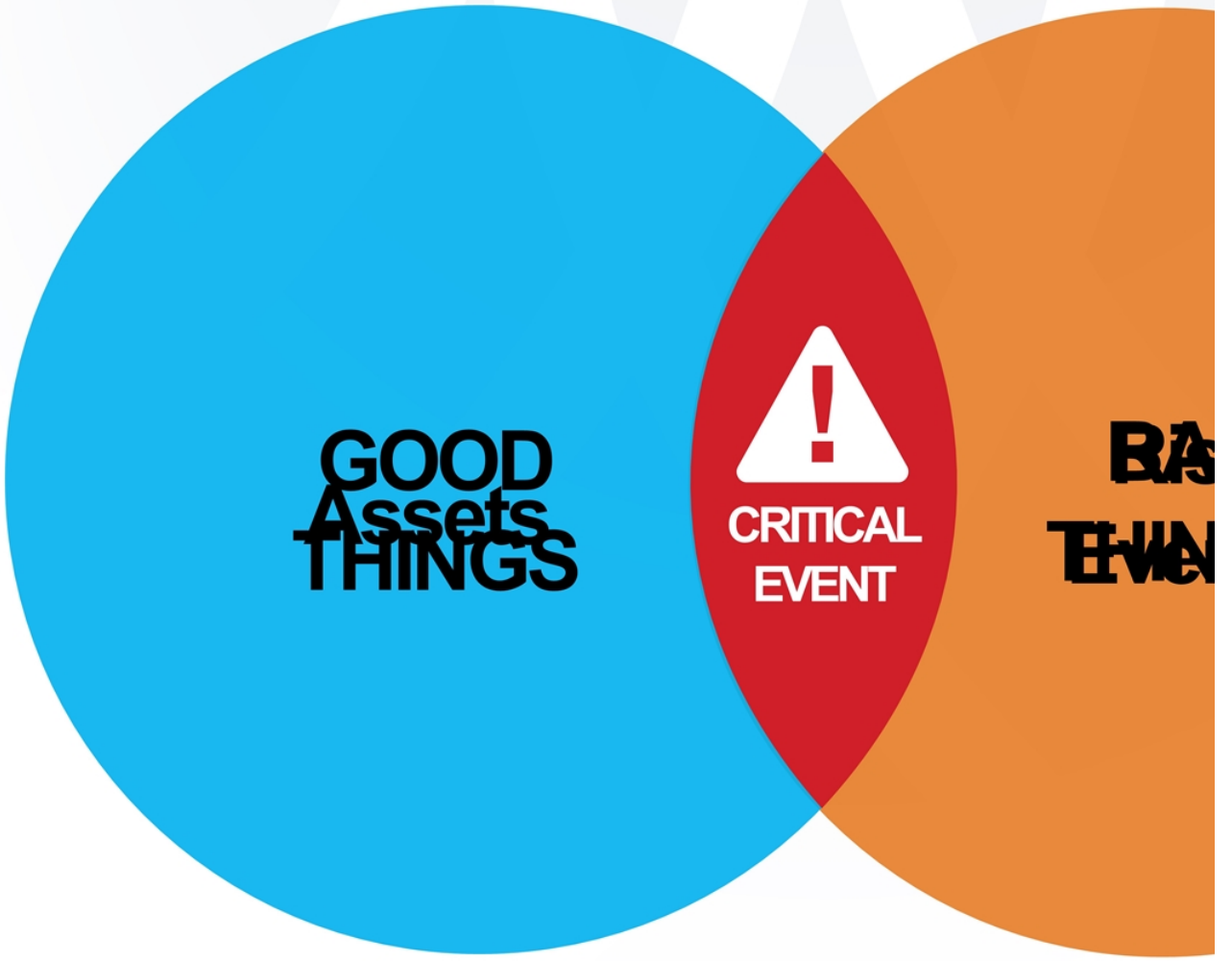
Everbridge Critical Event Management

Everbridge Critical Event Managem



A Simple Value Proposition



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CEM Approach

CEM

Critical Event Management

P L A T F O R M

1
ASSESS
Events

Assess: *Alert*, *Context* , and *Reference*

ALERT

TERROR
PUBLIC CRISES
WILDFIRES
ACTIVISM
HURRICANE
OUTBREAK
EARTHQUAKE
TORNADO
DRUG INTERDICTION
WINTER INCIDENT
SYSTEM WARNING
TWITTER INCIDENT
FLOOD
HAZMAT
CLINICAL DISCHARGE
SUPPLY CHAIN
IT OUTAGE
FIRE
CYBER
GANGS
VOLCANO
FOOD & DRUG INCIDENT
AVIATION INCIDENT
AMBER ALERT
BORDER SECURITY
IT TICKET
SYSTEM ALERT
PRODUCT RECALL

