

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): November 14, 2017

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))

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 8.01 Other Events.

On November 14, 2017, Everbridge, Inc. (the “Company”) updated its corporate presentation, which is attached as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference. Representatives of the Company will use the updated presentation in various meetings with investors from time to time.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Everbridge, Inc. Corporate Presentation

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: November 14, 2017

By: /s/ Kenneth S. Goldman

Kenneth S. Goldman

Senior Vice President and Chief Financial Officer



Investor Presentation

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

November 2017

Safe Harbor

This presentation contains forward-looking statements about Everbridge, Inc. ("Everbridge" or the "Company") within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, based on management's current expectation. These statements are often identified by the use of words such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "plan," "project," "will," "would" or the negative or plural of these words or similar expressions or variations. Such forward-looking statements are subject to a number of risks, uncertainties, assumptions and other factors that could cause actual results and the timing of certain events to differ materially from future results expressed or implied by the forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to: our ability to attract new customers and retain and increase sales to existing customers; developments in the market for critical communications and enterprise safety applications and 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 successfully integrate businesses and assets that we may acquire; our ability to maintain successful relationships with our partners; our ability to respond to competitive pressures; potential liability related to data privacy and security; 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. Moreover, Everbridge operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for 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 factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statement. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied.

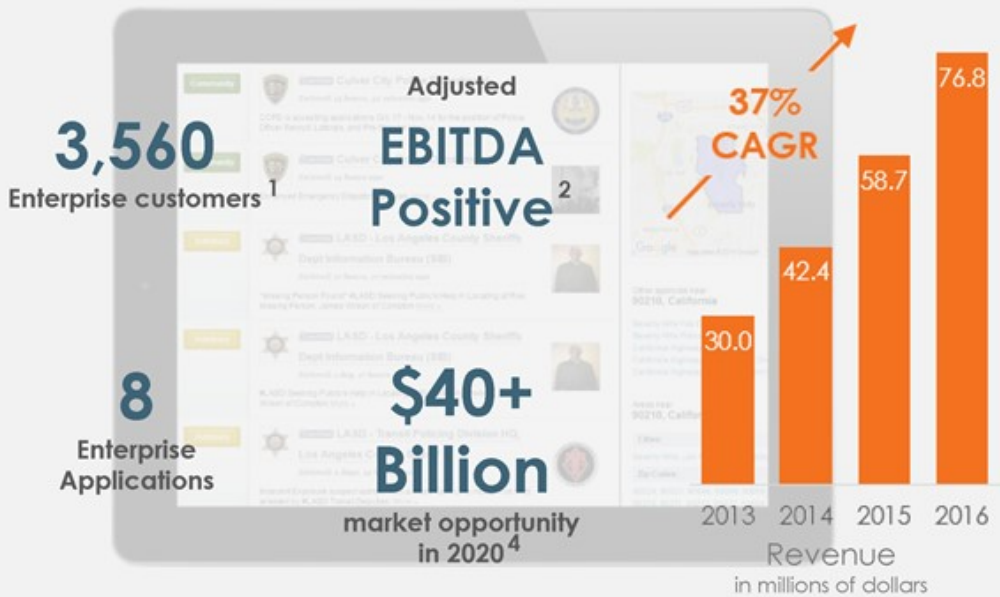
Neither Everbridge nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. We are providing this information as of the date of this presentation and do not undertake any obligation to update any forward-looking statements contained in this presentation as a result of new information, future events or otherwise, except as required by law.

This presentation also contains estimates and other statistical data made by independent parties and by Everbridge relating to market size and growth and other data about the Company's industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Neither Everbridge nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of the Company's future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk. By attending or receiving this presentation you acknowledge that you will be solely responsible for your own assessment of the market and Everbridge's market position and that you will conduct 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 and Free Cash Flow among others. These non-GAAP measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. The non-GAAP financial measures used by Everbridge may differ from the non-GAAP financial measures used by other companies. A reconciliation of these measures to the most directly comparable GAAP measure is included in the Appendix to these slides.