CONTE

TRAFFIC
W
CCTV
AD
SOCIAL MEDIA
IM
AIRPORT
COU
P

CEM

Critical Event Management

P L A T F O R M

Events
2
LOCATE
Impacted
People and
Assets

Aggregate Location Data from Mu

STATIC MANUAL LAST KN

MANUAL LOCATIONS

MANUAL UPDATE of Locations

- Muster points
- Safety Check calls

LAST KNOWN LOCATIONS

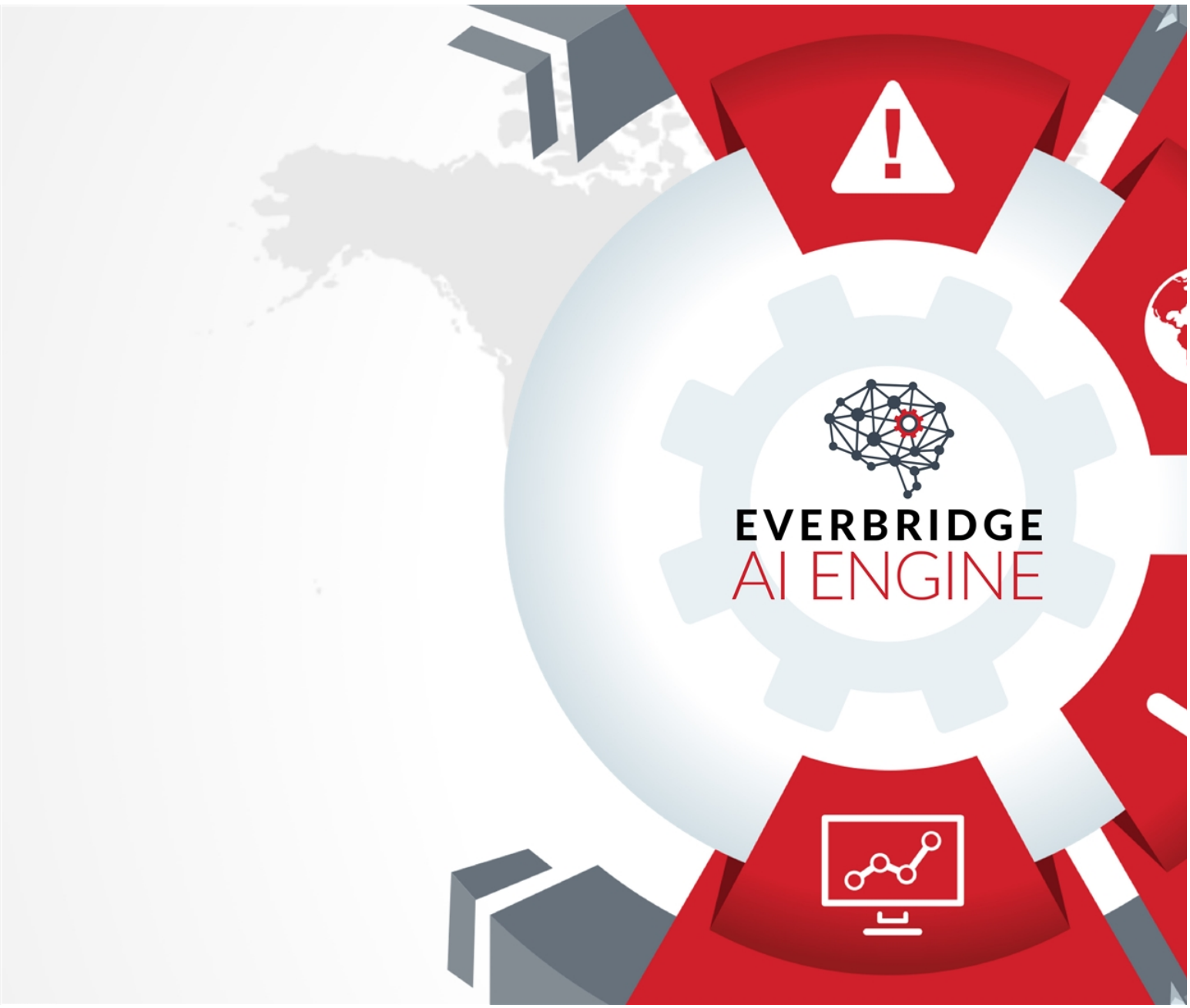
MOBILE AWARE

Everbridge mobile app check-ins

ACCESS AWARE

WEARABLES for SOS & Safe Corridor

E


EVERBRIDGE
AI ENGINE

Correlation

ASSOCIATIVE

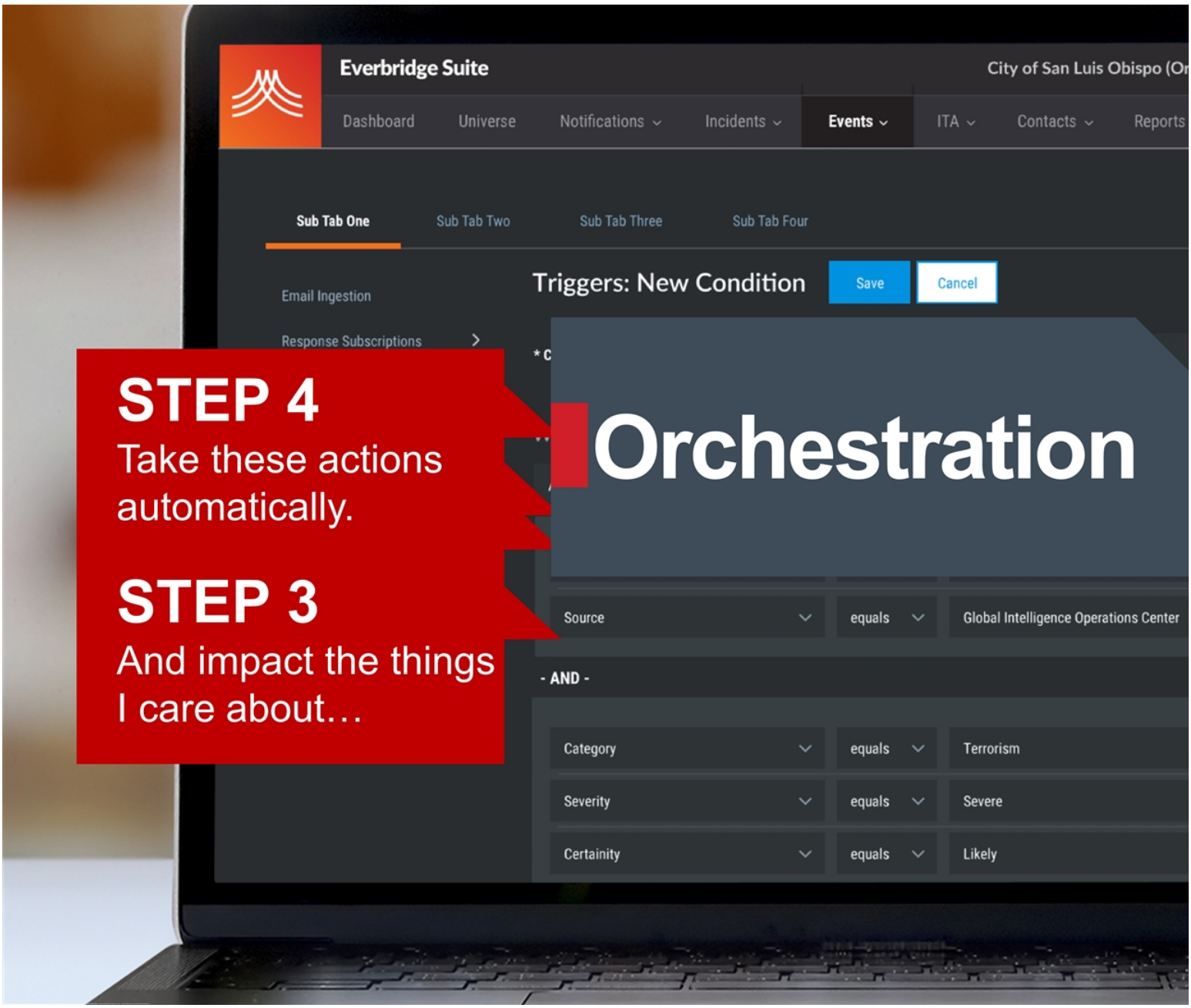
GEO-TEMPORAL

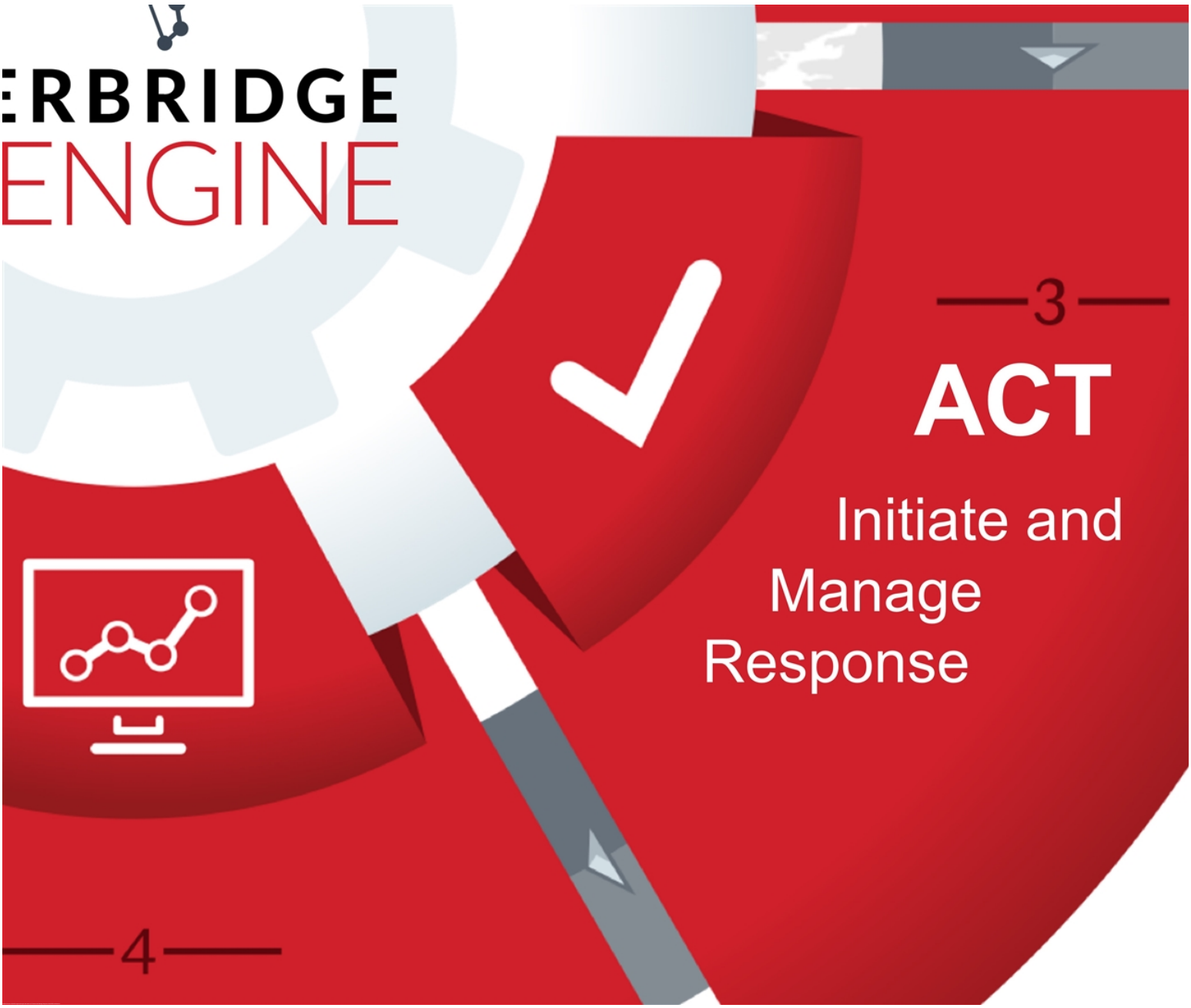
GEO-SPATIAL

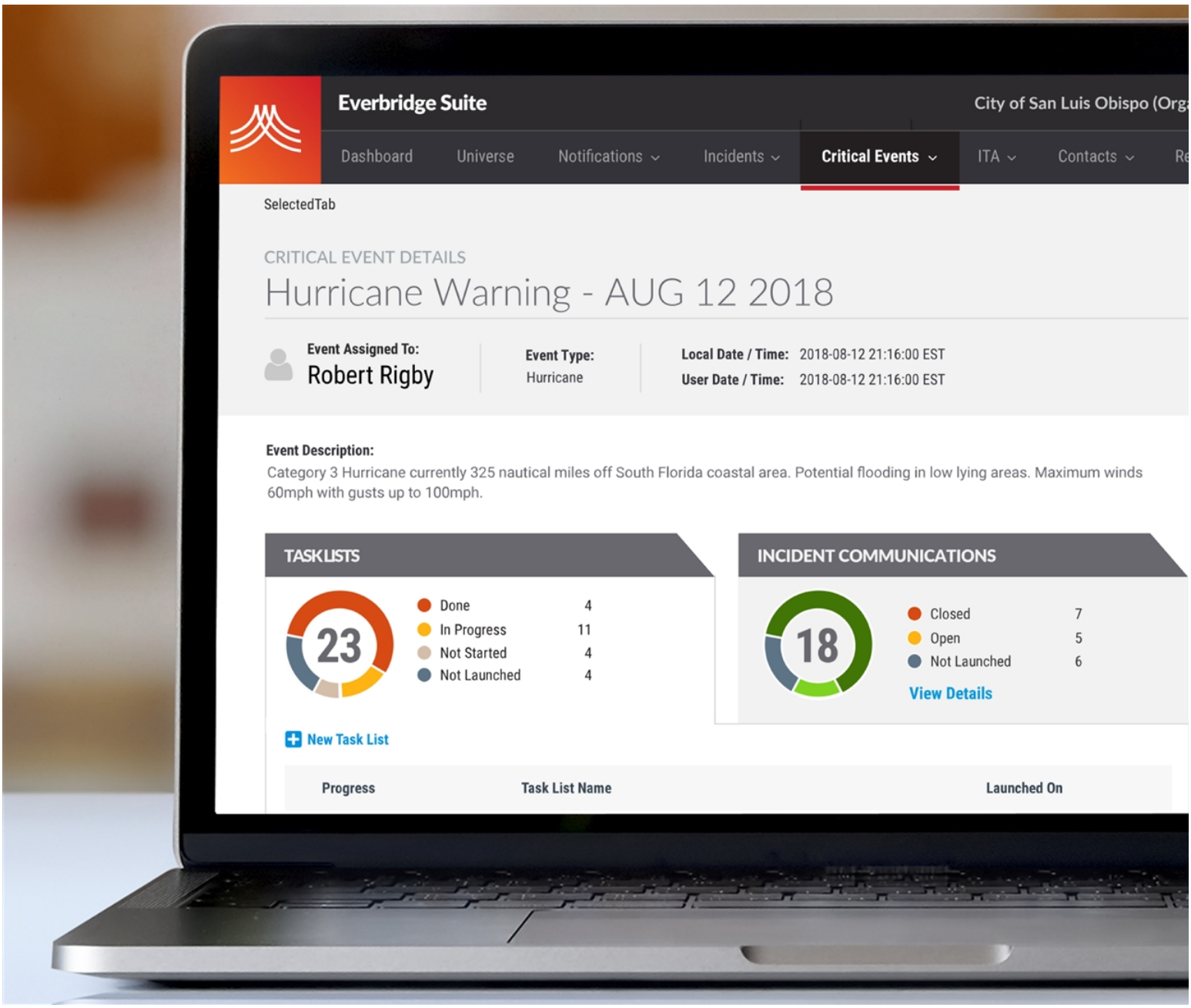
CEM

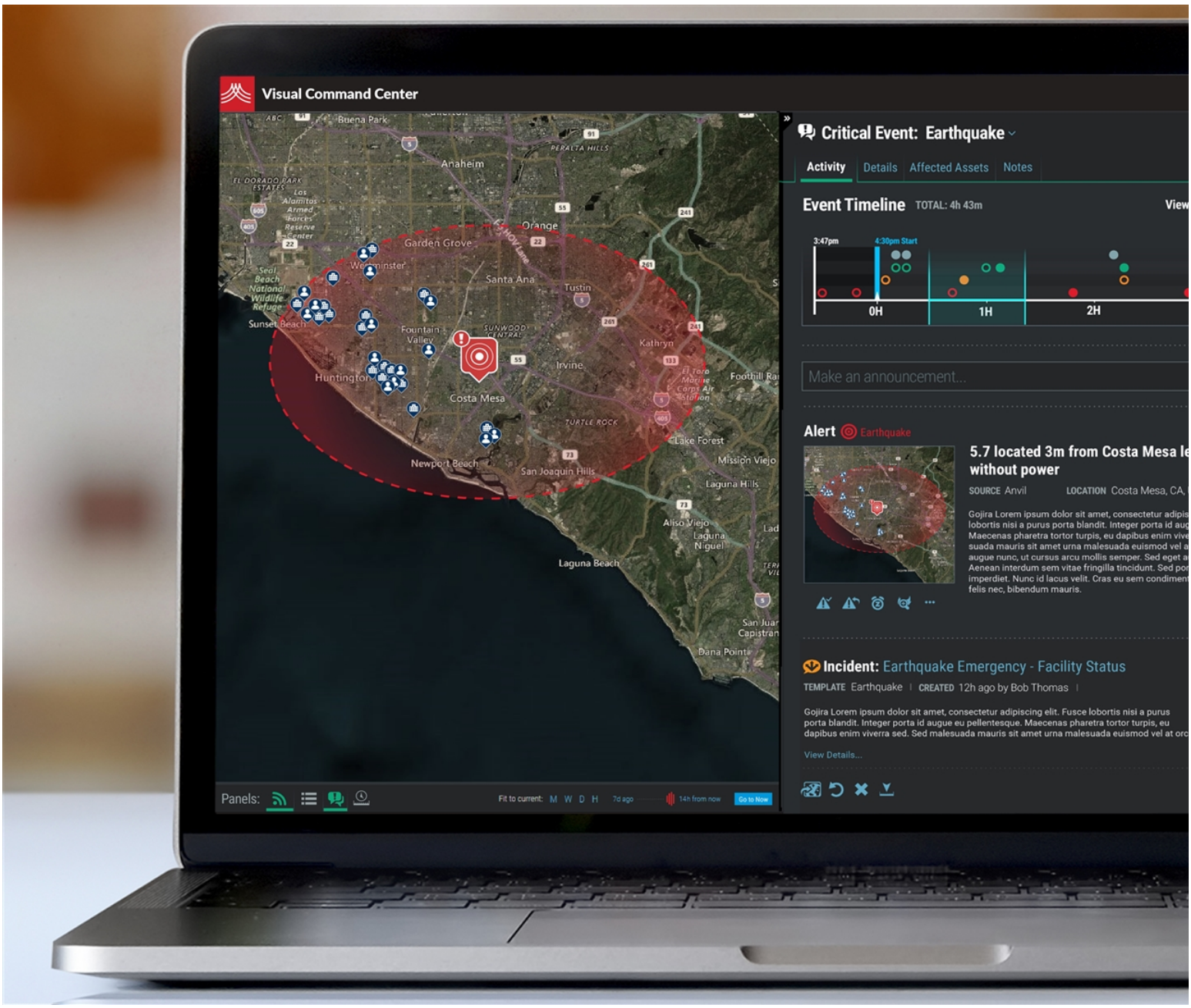
Critical Event Management

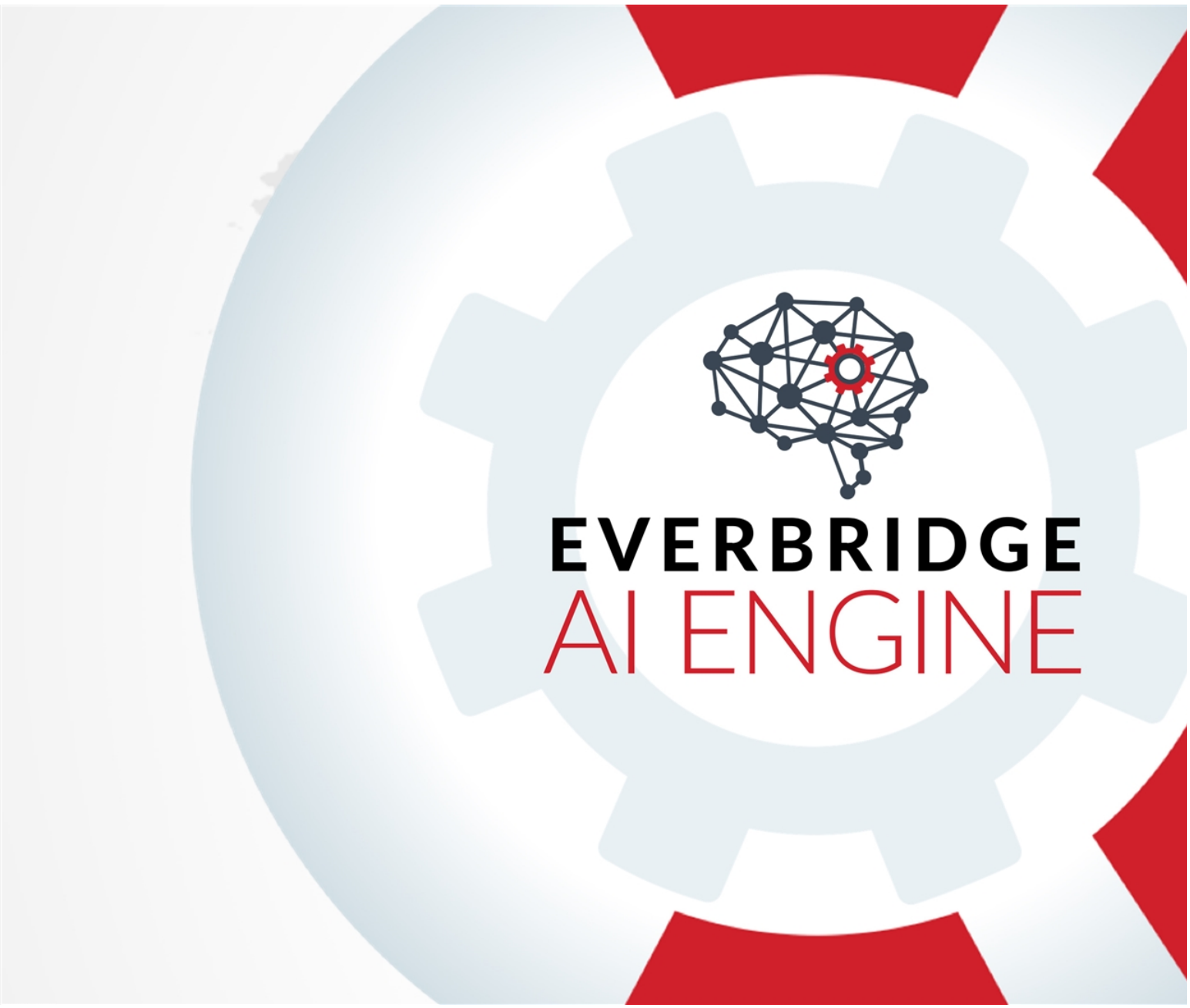
P L A T F O R M


Everbridge Suite
City of San Luis Obispo (Or
Dashboard
Universe
Notifications
Incidents
Events
ITA
Contacts
Reports
Sub Tab One
Sub Tab Two
Sub Tab Three
Sub Tab Four
Email Ingestion
Response Subscriptions
Triggers: New Condition
Save
Cancel
Orchestration
STEP 4
Take these actions automatically.
STEP 3
And impact the things I care about…
Source
equals
Global Intelligence Operations Center
- AND -
Category
equals
Terrorism
Severity
equals
Severe
Certainity
equals
Likely


ERBRIDGE
ENGINE
3
ACT
Initiate and
Manage
Response
4


Everbridge Suite
City of San Luis Obispo (Org
Dashboard
Universe
Notifications
Incidents
Critical Events
ITA
Contacts
SelectedTab
CRITICAL EVENT DETAILS
Hurricane Warning - AUG 12 2018
Event Assigned To:
Robert Rigby
Event Type:
Hurricane
Local Date / Time: 2018-08-12 21:16:00 EST
User Date / Time: 2018-08-12 21:16:00 EST
Event Description:
Category 3 Hurricane currently 325 nautical miles off South Florida coastal area. Potential flooding in low lying areas. Maximum winds 60mph with gusts up to 100mph.
TASK LISTS
23
Done 4
In Progress 11
Not Started 4
Not Launched 4
INCIDENT COMMUNICATIONS
18
Closed 7
Open 5
Not Launched 6
View Details
New Task List
Progress
Task List Name
Launched On


Visual Command Center
Critical Event: Earthquake
Activity
Details
Affected Assets
Notes
Event Timeline
TOTAL: 4h 43m
3:47pm
4:30pm Start
0H
1H
2H
Make an announcement...
Alert
Earthquake
5.7 located 3m from Costa Mesa
without power
SOURCE Anvil
LOCATION Costa Mesa, CA,
Incident: Earthquake Emergency - Facility Status
TEMPLATE Earthquake
CREATED 12h ago by Bob Thomas
View Details...
Panels:
Fit to current: M W D H
7d ago
14h from now
Go to Now
Anaheim
Orange
Garden Grove
Santa Ana
Tustin
Fountain Valley
Irvine
Huntington
Costa Mesa
Newport Beach
Lake Forest
Mission Viejo
Laguna Hills
Aliso Viejo
Laguna Niguel
Laguna Beach
Dana Point


EVERBRIDGE
AI ENGINE

4

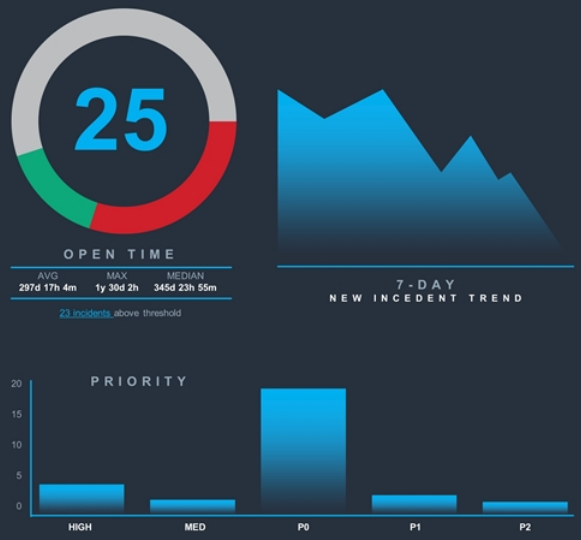
ANALYZE

Performance

Hindsight

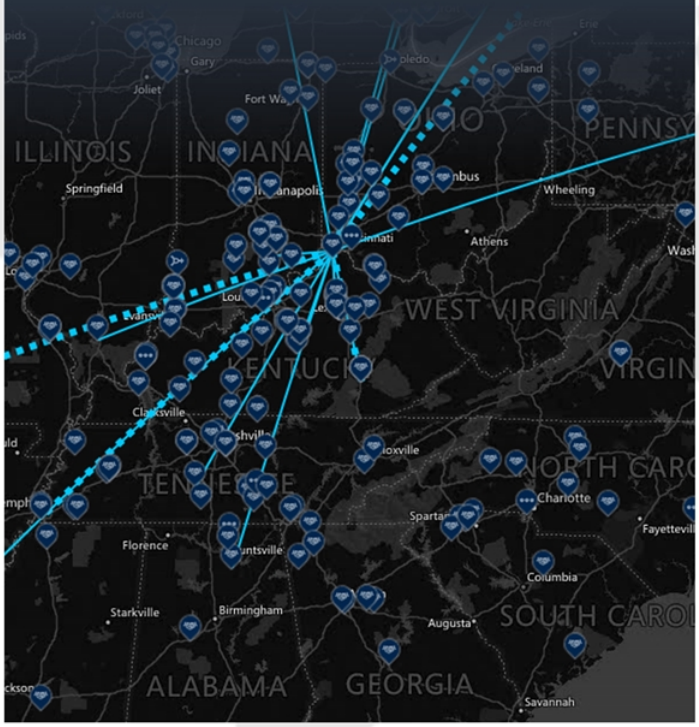
What happened?

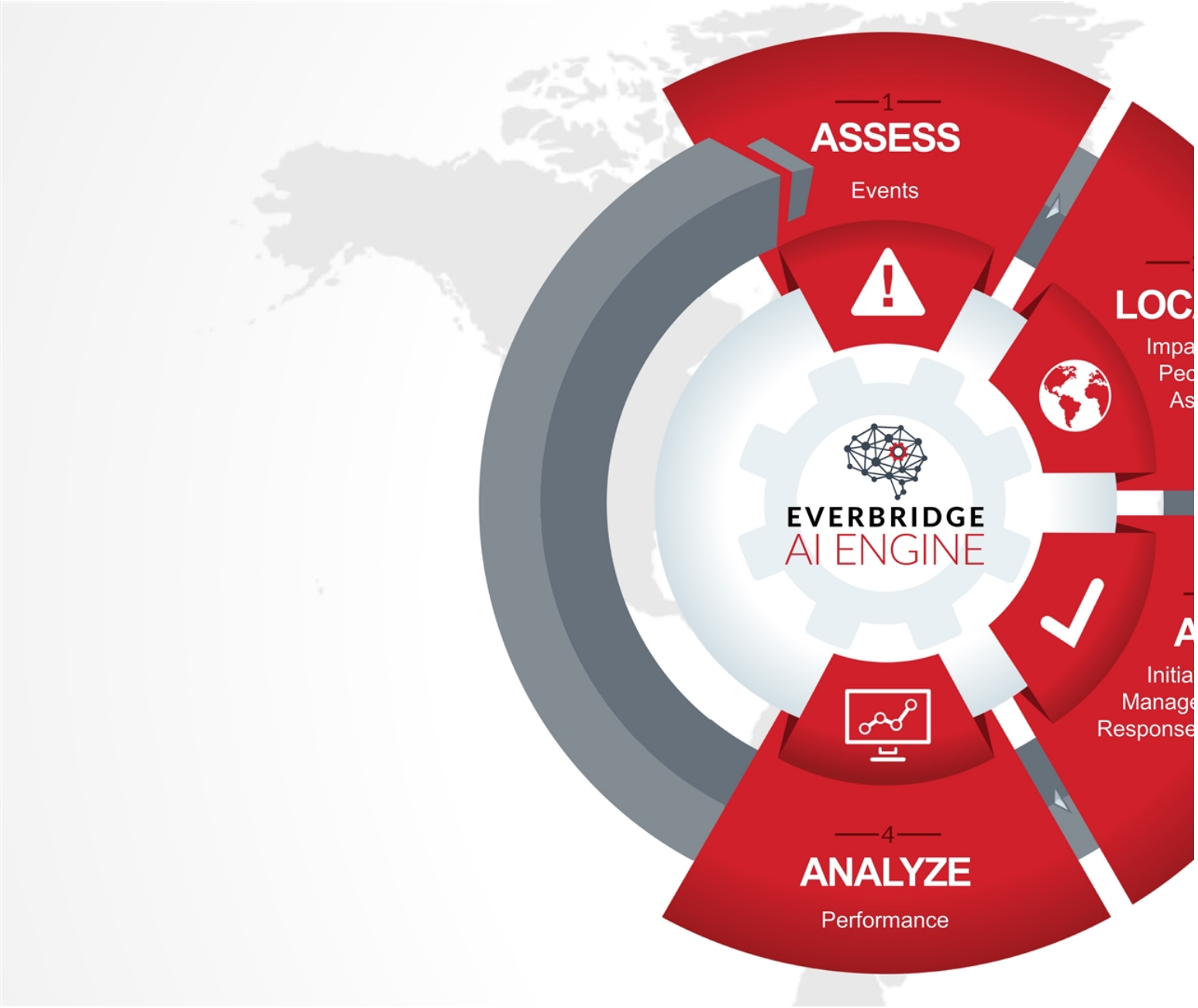
SUPPLY CHAIN



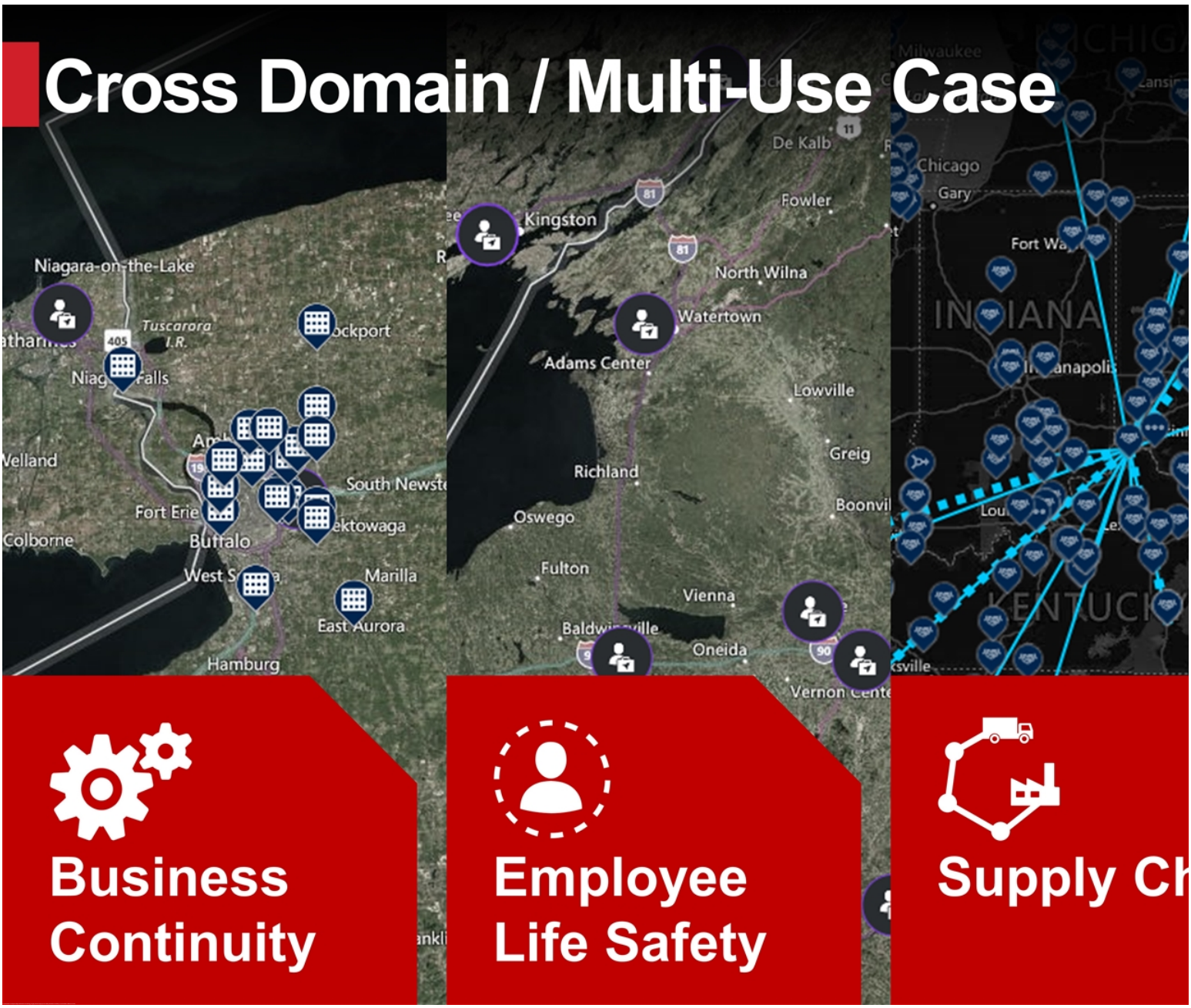
Insight

Why did it happen?




1
ASSESS
Events
EVERBRIDGE
AI ENGINE
4
ANALYZE
Performance

Cross Domain / Multi-Use Case



Business Continuity

Employee Life Safety

Supply Ch

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Corporate Update

Everbridge Analyst & Investor Day

Everbridge

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

835+ Employees	**4,500+** Enterprise customers	**10** Enterprise Applications
270+ Million Contacts	**$41+ Billion** Market Opportunity in 2020	Projecting Adjusted **EBITDA Positive**

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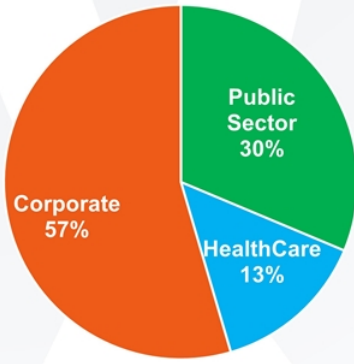
Everbridge Enterprise Client Base

9 OF THE 10
largest investment banks

6 OF THE 10
largest global auto makers

6 OF THE 10
largest global consulting firms

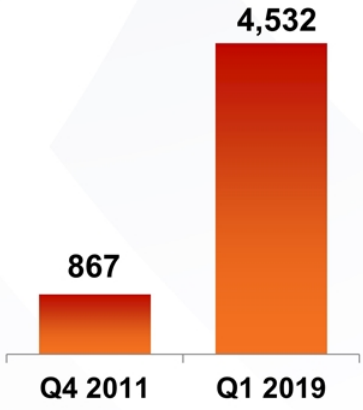


Verticals[1]

9 OF THE 10
largest U.S. cities

7 OF THE 195
Countries

46 OF THE 50
busiest North American airports



Number of customers[2]

4 OF THE 10
largest health insurers

6 OF THE 10
Largest High Tech companies

4 OF THE 4
largest global CPA firms

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(1) Verticals are based on 3-month revenue ending March 31, 2019.
(2) As of December 31, 2011 and March 31, 2019.

‘Top Down’ Analyst-based TAM

$6.4B[2] + $10.7B[3] +

= $41+ Billion

Mass Notification
2004

Critical Alerting Suite Expansion
2012

Crit

Mass Notification

Incident Management

IT Alerting

Community Engagement

Safety Connection

Public Warning

Risk Intelligence

M

From Single Product to Enterprise Suite

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* Available in 2020
(1) Everbridge estimates based on data from Frost & Sullivan and Markets and Markets.
(2) 2020 Mass Notification market includes: Mass Notification - $4.5 Billion; Secure Messaging - $0.75 Billion; Telemedicine - $0.69 Billion; and C
Billion (Source: Frost & Sullivan and Markets and Markets).
(3) 2020 IoT and IT Alerting market includes: IoT Alerting - $9.9 Billion and IT Alerting - $0.75 Billion (Source: Frost & Sullivan and Markets and M

‘Bottoms Up’ Named Account-base

$41+ Billi

Product Segments

Critical Event Management

- Risk Intelligence
- Crisis Management
- Visual Command Center
- Safety Connection

IT and IoT Alerting

- IT Alerting
- IIoT

Population Alerting

- Mass Notification for Residents
- Community Engagement
- Public Warning

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TAM Named Account-based Model

+ 29,050 Global Organizations
  - 1000+ Employees

Risk Intelligence

Crisis Management

Visual Command Center

Safety Connection

Mass Notification

$25.8 Billion TAM

Core Products

- Three historic Core Products
- Accelerating “cross and up-sales” into our large customer base
- Strong “New” sales into Corp NA & Int’l Critical Communications, into large Mobile Security & Safety market and fast growing IT Alerting

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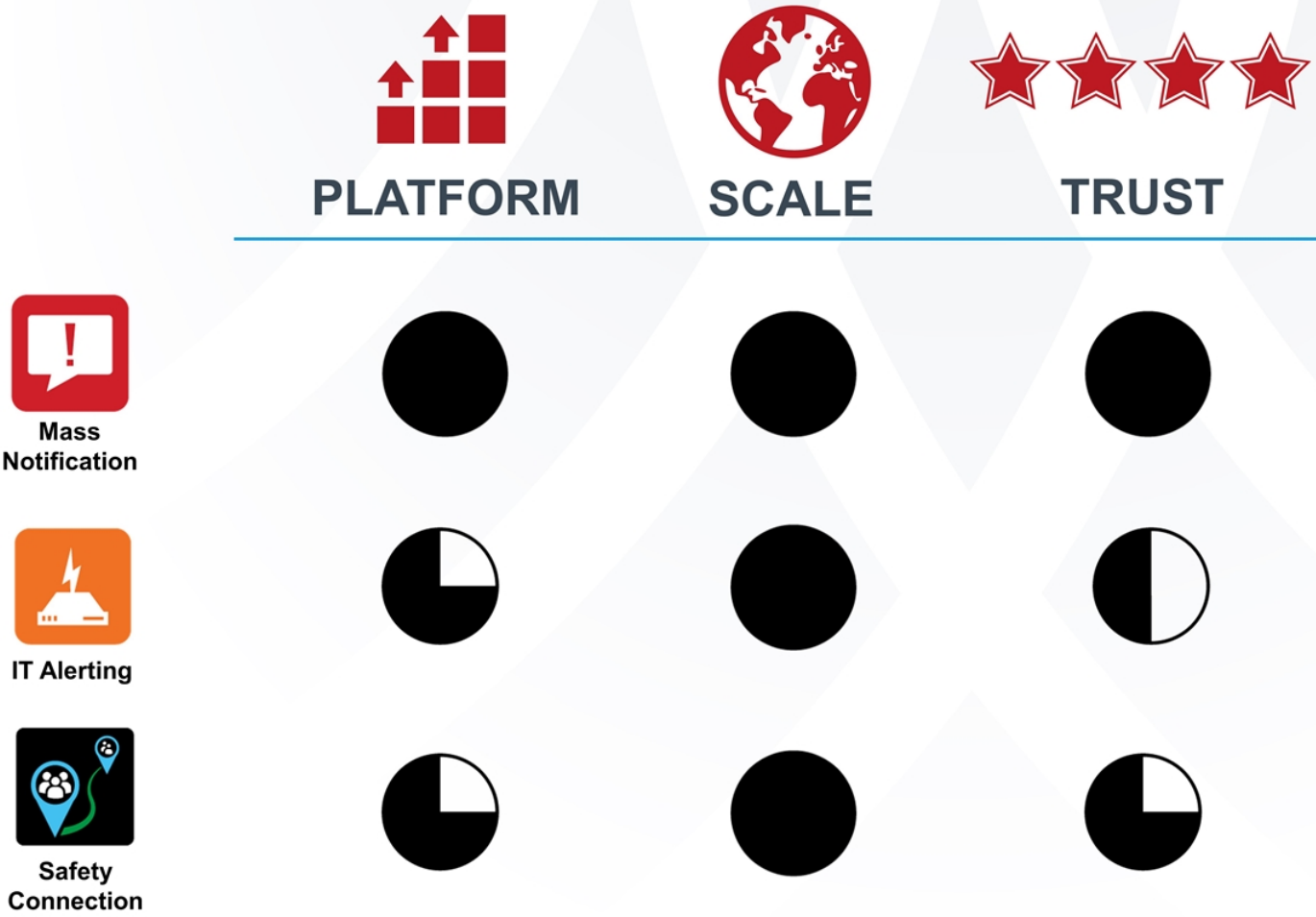
Core Product Differentiation



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Driving Core Product Growth

- Cross-selling multiple products to enterprise custo
- Driving large new cities, states, regions and count North America
- Opening Federal Market with FedRAMP
  - New certifications and partnerships to extend market rea
- Expanding Corporate Critical Comms both in NA &
  - 9 new geographies added since 2018
- Adding 1 new application every 12-18 months
  - Crisis Management (CM) in Q1 2019

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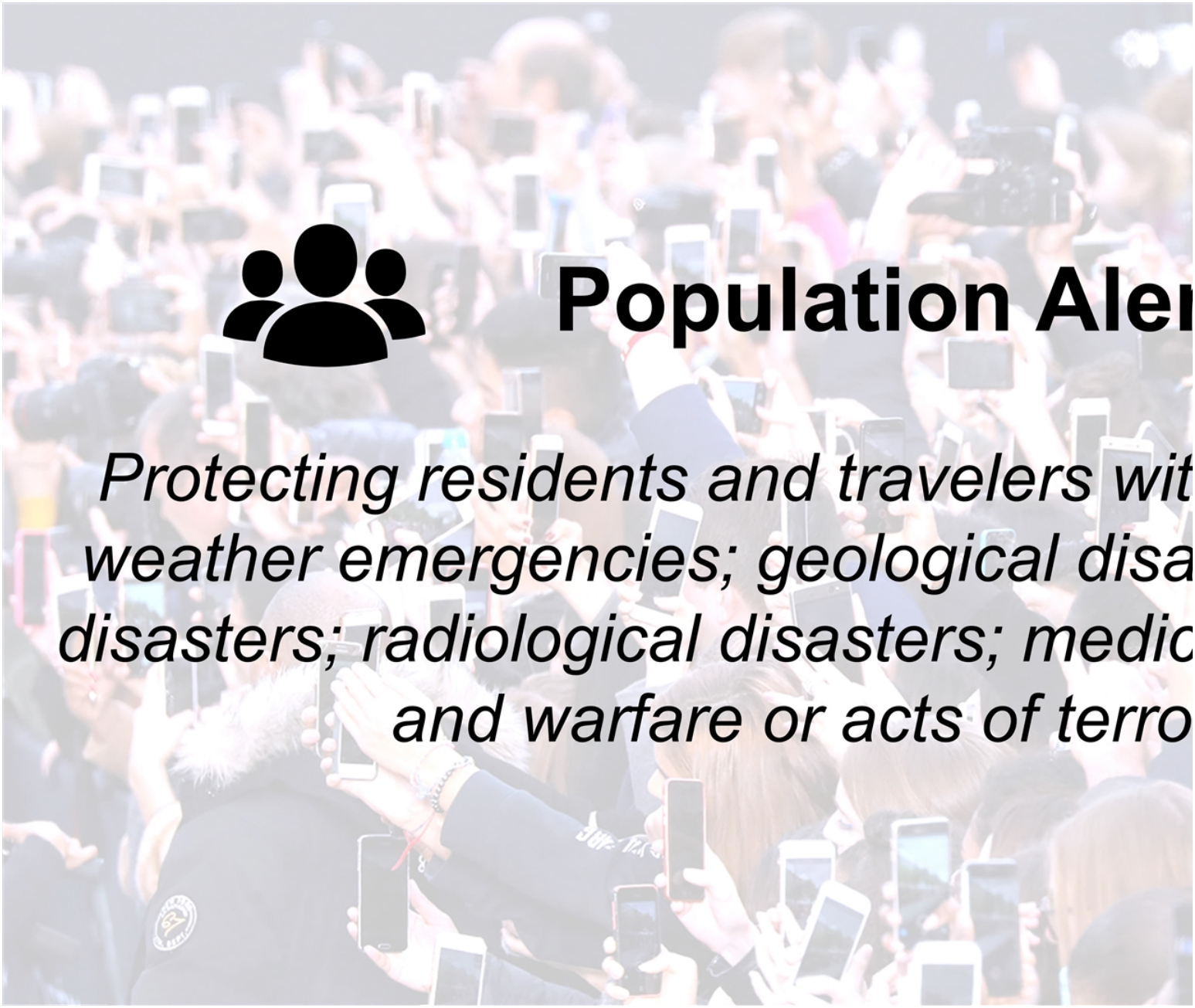

Population Aler

Protecting residents and travelers wit
weather emergencies; geological disa
disasters; radiological disasters; medic
and warfare or acts of terro

Population Alerting Products

Mass Notification

1. List-based targeting
2. GIS-based targeting
3. Opt-in portal registrations
4. Requires contact database

Community Engagement

1. Zip code opt-ins
2. Keyword opt-ins
3. Keyword and zip code based targeting

Populat Engage

1. No registration or conta information needed
2. Shows the nationalities of individuals
3. Visibility to population movements out of area

Common Services

+ Two-way communications
+ Multi-modal delivery paths
+ Multi-lingual messages
+ Geo-fenced targeting

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Population Alerting Growth

- Continue to target largest Cities, Counties and States in NA
- Target Large City, States and Country-wide deals
  - EU-Alert Regulatory Mandate
  - India Coastal States Cyclone Regulation
- Drive operational use cases for public sector organizations
- Leverage ‘network effect’ for upsell to private and public sectors

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Population Alerting: Platform Scale

Iceland – Population 330,000

Vermont – Population 626,299

Kearny County, KS – Population 3,960

Birmingham, AL – Population 210,710

Country Level Scale

State Level Scale

County Level Scale

City Level Scale

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The New York T
“One of the biggest storms in years was beari
cyclone Fani slammed into Odisha on Friday
of a major hurricane, packing 120 mile per hou
Saturday, only a few deaths had been reporte
be *an early-warning success story* … moved a
safety really fast … this is so different from 20
fearsome cyclone blasted into this same area,
“How Do You Save a Million People From a Cyclone? Ask a Poor State in India” N

Advantages of Everbridge Public W

1. PROVEN SCALE
2. NO OPT-IN NEEDED
3. 90%+ REACH
4. TWO-WAY ENGAGEMENT
5. MULTI-LINGUAL MESSAGING
6. DELIVERY STATISTICS
7. ACTIONABLE INSIGHTS

Total subscribers: 241 096

Nationalities: 111

Country	Subscribers
Norway	223340
Sweden	5407
AN	2372
Poland	1571
Denmark	1196
Germany	748

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Australia Chooses Everbridge F

The Everbridge Public Warning solution wil
population-wide alerting to reach the count
residents and approximately 9 million a

Population Alerting TAM

Public Warning Market Drivers

+ **EU-Alert Regulation**

31 European Union member states

All will have to set up a population alerting system to protect citizens and travelers by 21 June 2022.

+ **India Cyclone Regulations**

27 Indian states

The National Disaster Management Authority of India (NDMA) launched the National Cyclone Risk Mitigation Project (NCRMP) with the coastal states of Odisha and Andhra Pradesh and requires a multi-channel Early Warning Dissemination System (EWDS).

Public Warning

$1.1 Billion TAM

+ 195 C
- US S
- Highe

Mass Notificatio for Resider

$4

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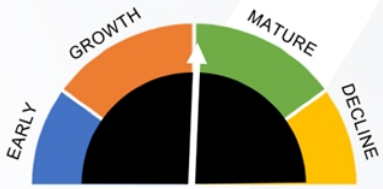
Product Evolution & Vision

Market Maturity

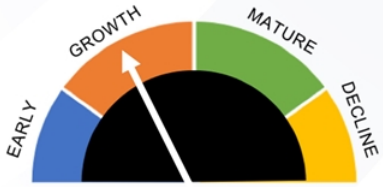
Product Life

Mass Notification



RICH & MATU

Safety Connection



RICH & GROW

IT Alerting

EARLY & GRO

Public Warning

EARLY & GRO

North America

Global

everbridge®

Critical Event Manag

Protecting companies and teams w
and intelligence needed to more q
recover and adapt to business

What Defines a Critical Event?

When your **Assets…**

PEOPLE | PLACES | BRAND

Are impacted by **Threats…**

NATURAL DISASTERS | THEF

…that is a Critica

Integrated Critical Event Manageme

Risk Intelligence

Crisis Management

Mass Notification

Visual Comma

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CEM Growth Opportunity

- CEM for Life Safety, Security and IT (Cyber a
  Infrastructure)
- Operationalize security, continuity, emergenc
  IT playbooks with Crisis Management Applica
- Expand Risk Intelligence offering
- Add Analytics Application in 2020
  - Analyze past responses for patterns and anomalies
  - Predict the outcome of new incidents.

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Critical Event Management Opportu

- 25 new CEM customers in 2018 from North American Corporate market
- 250 new CEM customers over the next 36 months could provide $240+ million in revenue

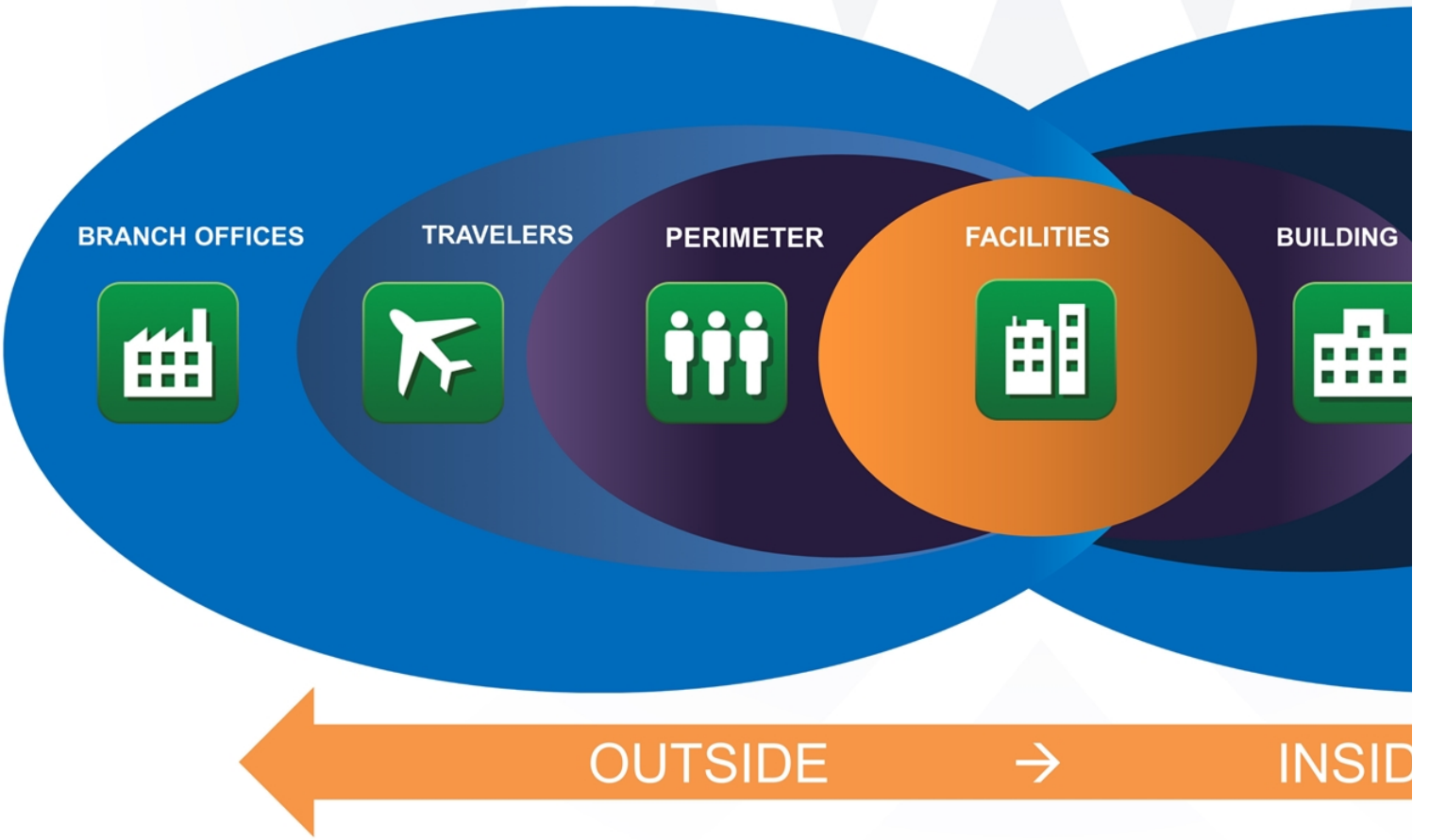
Target Customers:

CEM Deal Range:

CEM Growth:

everbridge®

Long-term CEM Vision



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Long-term Growth Drivers

Continue to launch new applications to expand suite

Risk Intelligence

Crisis Management

New M&A to access and accelerate market success

Vocal
Continuity Through Communication

idvsolutions

UMS

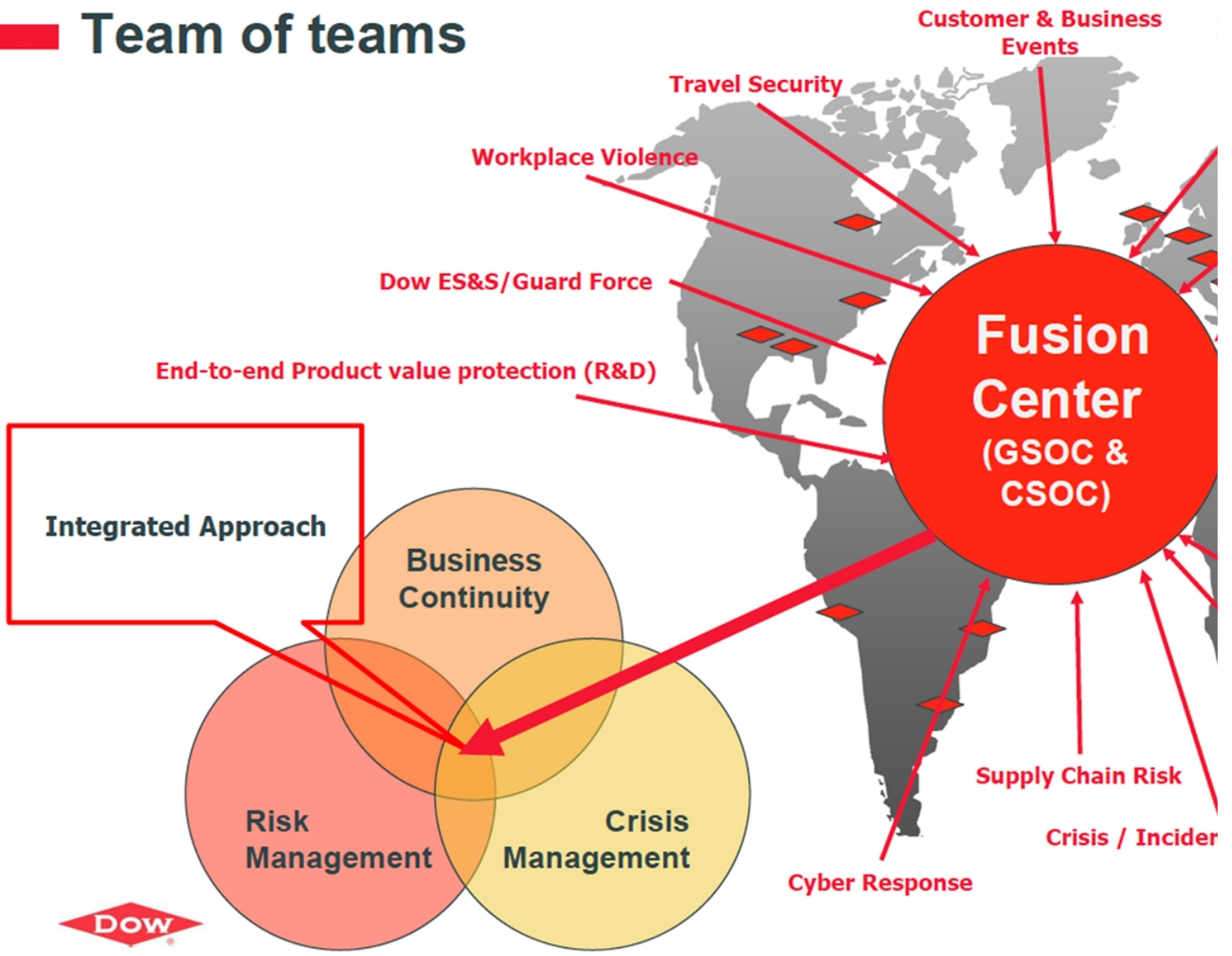
everbridge®

Beyond GSOC

Building a “fusion center” to break down organizational bo

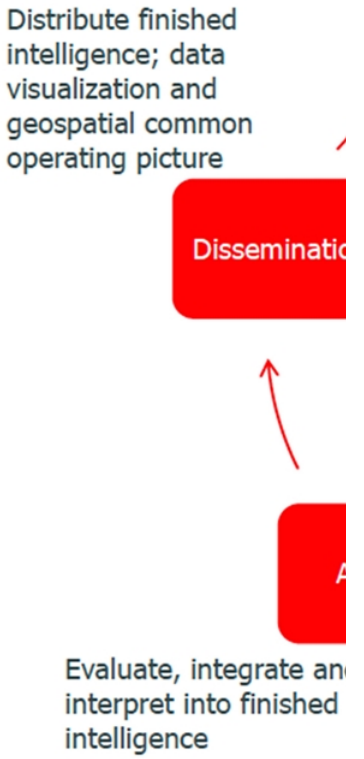
Scott Whelchel
Chief Security Officer
Dow Chemicals

Team of teams



Developing organizational requirements

- Hypothesis = Interaction will drive new architecture AND new culture
- Aligned to business objectives
- "Shared Consciousness" and "Cueing"
- Trust brings authority to act swiftly based on integrated planning
- Our examples thus far:
  - ISC Control Tower
  - Reputational Risk, Social Media
  - C&BE
  - Regional Assessment – businesses
  - Virtual/Physical "convergence"



TIFFANY &

Tiffany & Co.