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: \$331 mm

11/10/2017

\$28.04/share

Market Cap: \$791mm³



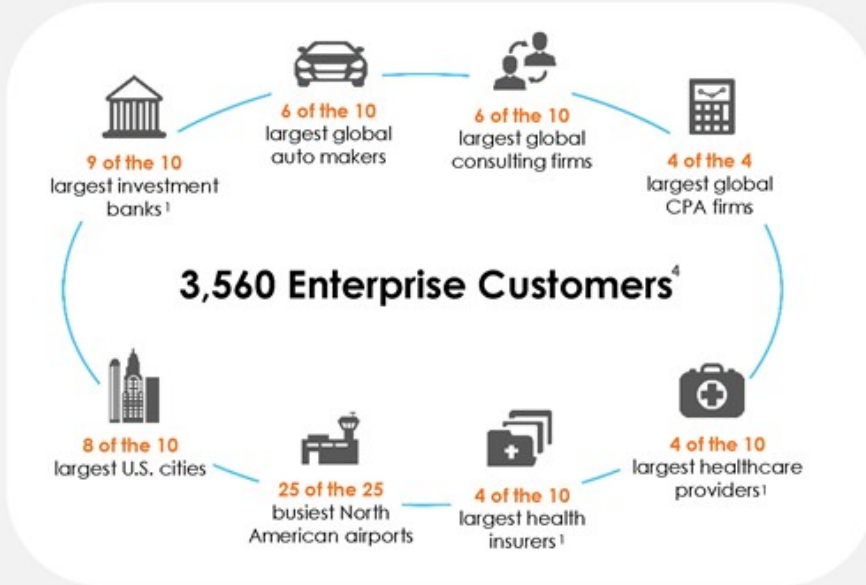
(1) As of September 30, 2017.

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

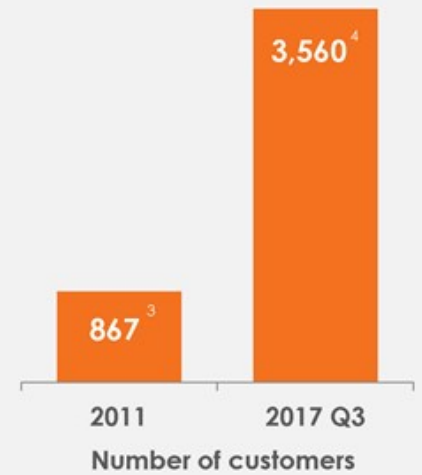
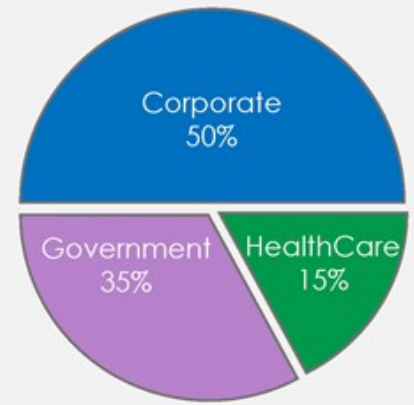
(3) Based on closing price as of November 10, 2017.