Nothing Bad…

Enterprise Tiffany

ANNUAL CUSTOMERS
+30 million

AMERICAS
~44% net sales
124 stores

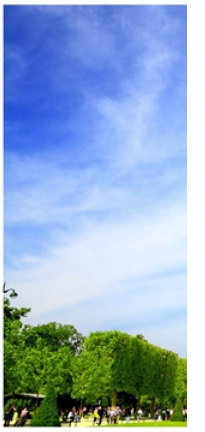
EMPLOYEES
+14,200 worldwide

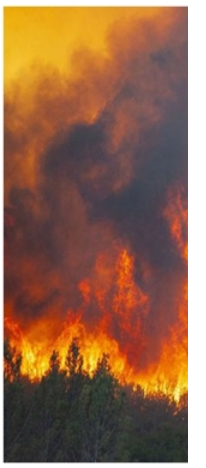
ASIA-PACIFIC
~28% net sales
90 stores

MANUFACTURING AND DESIGN POINTS
5 U.S. 1 Europe
1 D.R. 2 Africa 2 Asia-Pacific

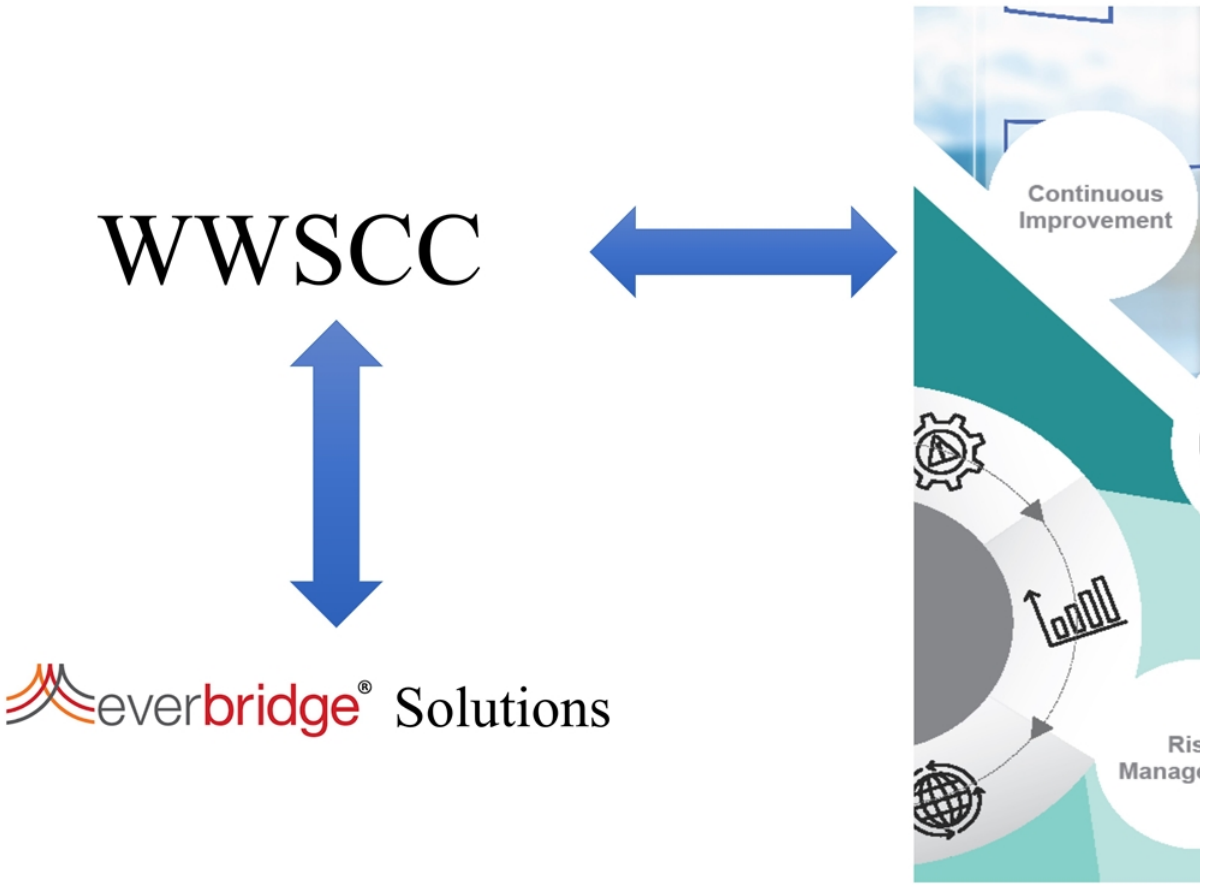
Global Protection Services' WWSCC

Use Studies-Critical Event Manageme





Delivering Value: Next Generation Jev



everbridge®

Product Overview

Imad Mouline, CTO

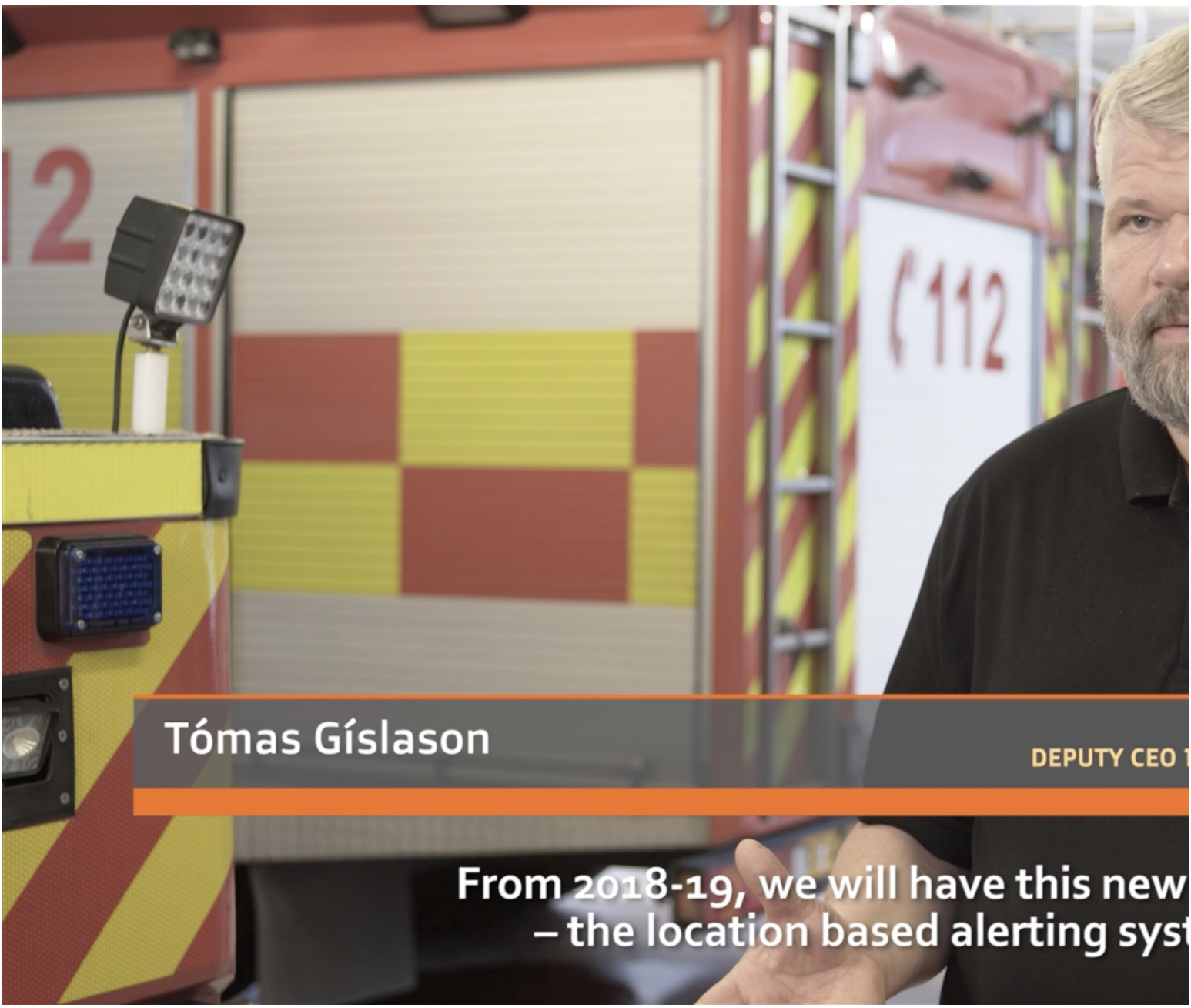
Imad Mouline – *Chief Technology Office*

- Leads Everbridge n
  product roadmap
- Co-founder and CT
- CTO of Compuwar
  Performance Mana
- CTO of Gomez
- CTO of S1 Corporat
- Director of Enginee
  Interleaf, Inc
- 5 U.S. Patents; MIT g

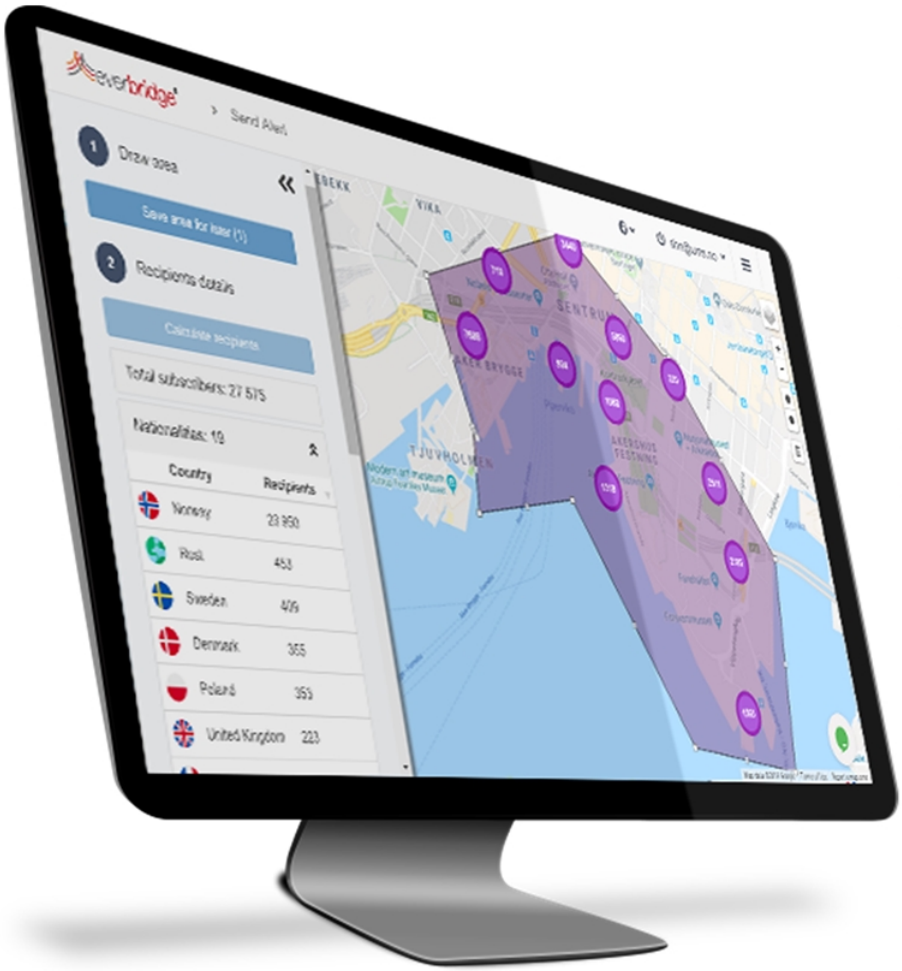
everbridge®

everbridge®

Public Warning Product Overview


112
Tómas Gíslason
DEPUTY CEO
From 2018-19, we will have this new
– the location based alerting syst

Everbridge Public Warning

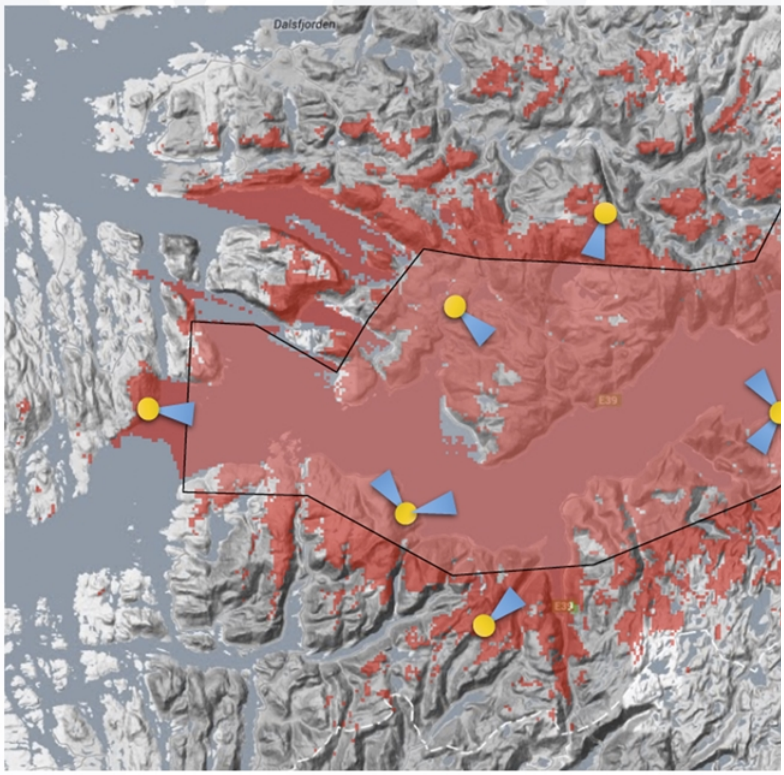


Multi-modal a
protecting pop
Location-Bas

everbridge®

Unique IP

Leverages telco infrastructure to anonymously locate all people in an area **without predefined databases** based on their connection to cell towers



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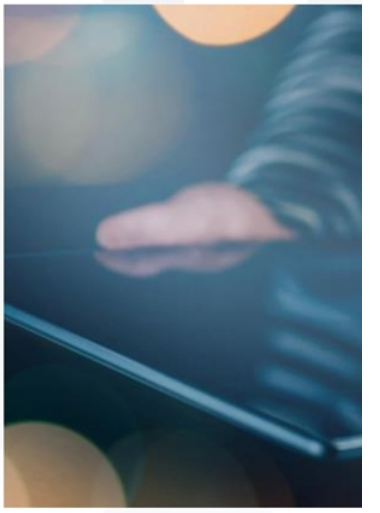
Most Common Alternatives



Cell Broadcast

- One-way blast messages to all phones in an area
- Requires newer phones or re-configuration

Mobile A

- Requires

everbridge®

Higher Reach

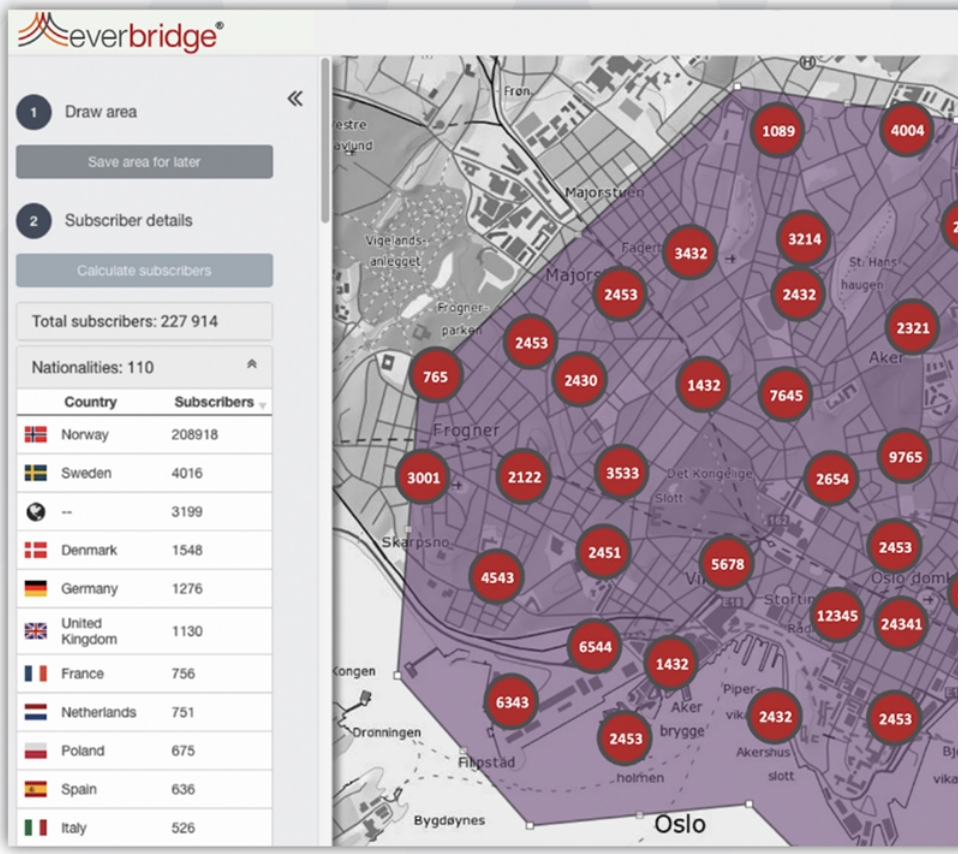
90%+

REACH GLOBALLY

VS.

50-60%

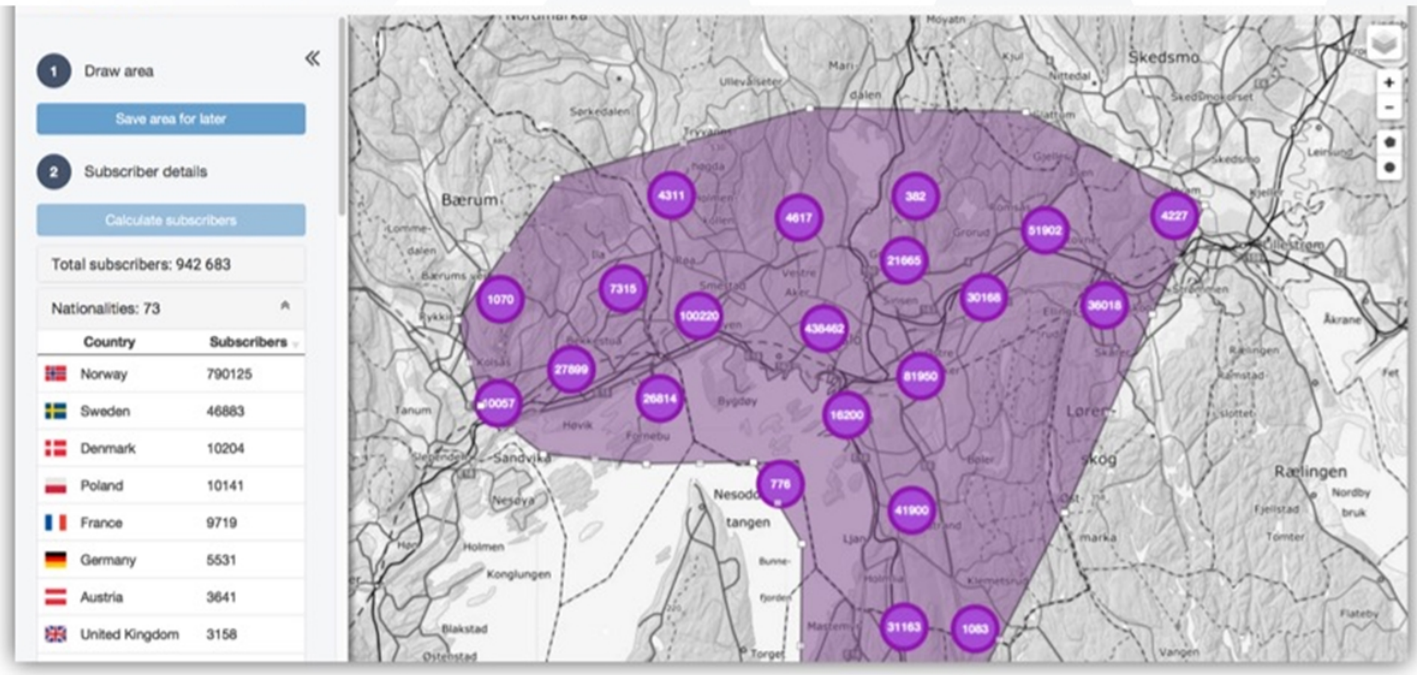
for Cell Broadcast-based solutions



everbridge

Reach Visitors and Tourists

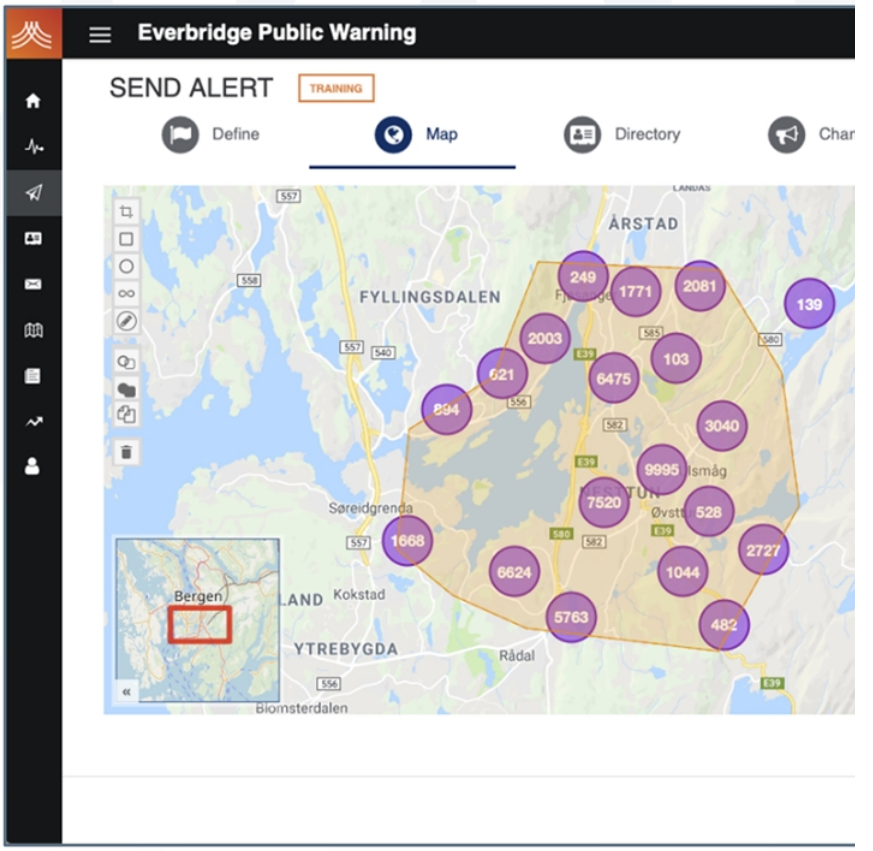
Automatically detect nationality based on S
tailor messages by language



everbridge®

Unique Follow-Up Messaging Capa

Send follow-up messages or corrections



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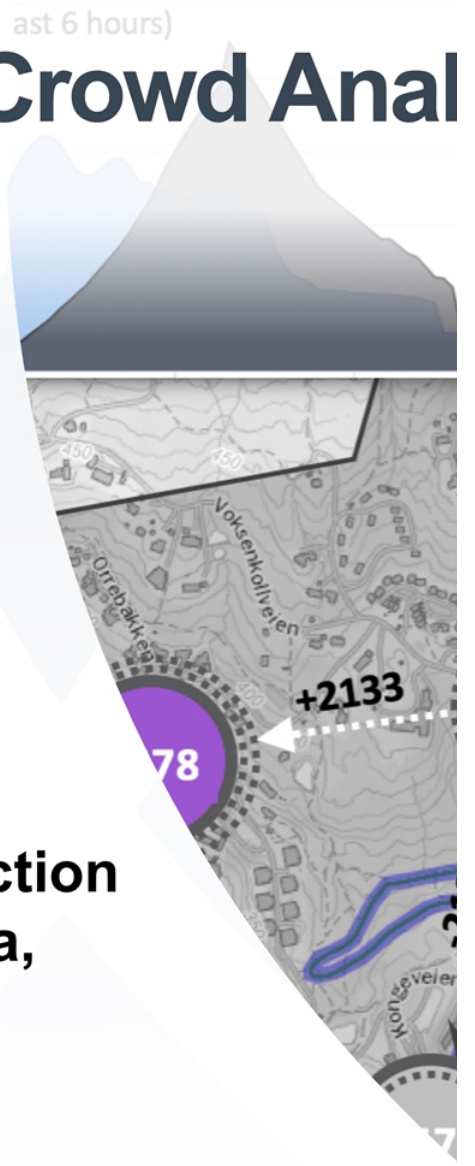
Traveler Alert System

Locate and communicate with nationals traveling abroad

Population Movement / Crowd Anal



- Count people and track population movements
- Understand the impact of evacuation orders
- Mature population movement prediction models by combining historical data, current data, and machine learning models

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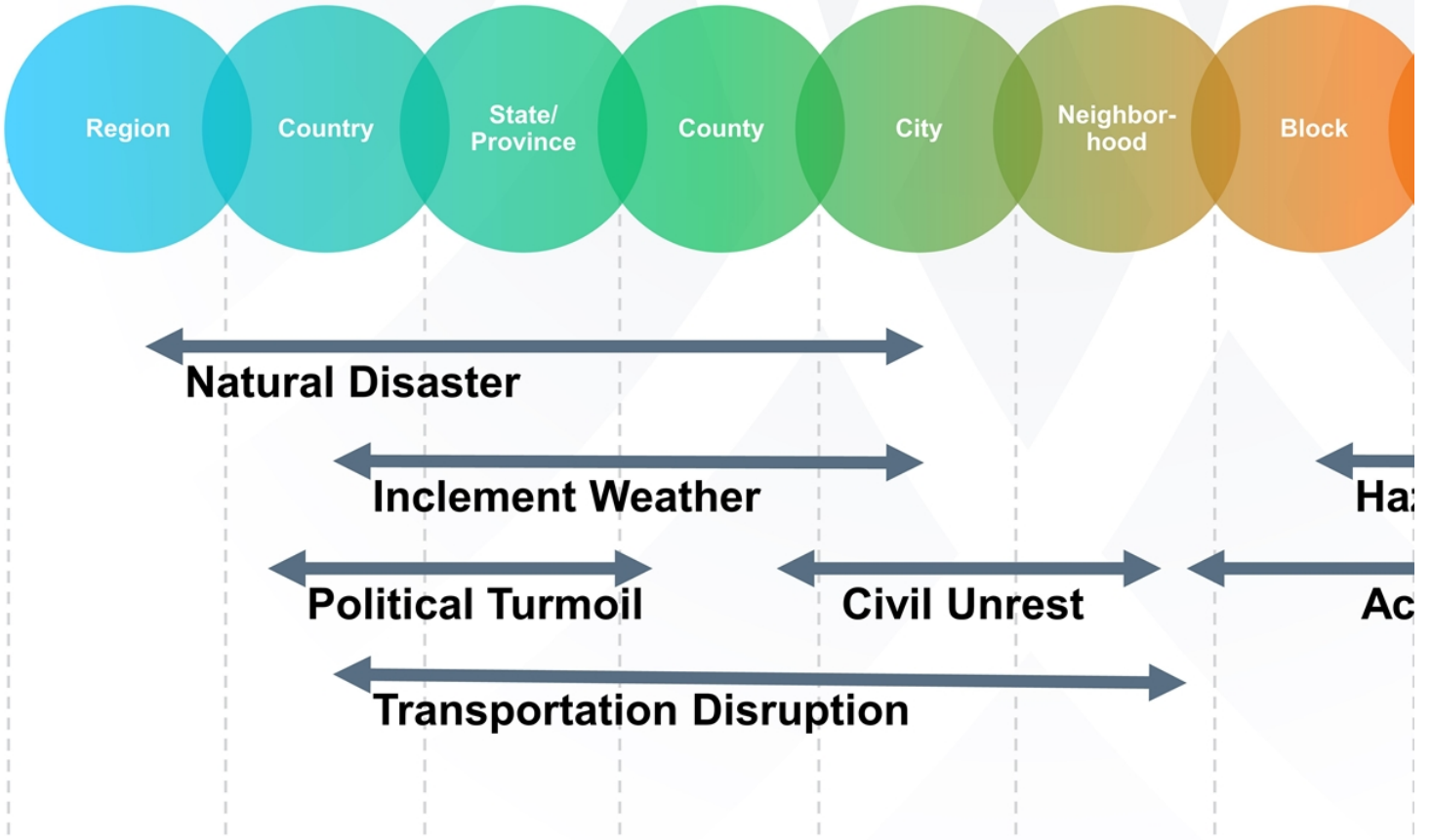
Future Direction

Arctic Ocean
Laptev Sea
East Siberian Sea
Beaufort Sea
Chukchi Sea
Lancaster Sound
Gulf of Alaska
CANADA
Hudson Bay
Labrador Sea
Sea of Okhotsk
MONGOLIA
NORTH KOREA
SOUTH KOREA
CHINA
UNITED STATES
Pacific Ocean
Sargasso Sea
Gulf of Mexico
CUBA
HAITI
GUATEMALA
NICARAGUA
Caribbean Sea
VENEZUELA
COLOMBIA
ECUADOR
PERU
BOLIVIA
THAILAND
VIETNAM
PHILIPPINES
Philippine Sea
Sulawesi Sea
INDONESIA
Java Sea
Timor Sea
Arafura Sea
PAPUA NEW GUINEA
Solomon Sea

Outside / Inside



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CEM

Critical Event Management

P L A T F O R M

1
ASSESS
Events

Assess: *Alert*, *Context* , and *Reference*

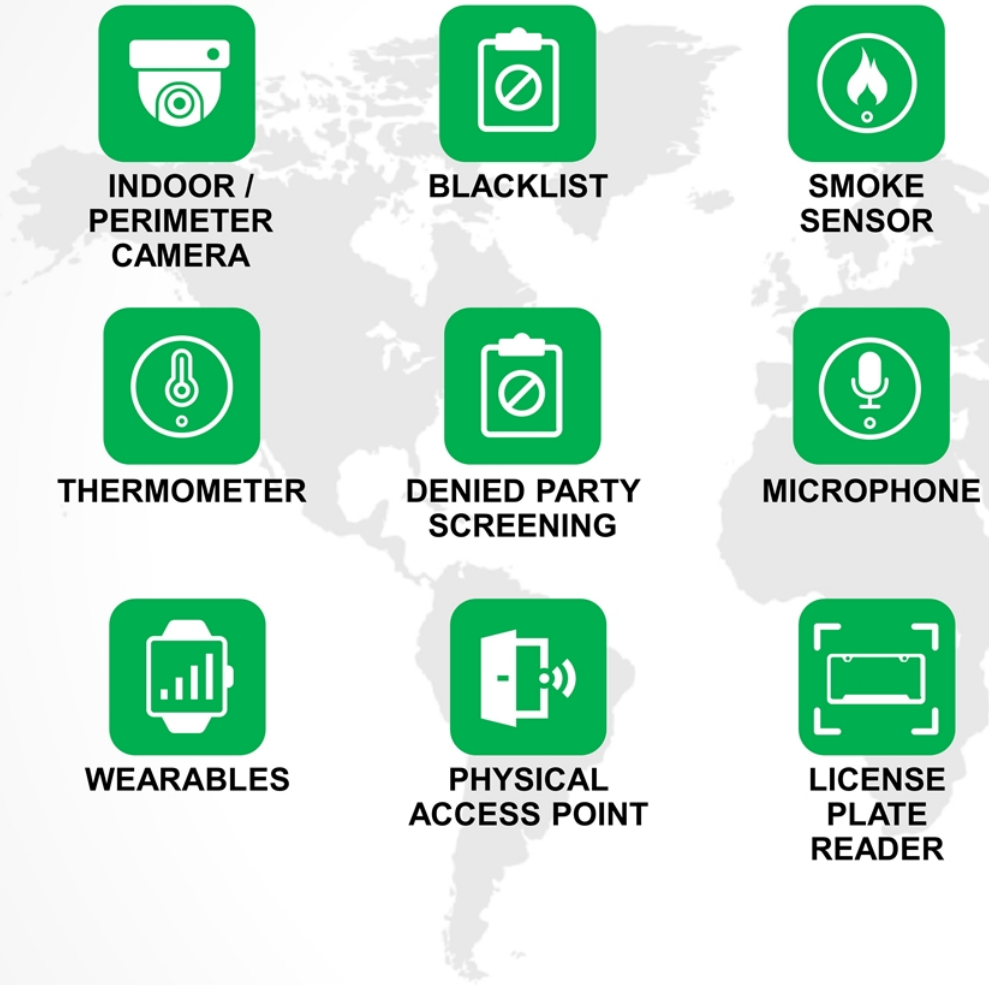
ALERT

TERROR
PUBLIC CRISES
WILDFIRES
ACTIVISM
HURRICANE
OUTBREAK
EARTHQUAKE
TORNADO
DRUG INTERDICTION
WINTER INCIDENT
SYSTEM WARNING
TWITTER INCIDENT
FLOOD
HAZMAT
CLINICAL DISCHARGE
SUPPLY CHAIN
IT OUTAGE
FIRE
CYBER
GANGS
VOLCANO
FOOD & DRUG INCIDENT
AVIATION INCIDENT
AMBER ALERT
BORDER SECURITY
IT TICKET
SYSTEM ALERT
PRODUCT RECALL