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

Everbridge Market Leadership



Verticals²



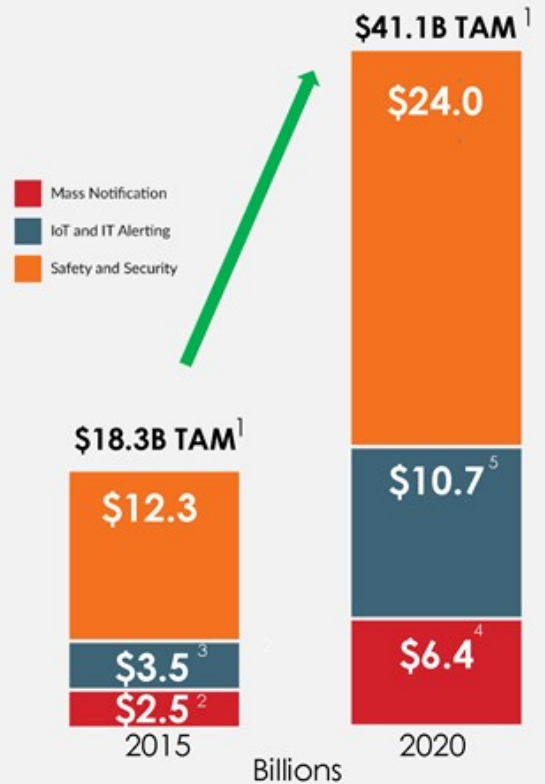
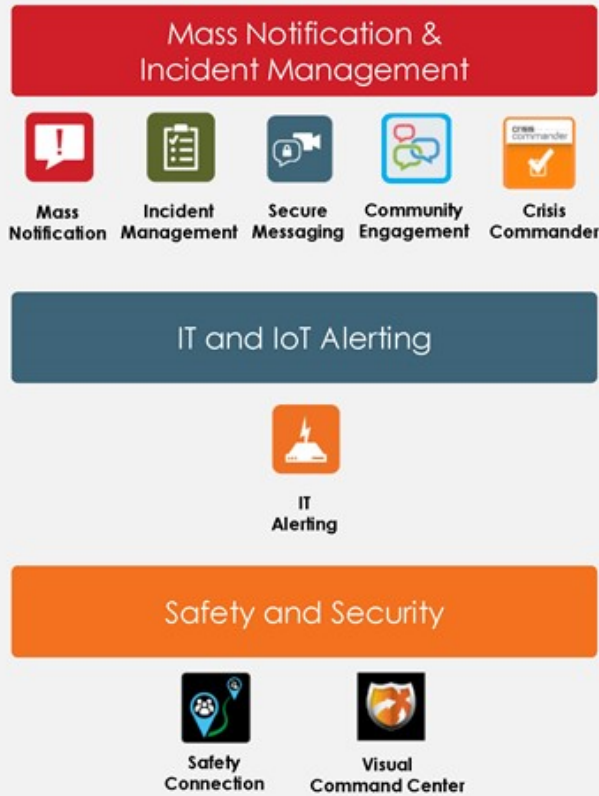
- (1) U.S. Based
- (2) Verticals are based on trailing 12-month revenue as of September 30, 2017.
- (3) As of December 31, 2011.
- (4) As of September 30, 2017.

Products & Markets

Critical Event Management (CEM)

\$40+ Billion TAM

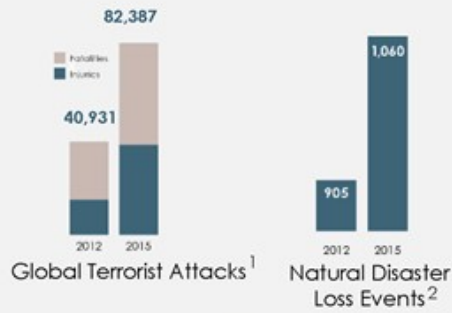
Product Segments



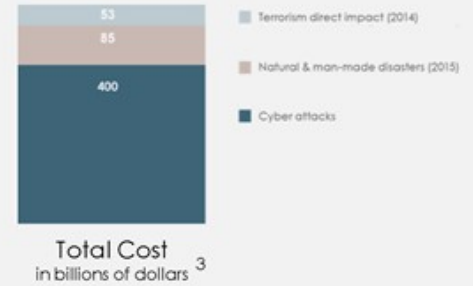
- (1) Everbridge estimates based on data from Frost & Sullivan and Markets and Markets.
 (2) 2015 Mass Notification Market includes: Mass Notification - \$1.7 Billion; Secure Messaging - \$0.33 Billion; Telemedicine - \$0.37 Billion; and Community Engagement - \$0.12.
 (3) 2015 IoT and IT Alerting market includes: IoT - \$3.3 Billion and IT Alerting - \$0.18 Billion.
 (4) 2020 Mass Notification Market includes: Mass Notification - \$4.4 Billion; Secure Messaging - \$0.69 Billion; Telemedicine - \$0.75 Billion; and Community Engagement - \$0.52 Billion.
 (5) 2020 IoT and IT Alerting market includes: IoT - \$9.9 Billion and IT Alerting - \$0.75 Billion.