CONTE

TRAFFIC
W
CAMERAS
AD
SOCIAL MEDIA
IM
AIRPORT
COU
P

INSIDE THREAT SOUR



Events
2
LOCATE
Impacted
People and
Assets

Aggregate Location Data from Mu

LAST KNOWN

LAST KNOWN LOCATIONS

INDOOR POSITIONING

FACIAL RECOGNITION

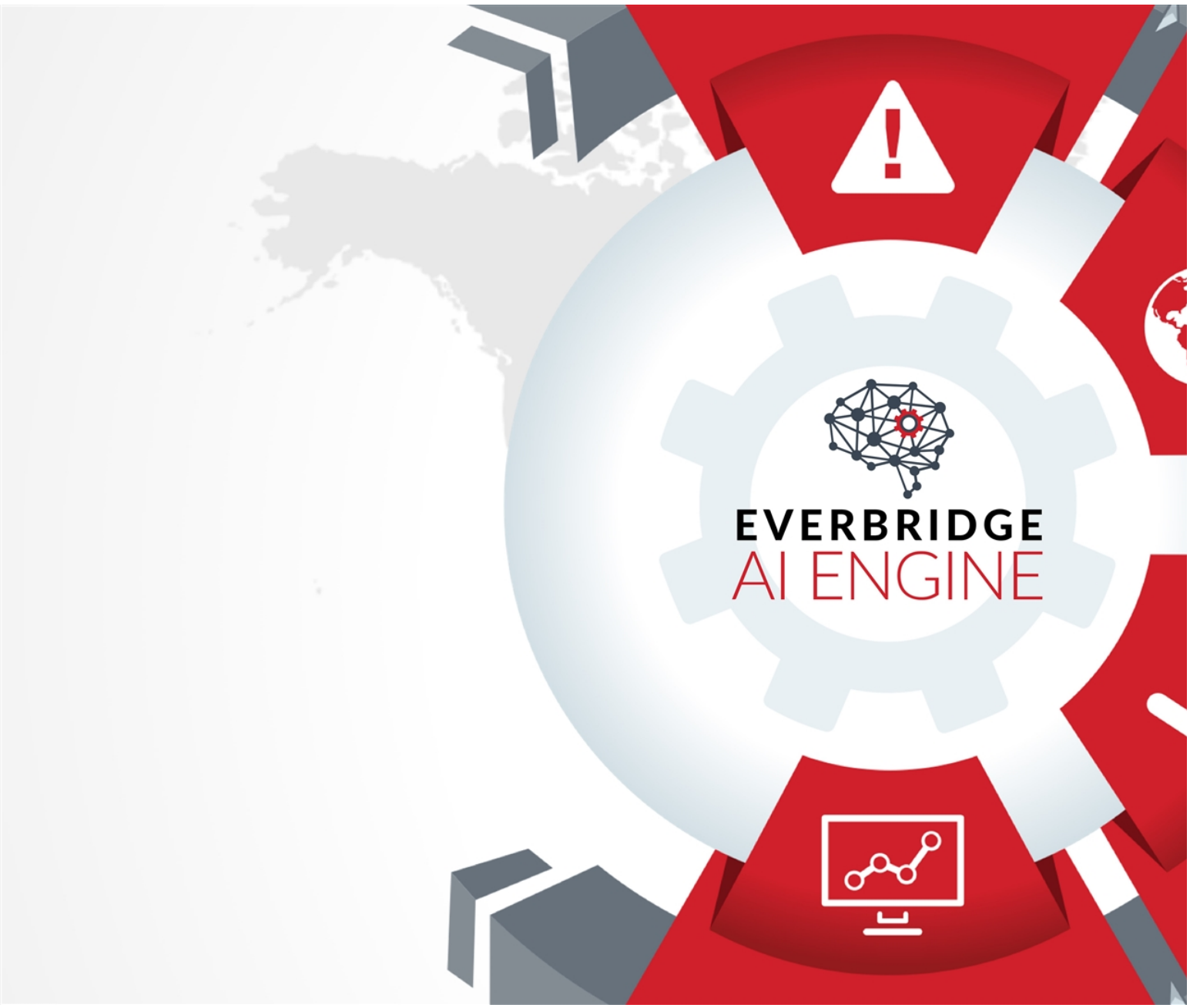
WEARABLES

BIOMETRICS

EXPEC

IND WA

ME SCH


EVERBRIDGE
AI ENGINE

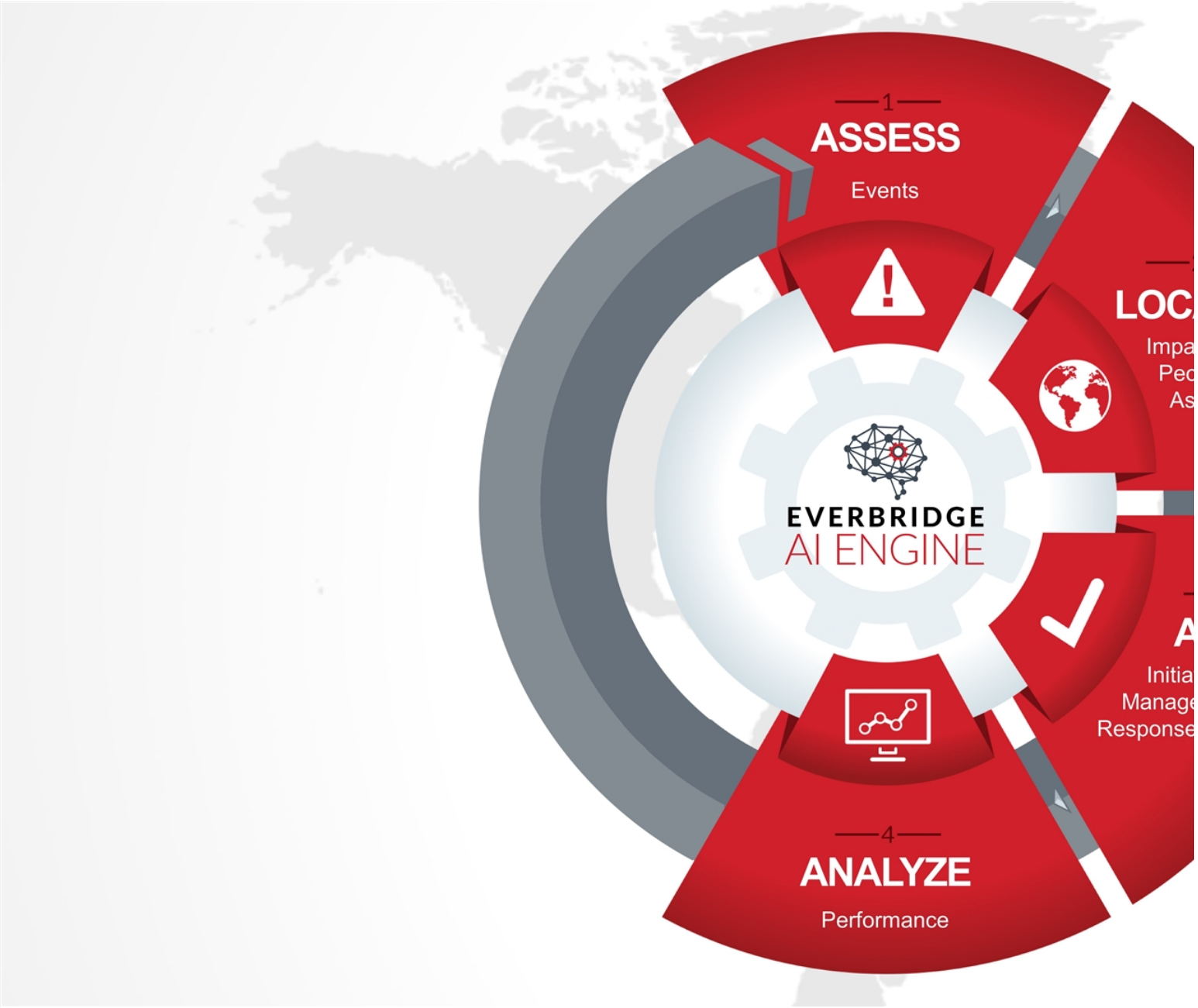
Correlation

COMPOUND
MULTI-DIMENSIONAL
ASSOCIATIVE

GEO-TEMPORAL

GEO-SPATIAL

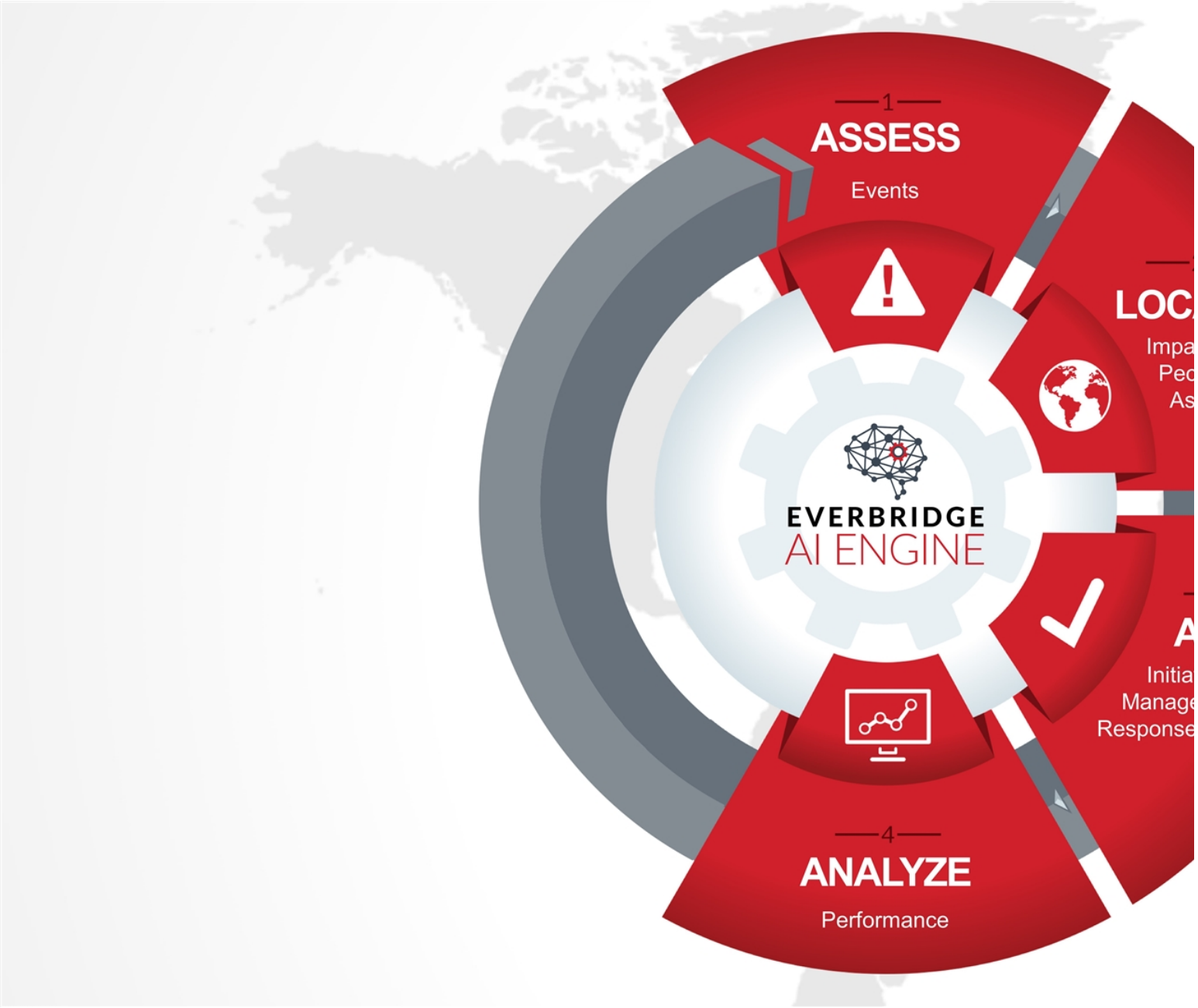
3
ACT
Initiate and
Manage
Response
4


1
ASSESS
Events
EVERBRIDGE
AI ENGINE
4
ANALYZE
Performance

4

ANALYZE

Performance


1
ASSESS
Events
EVERBRIDGE
AI ENGINE
4
ANALYZE
Performance

Gabe Warren

Hilton Intelligence Team and Everbridge

GLOBAL INTELLIGENCE TEAM

Team Background and Mission

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GLOBAL INTELLIGENCE TEAM

Threats and Incidents Around the Globe

Natural Disasters	Safety and Security Incidents on Property	Attack/Major Violent Events	Social/P
Tropical Storms	Fires	Bombings	F
Flooding	Suspicious Deaths	Actives Shooters	
Earthquakes	Power Outages	Terror Attacks	Co
Tornados	Physical Conflicts	Assassinations	Politic
Volcanos	Chemical Spills	War/Armed Conflict	Lab

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GLOBAL INTELLIGENCE TEAM

Hilton Visual Command Center – A Single Operating Picture

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GLOBAL INTELLIGENCE TEAM

Security Alert Escalation

Global Intelligence Team

PROTECTING Potential

Regional Safety and Security Directors

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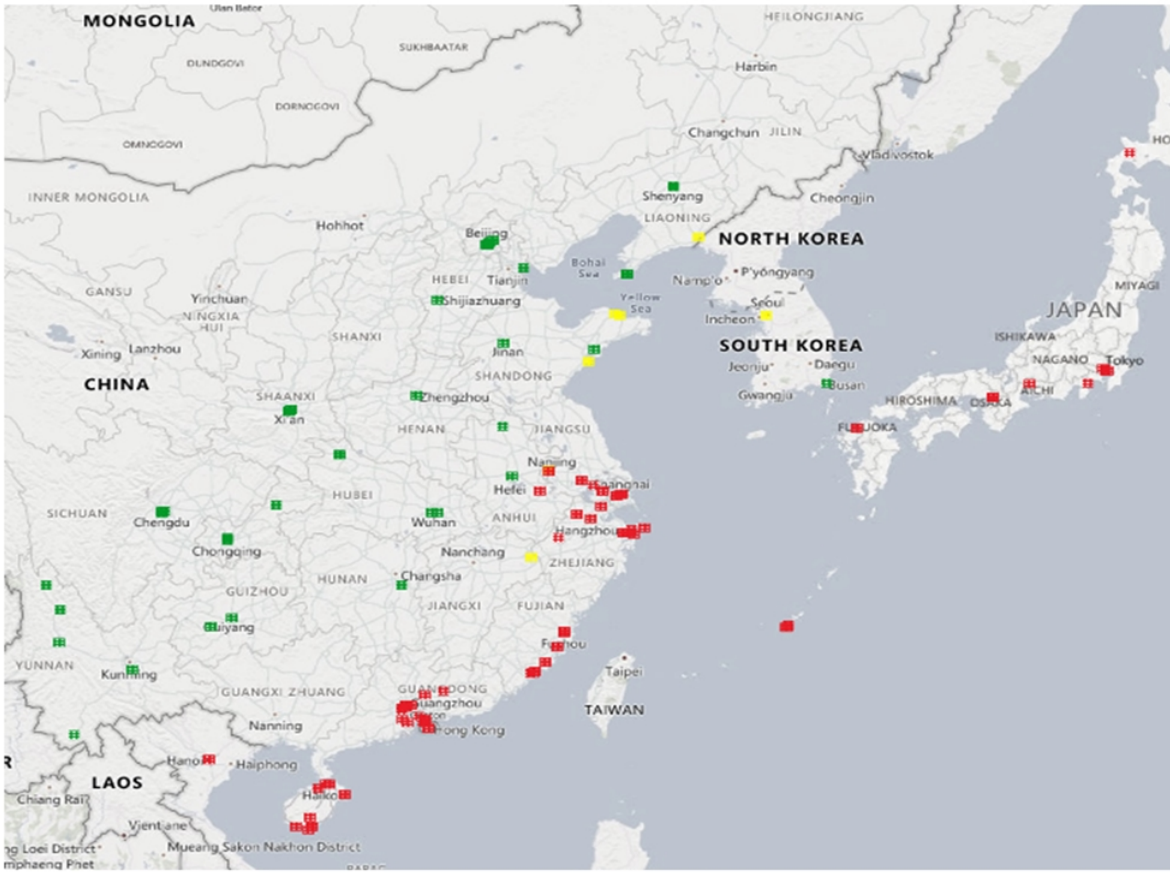
Evaluating Hilton's Global Risk With Everbridge

GLOBAL INTELLIGENCE TEAM

Global Risk Assessment – Environmental (Typhoon Risk)



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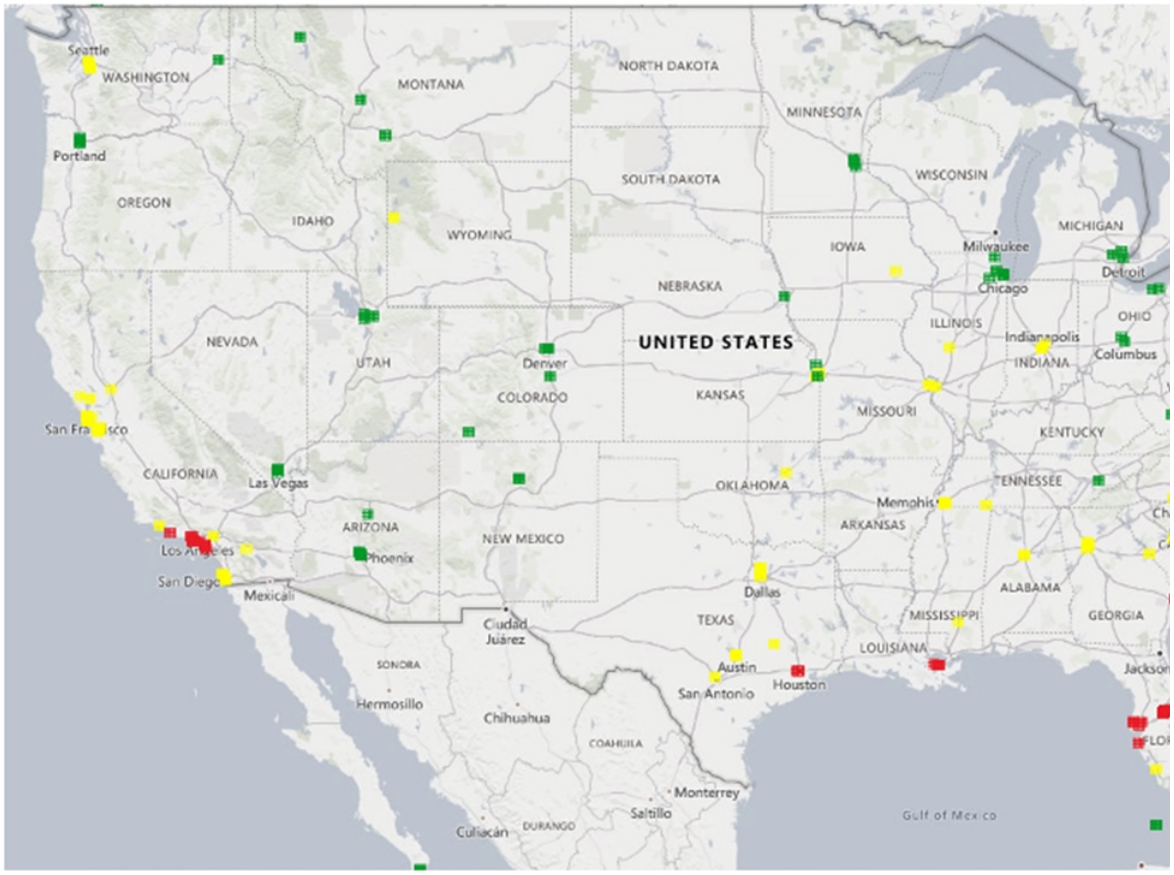
GLOBAL INTELLIGENCE TEAM

Global Risk Assessment – Environmental (Overall)



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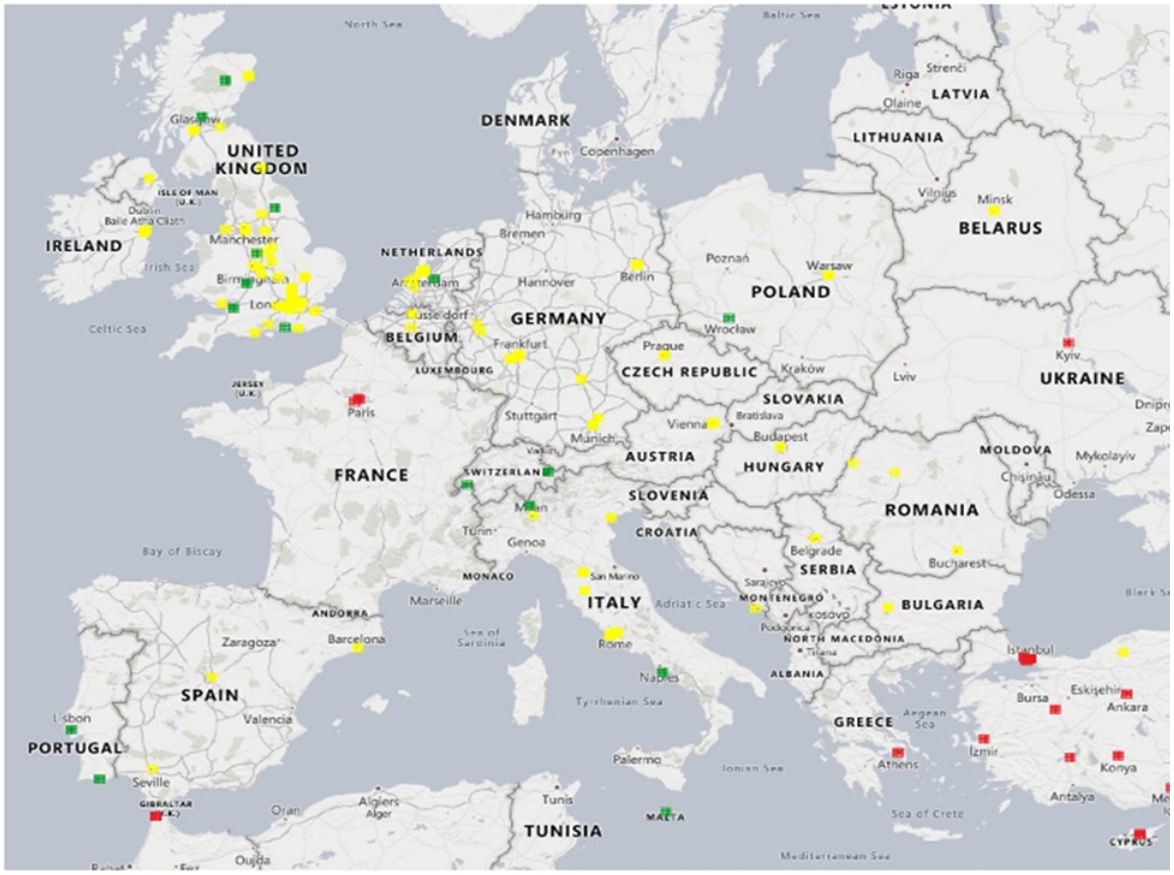
GLOBAL INTELLIGENCE TEAM

Global Risk Assessment – Security



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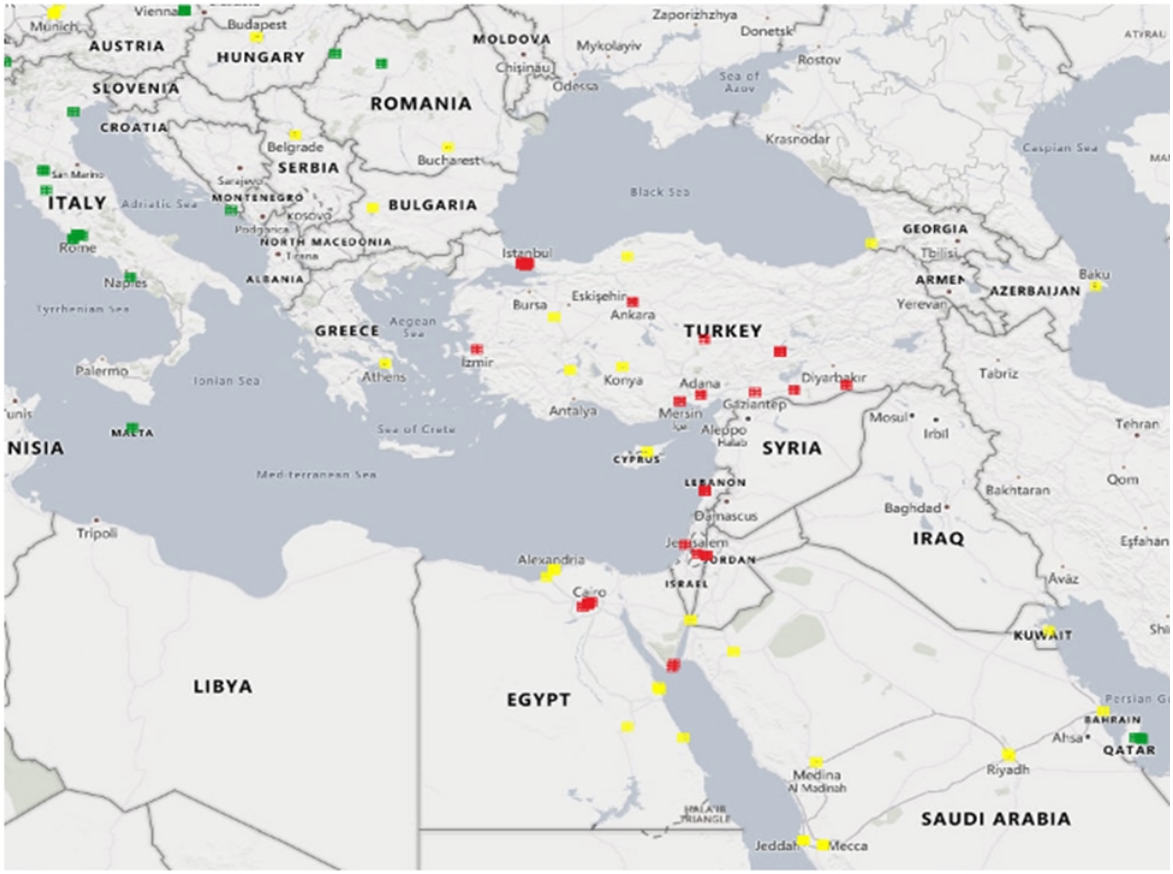
GLOBAL INTELLIGENCE TEAM