Market Drivers

Accelerating Threats



\$535B Annual Cost



IT is Mission Critical & All Connected

59% of Fortune 500 experience
1.6 hours of IT downtime per week and
10x that in slowtime⁴



20 – 30 billion internet-connected devices by 2020⁵

Increasingly Mobile Workforce



(1) USA Today – June 29, 2016 based on Global Terrorism Database (2) Munich RE – "NatCatSERVICE Loss events worldwide 1980 – 2015" and "NatCatSERVICE Loss events worldwide 2015" (3) Institute for Economics and Peace "Global-Terrorism-Index-2015" Swiss Re - Preliminary sigma estimates for 2015: global catastrophes cause economic losses of USD 85 billion" Lloyd's – "Cyber attacks cost companies \$400 billion every year" (4) Dunn & Bradstreet – "Downtime, Outages and Failures – Understanding Their True Costs" (5) McKinsey – "The Internet of Things: Sizing up the opportunity" (6) IDC – "IDC Forecasts U.S. Mobile Worker Population to Surpass 105 Million by 2020"

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 P L A T F O R M



GAIN
CLARITY



RESPOND
FASTER



MINIMIZE
DISRUPTION



AN INTEGRATED SOFTWARE SUITE FOR:



GAIN **CLARITY**

- + Improving assessment of threats to your people, assets and operations



RESPOND **FASTER**

- + Accelerating and managing operational response and communication to stakeholders



MINIMIZE **DISRUPTION**

- + Analyzing performance

Critical Events Happen Every Day



The Current Processes are Disjointed



Everbridge CEM Offers an Integrated Approach

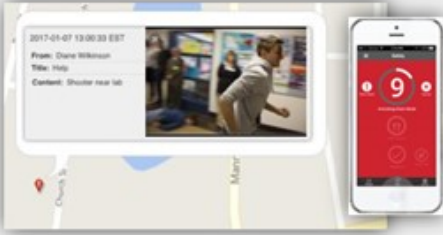
CEM Critical Event Management PLATFORM

- + **ASSESS** threats impacting your assets
- + **LOCATE** responders and stakeholders
- + **ACT** to automate SOPs and mitigate threats
- + **ANALYZE** to improve team response
- + **COMMUNICATE** to optimize response
- + **VISUALIZE** with a 'single-pane-of-glass'



ASSESS: What is happening? What is the impact? ⚠️ 🌐 📶 📱 🛡️

Determine the likelihood, severity, and impact



FRONT LINE INTELLIGENCE



SOCIAL INTELLIGENCE



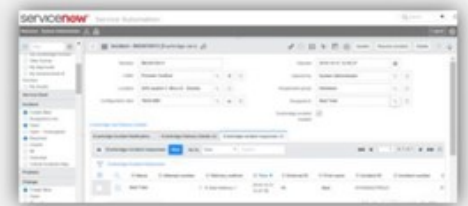
**EVERBRIDGE NETWORK
PUBLIC SAFETY INTELLIGENCE**



TRUSTED THREAT INTELLIGENCE



WEATHER INTELLIGENCE

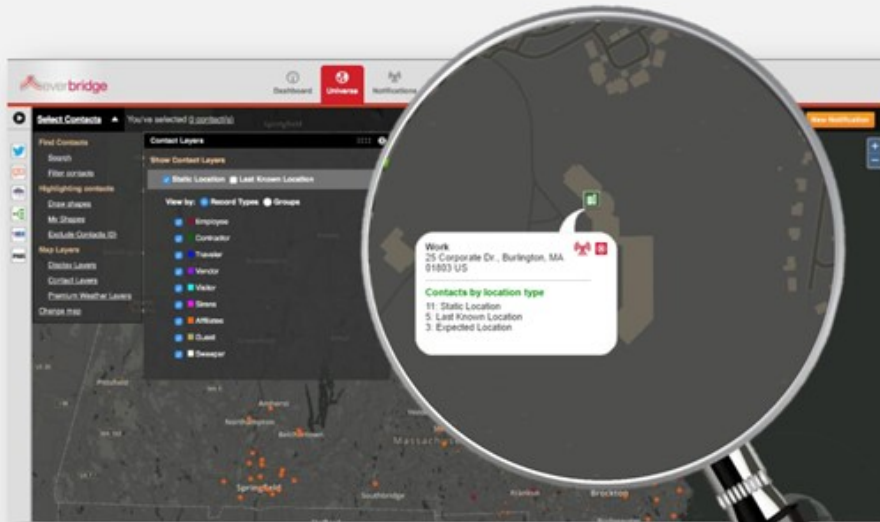


SYSTEM INTELLIGENCE

LOCATE: Who is in harm's way? Who can help?