Global Risk Assessment – Overall Risk



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GLOBAL INTELLIGENCE TEAM

Evaluating Risk – Possible Terror Targets (IHS)

New York Targets

Syd

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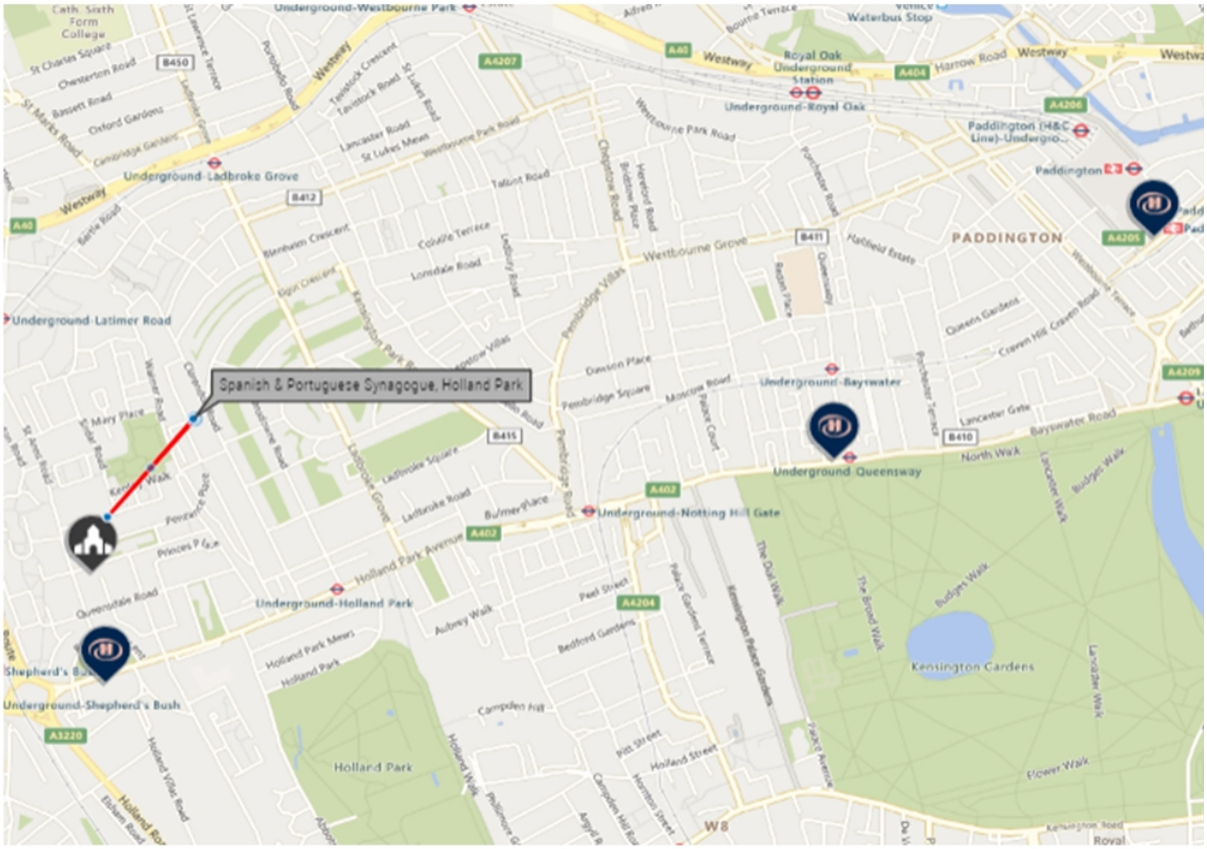
GLOBAL INTELLIGENCE TEAM

Evaluating Risk – Houses of Worship



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Platform Engineering and Resiliency

Jim Totton - EVP Product Management, Engineering, and Ops

Jim Totton – *EVP Product Mgmt, Engin*

- 40+ years business &
  executive leadership
- Former VP & GM for
  Platform Business Uni
- GM of Marketing at
  division leading proc
  and business develo
  channel
- Vice President of Sof
  Group at Dell Techn
- 23-year veteran of D
  Corporation

everbridge®

Platform Philosophy

Multi-Tenant SaaS
(no customization)

Extreme self-service

C
pl

Design for Reliability

Design for Scalability

F

everbridge®

Everbridge's Key Competitive Stren

1. Unified and Comprehensive, Enterpr
2. Out-of-the-Box, No Developers Need
3. Large, Dynamic and Rich Communic
4. Robust Security, Industry Certificati
5. Globally Local
6. Next-Generation, Open Architecture

everbridge®

Global Product Organization

everbridge®

Everbridge Platform: High Availability, Scale, R

Transactional Availability / "First Respo

HIGH AVAILABILITY & SCALABILITY

15 data centers, flexible capacity, and full stack redundancy

REDUNDANCY ACROSS MAJOR MODALITIES

Multiple SMS and voice providers vetted to ensure no downstream inter-dependencies, optimized for local delivery

REDUNDANT NOC'S

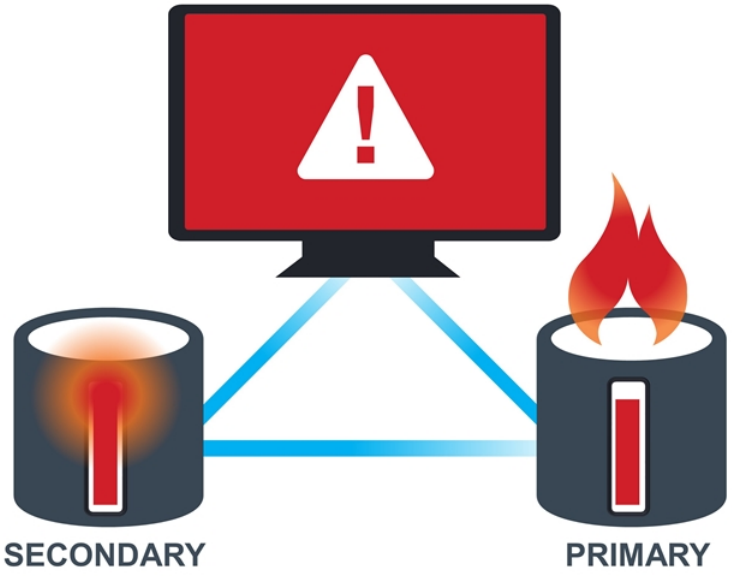
Two geographically distributed NOC's staffed 24x7x365

MULT SU T

Global te 24 tier 1 staffi opera

Infrastructure Matters

Traditional Infrastructure



- Regional data centers
- Fixed capacity with 'passive' disaster recovery backup
- Vulnerable when exposed to a major regional event or multiple simultaneous incidents
- Limited delivery optimization

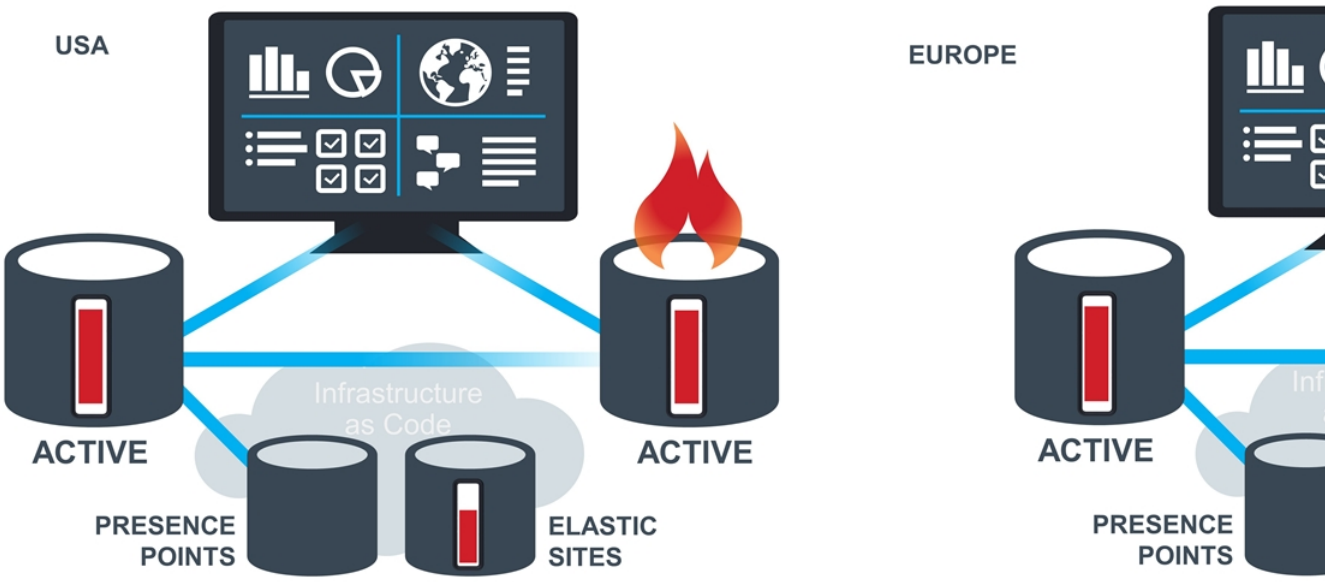
everbridge®

Everbridg
Critica

- Infrastructure as C
deployment
- 'Full stack' scaling
geographies and fo
simultaneous majo

Infrastructure Matters

Everbridge Adds Europe St



- Infrastructure as Code deployment
- 'Full stack' scaling across geographies and for simultaneous major events

- Geographic distribution fo privacy and regulatory ne
- **On-demand Message Ca**
- **USA and EUROPE**

everbridge®

Everbridge Platform: High Availability, Scale, R

Transactional Availability / "First Respo

99.99%
Transactional Uptime

25+ MILLION
Critical Events In 2018

200+
Countries & Territories

Market Leading Quality of Service

99.99% Transactional Service A

- Ability to complete tasks like sending a

Message Sending Performance

- Voice
- SMS
- Email
- Smartphone Push Notifications

Measured 24x7x365

- External 3rd party monitoring service
- 20+ globally distributed and internal lo

everbridge®

Global Coverage and Redundan

200+

Countries & Territories Supported

Triple Redundant

Voice Providers

G

everbridge®

Global Operations & Support Cente

Bangalore, London, Boston and Los Angeles

GLOBAL OPERATIONS CENTERS

Proactive Platform Availability & Performance Management

24 x 7 x 365

State of the Art Security and Compl

SOC3 SysTrust for Service Organizations

AICPA Service Organization Control Reports
AICPA SERVICE ORGANIZATIONS SOC aicpa.org/soc Formerly SAS 70 Reports

GDPR

EU-US PRIVACY SHIELD

U.S. DEPARTMENT OF HOMELAND SECURITY

FEDERAL COMMUNICATIONS COMMISSION FCC USA

DESIGNATED SAFETY ACT www.safetyact.gov

CERTIFIED SAFETY ACT www.safetyact.gov

NIST

FISMA FEDERAL INFORMATION SECURITY MANAGEMENT ACT

HIPAA COMPLIANT

CSA cloud security alliance®

FedRAMP

SECURITY

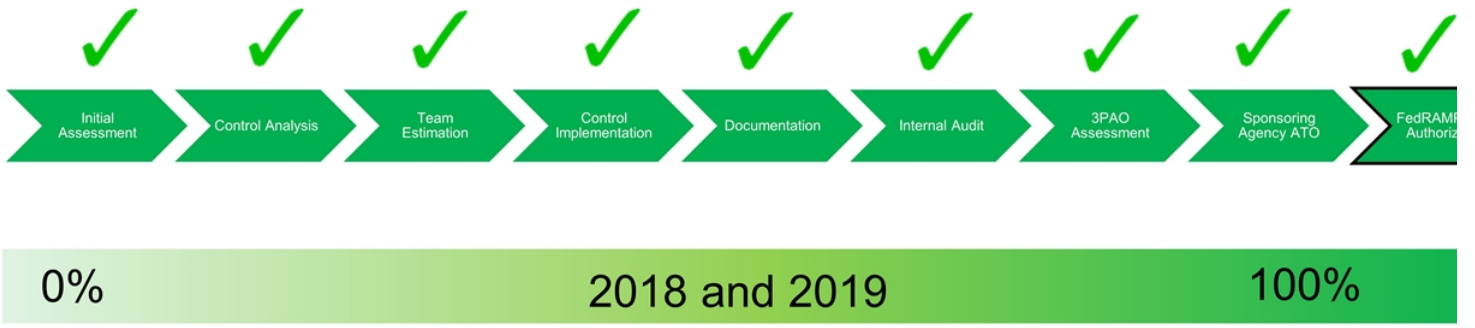
COMPLIANCE

everbridge®

Markets • Reach • Rel

Industry Certifications

- Access to Federal Market and elements of DoD for core business
- Received FedRAMP Authorization in July 2018 and have again renewed in 2019.
- In 2019 added both ISO 27001 and Germany C5 certifications as well



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Everbridge Go-to-Market

Bob Hughes

Bob Hughes – *President Go-to-Market*

- 28+ years executiv
  companies
- Former President o
  at Akamai – grew
  $50M to over $2B
- Led all aspects of
  global sales, servic
  strategy, marketing
- Sales leadership at
  Scientific

everbridge®

Everbridge Market Opportunity

25% OF THE FORTUNE 1000

50

4 OF THE **50**
US States

7 OF THE **195**
Countries

76 OF THE **100**
busiest North American airports

27
US H

CURRENT CUSTOMERS REPRES

everbridge®

Our Approach Has Evolved

MANY USE CASES

MULTIPLE BUYERS

ONE PLATFORM

everbridge®

Traveling Employees

Global cloud hosting company needed to determine the impact of the London Bridge Attack on Travelers, Expats and locals and who needed help.

Without CEM…

+ Delayed outreach to employees
+ Basic Duty of Care support
+ Lost business value of travel

With CEM…

+ Automated the response + ID process eliminating manually logging into multiple systems
+ Confirmed safety within 8 minutes of impacted employees
+ Let employees feel safer and be more productive at work

(1) Everbridge estimates based on daily cost of disrupted tr
https://www.usatoday.com/story/money/business/2016/1
number of trips per year 2951

Supply Chain Disruption

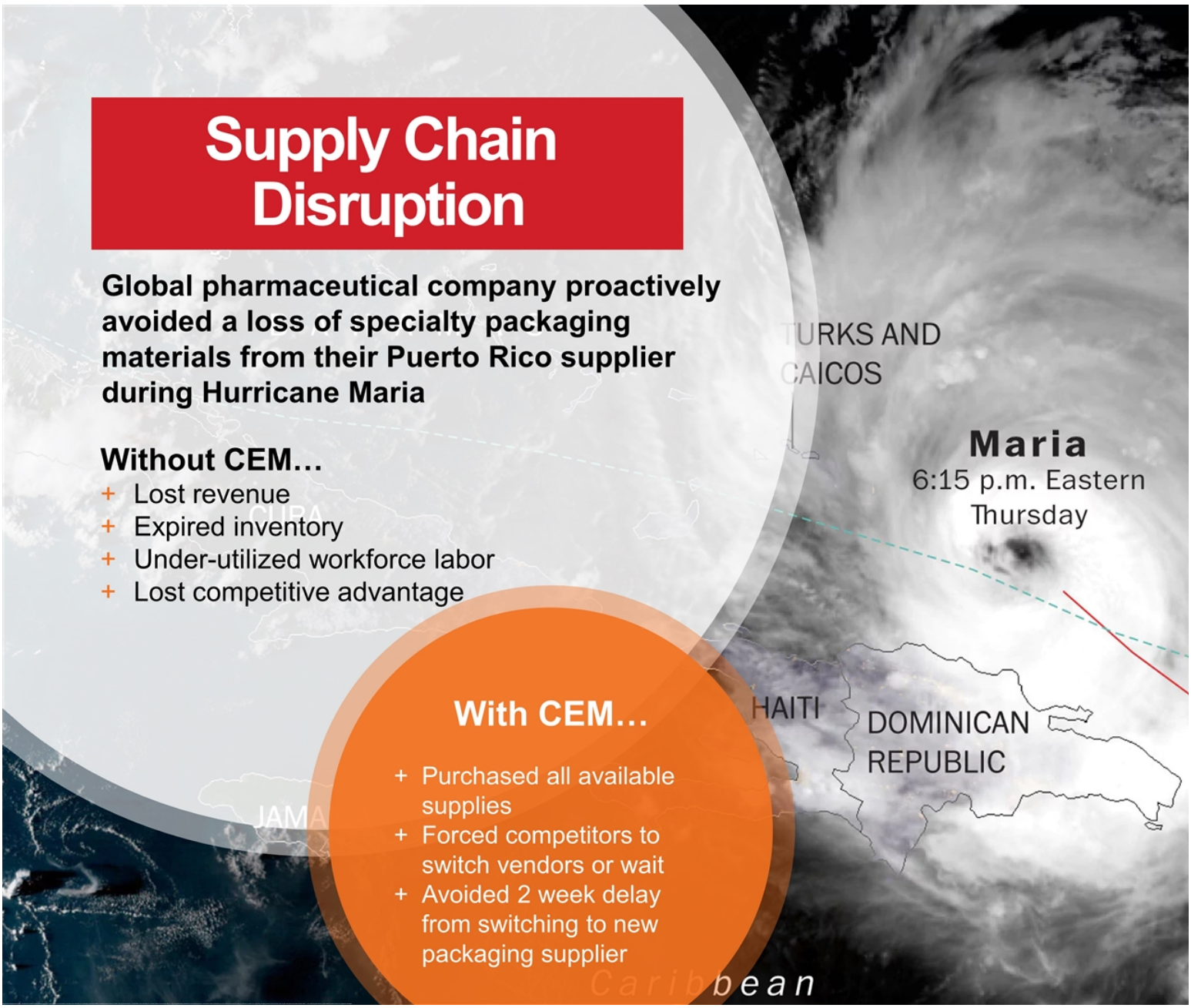
Global pharmaceutical company proactively avoided a loss of specialty packaging materials from their Puerto Rico supplier during Hurricane Maria

Without CEM…

+ Lost revenue
+ Expired inventory
+ Under-utilized workforce labor
+ Lost competitive advantage

With CEM…

+ Purchased all available supplies
+ Forced competitors to switch vendors or wait
+ Avoided 2 week delay from switching to new packaging supplier



Corporate Security

Big 4 consulting firm with thousands of remote and traveling workers needed a system that is *'always on'* to support their virtual security operations team.

Without CEM…

- Delayed response
- Manual and inefficient risk identification
- Confused employees

With CEM…

- Automated threat detection based on assets' location
- Standardized response activities globally and virtually
- Reduced response time

CEM Growth Opportunity

- CEM for Life Safety, Security and IT (Cyber a
  Infrastructure)
- Operationalize security, continuity, emergenc
  IT playbooks with Crisis Management Applica
- Expand Risk Intelligence offering
- Add Analytics Application in 2020
  - Analyze past responses for patterns and anomalies
  - Predict the outcome of new incidents.

everbridge®

2019 Enterprise Sales Evolution

+ **Align to Business Value**
+ ***'Sell the Platform'***
+ **International and Channel Growth**
+ **Transitioning toward Enterprise Sa**

everbridge®

Expanding NA Vertical Market Appr

CORPORATE

57% of REVENUE

- FINANCIAL SERVICES
- HIGH TECH
- RETAIL
- ENERGY
- TRANSPORTATION

HEALTHCARE

13% of REVENUE

- LARGE SYSTEMS
- SMB FACILITIES

Vertical Sales Teams

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Federal Market Opportunity

- FedRAMP opens Federal and part of Department of Defense
- 200%+ growth in Civilian and Military Federal opportunities
- JARVISS Army Contract Expansion

everbridge®

Growth of Global Field Sales

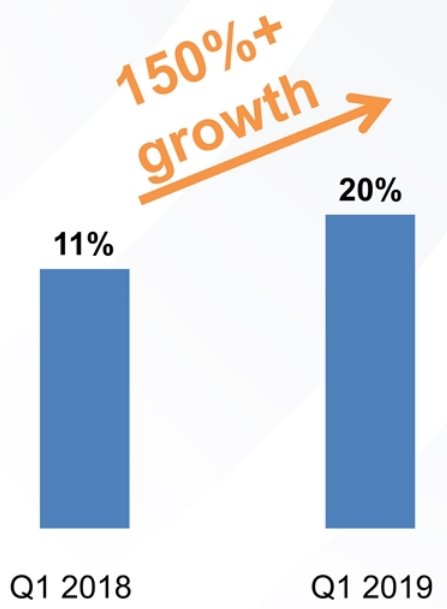
Prior to 2018

Since 2018

everbridge®

International & Channel Expansion

International Revenue Growth



150%+ Y/Y Revenue Growth in Q1 2019

CHAN

INTERNATION
S

Honeyw

Johnson
Controls

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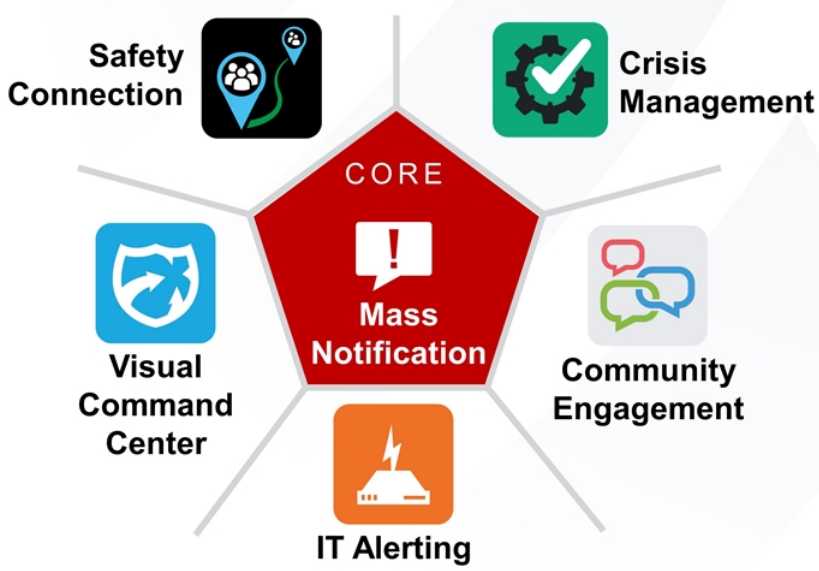
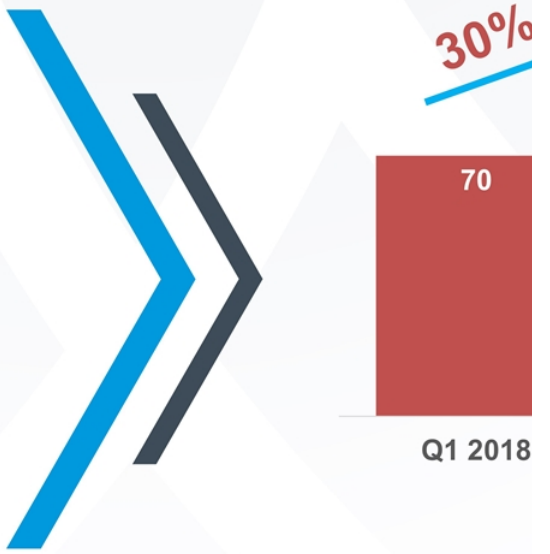
Multi-product Growth Strategy

EVERBRIDGE'S BROAD PRODUCT PORTFOLIO HAS





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Ensuring Customer Success

ADOPT

RETAIN

GROW

DELIGHT

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Investment Summary

Patrick Brickley – *Chief Financial Offic*

- Responsible for all
- Joined Everbridge
  helped lead IPO, C
  Investor Relations
- 20 years experienc
  Sales, and Strategy
- Google – Finance
- ITA Software – Reve
  Financial Planning
- CPA – Pricewaterh
- MBA – University of
  Business

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Highlights

- Strong Revenue Growth
- Projecting Positive Adjusted EBITDA[1]
- Strong SaaS Metrics
- Pure Play SaaS
- Compelling Unit Economics
- Attractive Long-term Model

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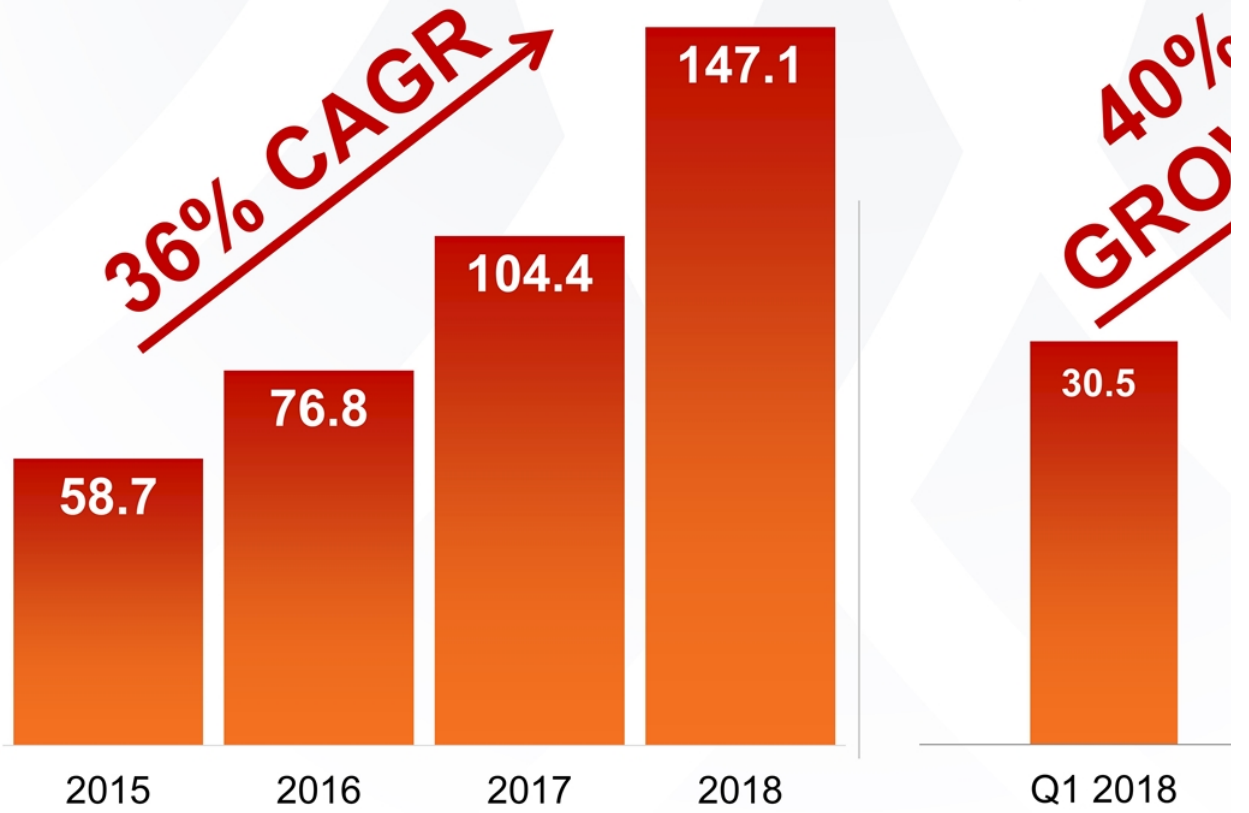
(1) Adjusted EBITDA Positive 2017, 2016, and 2012-2014.

Strong Revenue Growth



Revenue
in millions of dollars

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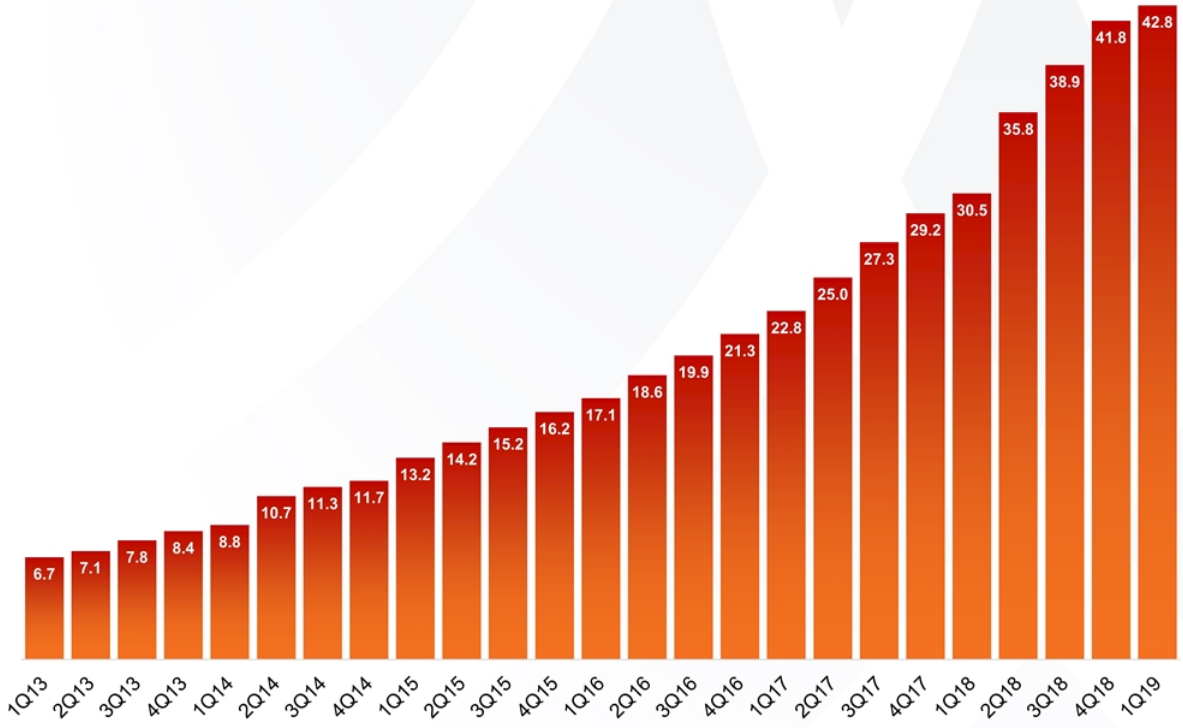
Predictable SaaS Recurring Revenu



Total Revenue
in millions of dollars

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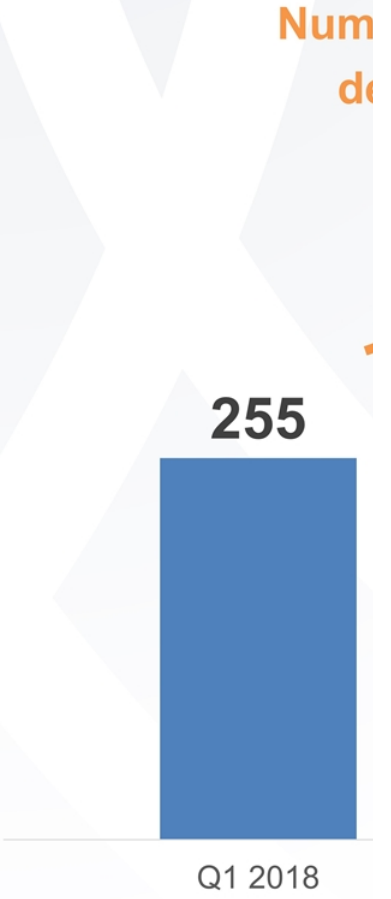
(1) Year ended December 31, 2018.
(2) Over 90% of the revenue recognized in each of the eight most recently completed quarters was generated from contracts entered into in prior quarters or renewals
(3) Years ended December 31, 2016, 2017, and 2018.
(4) As of December 31, 2018.

Continued Strong Momentum in



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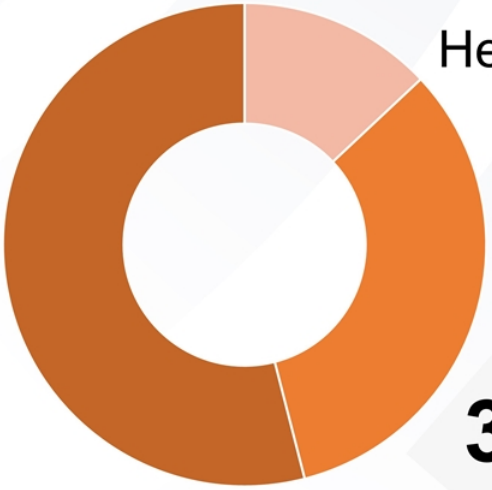
(1) On a Trailing Twelve month basis.

Strong and Diversified Revenue Pro

Revenue by Sector[1]



Reven

80%
United States

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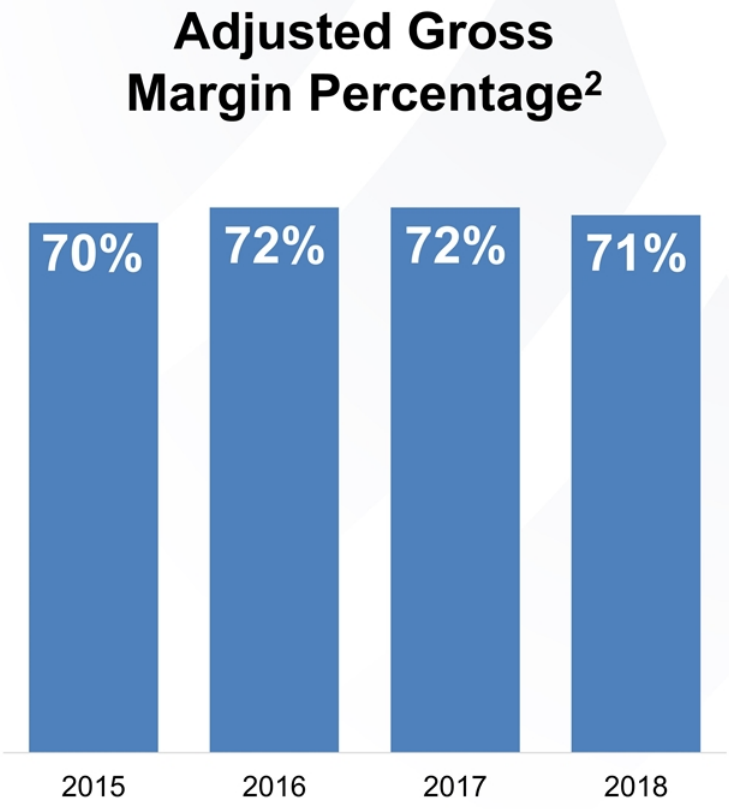
(1) 12 months ended December 31, 2018
(2) Three months ended March 31, 2019

Attractive Customer Economics



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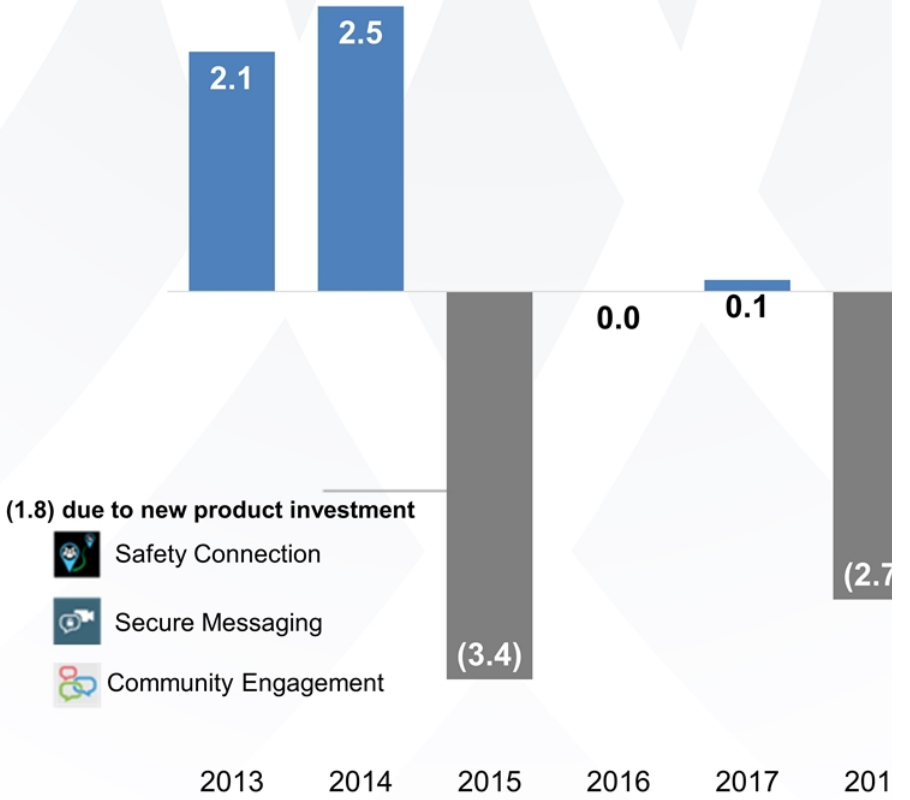
(1) Reflects $1.00 spent to generate each $1.00 of new sales in 2018, compared to 12 months of contract value for contracts entered into in 2018
$1.00 of renewal sales in 2018, compared to 12 months of contract value for contracts renewed in 2018.
(2) See slide 100 for a reconciliation of adjusted gross margin to gross profit, the most comparable metric calculated in accordance with U.S. GAA

History of Positive Adjusted EBITDA



Full-Year Adjusted EBITDA[1]
in millions of dollars

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(1) See slide 142 for a reconciliation of adjusted EBITDA to net loss, the most comparable metric calculated in accordance with U.S. GAAP.

Attractive Financial Model

	As a % o		
	2015	2016	2017
Adjusted Gross Margin %[1]	70%	72%	72%
Sales & Marketing[1]	44%	44%	43%
Research & Development[1]	19%	19%	20%
General & Administrative[1]	18%	15%	15%
Adjusted EBITDA Margin[1]	(6%)	0%	0%

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(1) See slide 142 for a reconciliation of non-GAAP metrics to the most comparable metrics calculated in accordance with U.S. GAAP.
(2) 2019 Guidance

Investment Summary

Experienced
Public Company
Management Team

Projecting
Adjusted
EBITDA
Positive[1]

SaaS
Subscripti
Model

$41+ Billion
TAM in 2020[4]

36%
Revenue CAGR[2]

110%
annual reve
retention ra

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(1) Adjusted EBITDA Positive 2017, 2016, and 2012-2014.
(2) 36% compound annual growth rate is for 2015-2018.
(3) Years ended December 31, 2018, 2017, and 2016.
(4) Everbridge estimates based on data from Frost & Sullivan and Markets and Markets

ENDNOTES – NON-GAAP RECONC

$millions	For the 12 months ended December 31, 2014	2015	2016	2017	2018	Fo 31-Mar-2017	30-Jun-20
Gross Profit	$ 30.3	$ 38.9	$ 53.1	$ 72.8	$ 100.3		
Amortization of acquired intangibles	$ 0.2	$ 2.0	$ 2.3	$ 1.6	$ 1.3		
Stock-based compensation	$ 0.1	$ 0.2	$ 0.2	$ 0.6	$ 2.3		
Adjusted Gross Margin	**$ 30.7**	**$ 41.1**	**$ 55.6**	**$ 75.0**	**$ 103.9**		
Sales & Marketing	$ 15.8	$ 25.9	$ 34.8	$ 47.0	$ 69.6		
Stock-based compensation	$ (0.1)	$ (0.3)	$ (0.7)	$ (2.4)	$ (9.3)		
non-GAAP Sales & Marketing	**$ 15.7**	**$ 25.6**	**$ 34.1**	**$ 44.6**	**$ 60.3**		
Research & Development	$ 7.4	$ 11.5	$ 14.8	$ 22.2	$ 41.3		
Stock-based compensation	$ (0.1)	$ (0.3)	$ (0.3)	$ (1.5)	$ (7.1)		
non-GAAP Research & Development	**$ 7.2**	**$ 11.2**	**$ 14.4**	**$ 20.7**	**$ 34.2**		
General & Administrative	$ 7.4	$ 12.3	$ 14.3	$ 22.9	$ 31.5		
Amortization of acquired intangibles	$ (0.7)	$ (1.1)	$ (0.9)	$ (2.1)	$ (4.7)		
Stock-based compensation	$ (0.0)	$ (0.8)	$ (1.8)	$ (4.8)	$ (7.1)		
non-GAAP General & Administrative	**$ 6.7**	**$ 10.4**	**$ 11.5**	**$ 16.0**	**$ 19.7**		
Net Income/(Loss)	$ (0.6)	$ (10.8)	$ (11.3)	$ (19.6)	$ (47.5)	$ (12.3)	$ (1
Interest expense, net	$ 0.3	$ 0.5	$ 0.5	$ 0.2	$ 4.5	$ 1.1	$
Tax expense, net	$ (0.1)	$ (0.6)	$ (0.0)	$ 0.0	$ 0.8	$ 0.1	$
Depreciation & Amortization	$ 2.5	$ 6.0	$ 7.7	$ 10.2	$ 13.7	$ 2.6	$
Stock-based compensation	$ (0.4)	$ 1.5	$ 3.1	$ 9.3	$ 25.8	$ 6.7	$
Adjusted EBITDA	**$ 2.5**	**$ (3.4)**	**$ -**	**$ 0.1**	**$ (2.7)**	**$ (1.8)**	**$**

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