Identify resolvers, impacted personnel, and key stakeholders



Static Location



Last Known Location



Expected Location



Availability and On-Call



Skills or Needs

ACT: Which team members need to act?



Automate Incident Response

everbridge Incidents

Incidents > Launch Incident

Launch Incident
Step 1 (of 2) - Select incident & enter details

Search template and scenario

Scenarios

- Active Shooter on Campus (2)
- Email Server Down
- Gas Fire
- Gas Fire (Special Group 1 & 2)
- SSE Email Server Down

Individual Incidents

- IT Alerting
- AA
- Active Shooter - Public Notification
- Active Shooter - SWAT Team
- Compass

Active Shooter on Campus
Enter / update Scenario details below

1 **Current Time**
14:10:20

2 **INCIDENT DETAILS**
Two armed suspects were spotted getting into Vlast Campus. Police are coming to secure the campus.

3 **Incident Title**
Active Shooter On Campus

4 **Message Sender**
Jason Smith

Send 2 Template(s) Now

Templates in this Scenario:

- Active Shooter - Public Notification
- Active Shooter - SWAT Team

New Incident

- Codes
- Hazmat
- Infrastructure
- Nature
- Outages
- Security
- Active Shooter
- Hospital Diversion
- Intruder Alert
- Security Breach
- Suspicious Activity

New Incident

Incident Date: 03-04-2018
Current Time: 03:10:07
Building location: >
Floor: >
Branch: >
Cancel Confirm

Building A
Building B
Building C

Automate:

Standard Operating Procedures

Escalation policies

Best Practices

Response team and device activations

Collaboration

COMMUNICATE: What should employees do?



Notify employees on how to act and keep stakeholders informed



Employee
Initiated



Organization
Initiated

Everbridge Platform

Our competitive differentiators...



High Availability and Scalability

99.99% SLA, globally distributed data centers, on-demand capacity, and **full stack** redundancy



Redundancy Across Major Modalities

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



Redundant Operations Centers

Two geographically distributed NOC's staffed 24x7x365



Industry Leading Security & Compliance

Multiple certifications confirmed by accredited 3rd party auditors



Comprehensive Support

Global live support teams with 24x7x365 tier 1 and tier 2 staffing

Everbridge Critical Event Management Platform

APPLICATIONS



Safety
Connection



Mass
Notification



IT
Alerting



Incident
Management



Secure
Messaging



Community
Engagement



Crisis
Commander



Visual
Command
Center

PLATFORM



Rules
Engine



Open
APIs



External
Event Feeds



Location
Engine



Notification
Engine



Contact
Database

Critical Event Management Yields



Better management control + Less disruption + Lower cost

Security

IT
Operations

Business
Operations

Supply
Chain

Everbridge's Successful Land-and-Expand Strategy

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

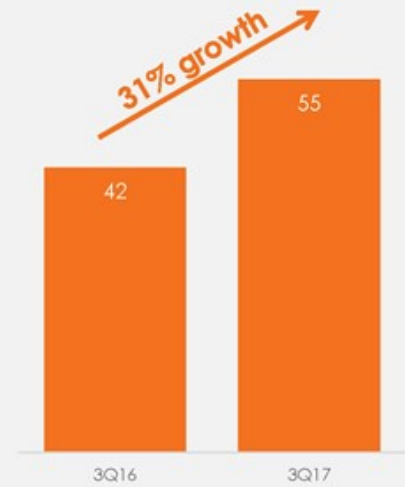


Pricing

- 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

Current Customer Examples



Mass
Notification



IT
Alerting

Q3 2017 Highlights

- Largest CEM deal to-date
- Largest ITA deal to-date
- Largest International deal to-date

ERICSSON

Microsoft
GLOBAL SECURITY



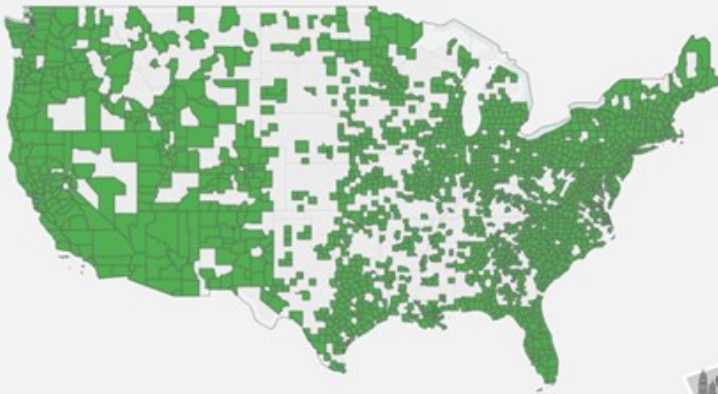
Safety
Connection



Visual
Command Center

Customer Penetration Fuels Network...

...& Network Fuels Customer Growth



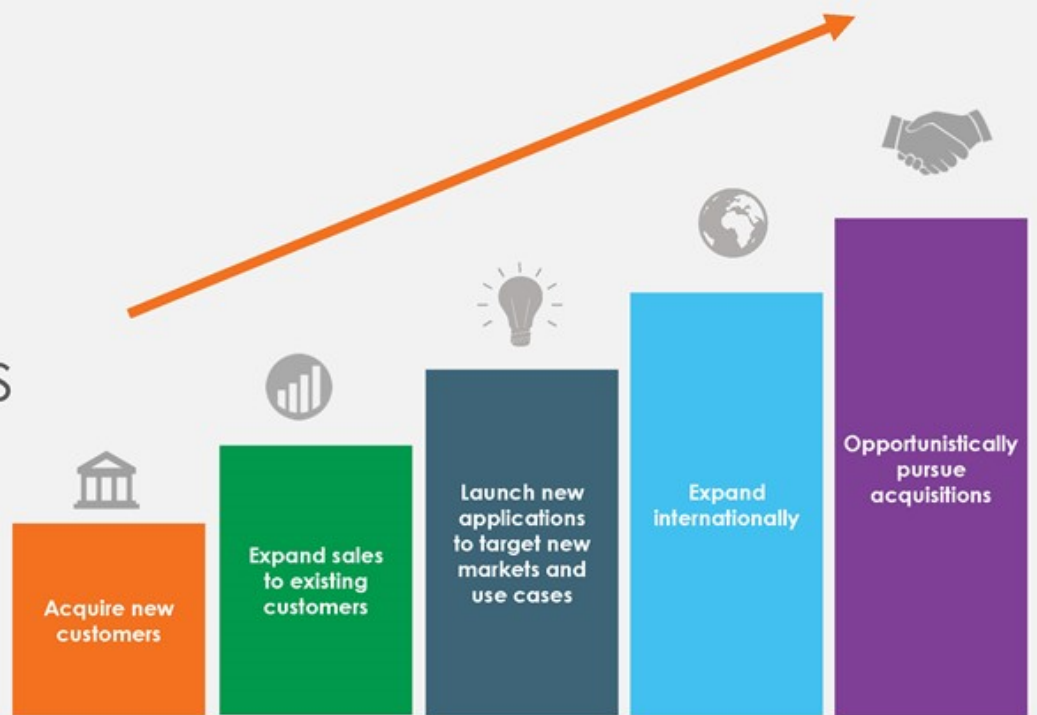
US counties with more than 100 Everbridge contacts



Competitive Group

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

Multiple Growth Strategies



Proven Executive Team



Jaime Ellertson
Chairman & CEO



Bob Hughes
President



Ken Goldman
Senior VP & CFO



Joel Rosen
Chief Marketing Officer



Imad Mouline
Chief Technology Officer



Claudia Dent
Senior VP Product



Yuan Cheng
Senior VP Engineering



Gary Phillips
Senior VP Sales



Scott Burnett
Senior VP Operations



Javier Colado
Senior VP Int'l. Sales



Elliot Mark
General Counsel



Vick Vaishnavi
GM IT Alerting & IOT



Team has executed growth strategies across multiple public companies.
8 of the team members have worked together previously.

Financial Highlights

- ✓ Strong Revenue Growth
- ✓ Adjusted EBITDA Positive¹
- ✓ 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 subscription¹

90%+

of revenue contracted prior to quarter start²

110%+

annual revenue retention rate³

2

years average length of customer contract⁴



(1) Year ended December 31, 2016 and through September 30, 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) In each of the last three fiscal years ending December 31, 2016 and through September 30, 2017.

(4) 2.0 year average contract duration as of September 30, 2017.

Attractive Customer Economics

FIRST YEAR¹



93-95¢

spent to acquire \$1 of
recurring revenue

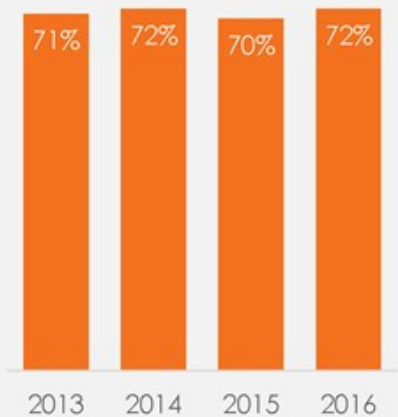
SUBSEQUENT YEARS¹



6¢

spent to retain \$1 of
recurring revenue

Adjusted Gross
Margin Percentage²



(1) Reflects \$0.93 and \$0.95 spent to generate each \$1.00 of new sales in 2015 and 2016, compared to 12 months of contract value for contracts entered into in 2015 and 2016, and \$0.06 to renew each \$1.00 of renewal sales in 2015 and 2016, compared to 12 months of contract value for contracts renewed in 2015 and 2016.

(2) See slide 37 for a reconciliation of adjusted gross margin to gross profit, the most comparable metric calculated in accordance with U.S. GAAP.

Continued Strong Momentum in the Business

- Q3-17 revenue of \$27.3 million (up 37% y-o-y) vs guidance of \$26.4⁽²⁾ million and Adjusted EBITDA of \$0.8 million vs guidance of (\$0.2)⁽²⁾ million
 - Significant success with Go-to-market strategy
 - Big contract win with New York State
 - Sales force split of "hunters" to close big deals and "farmers" to upsell to existing customers
- Q2-17 revenue of \$25.0 million (up 35% y-o-y) and adjusted EBITDA of (\$0.1) million
 - Customer count ending Q2-17 of 3,441 (up 15% y-o-y)
 - New products accounting for 36%⁽¹⁾ of new business
 - Added 123 net new customers up from 113 net adds in Q1-17
 - Signed 60 multi-product deals (33% increase year-over-year)

Non-mass notification bookings (TTM basis)

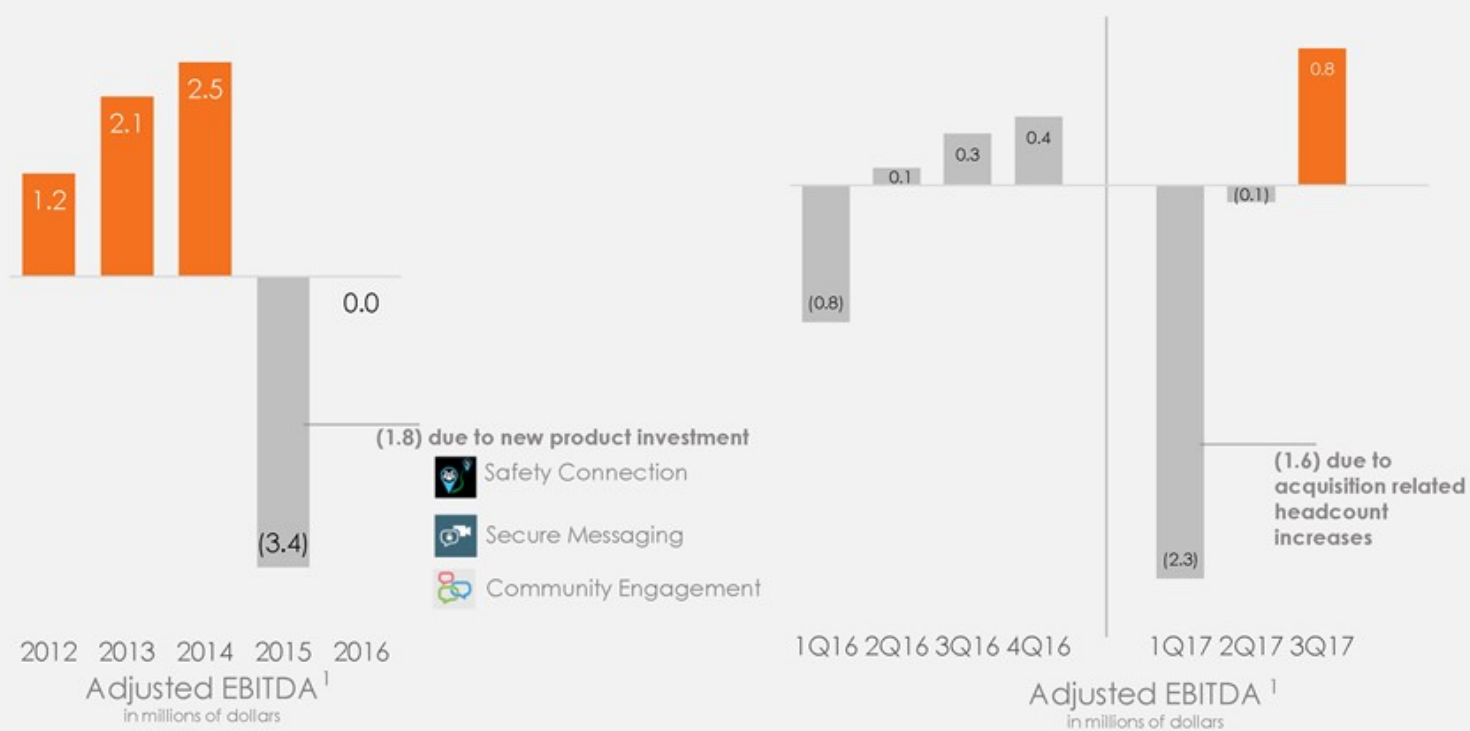


Number of multi product deals signed



(1) On a Trailing Twelve month basis. Includes Safety Connection, Community Engagement and IT Alerting products. Not inclusive of Crisis Commander or product acquired through IDV acquisition Visual Command Center (VCC).
 (2) At midpoint of guidance.

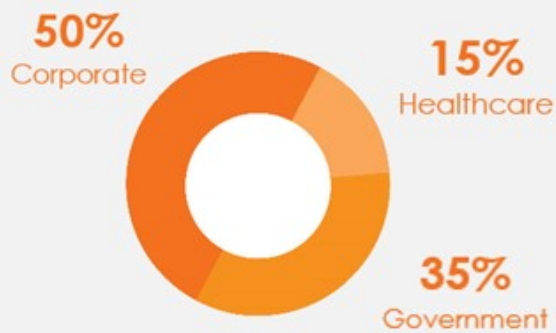
History of Positive Adjusted EBITDA



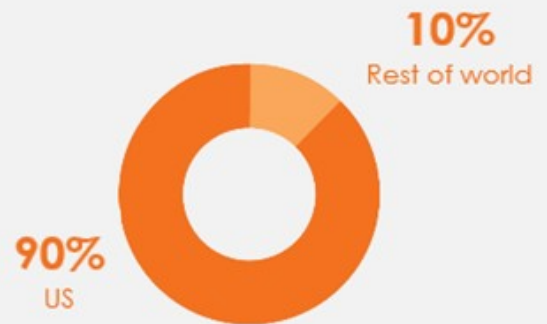
(1) See slide 37 for a reconciliation of adjusted EBITDA to net loss, the most comparable metric calculated in accordance with U.S. GAAP.

Strong and Diversified Revenue Profile

Revenue by Sector¹



Revenue by Geography²



Attractive Financial Model

As a % of Revenue

	2013	2014	2015	2016	H1 2017	Q3 2017
Adjusted Gross Margin % ¹	71%	72%	70%	72%	71%	72%
Sales & Marketing	39%	37%	44%	45%	46%	43%
Research & Development	19%	17%	20%	19%	22%	21%
General & Administrative	14%	18%	21%	19%	21%	23%
Adjusted EBITDA Margin ²	7%	6%	(6%)	0%	(5%)	3%



- (1) See slide 37 for a reconciliation of adjusted Gross Margin % to net loss, the most comparable metric calculated in accordance with U.S. GAAP.
 (2) See slide 37 for a reconciliation of adjusted EBITDA to net loss, the most comparable metric calculated in accordance with U.S. GAAP.

Investment Summary

Experienced
Public Company
Management Team

Adjusted EBITDA
Positive¹

SaaS Subscription Model

Growing Enterprise
Software Suite

37%
Revenue CAGR²

110+%
annual revenue
retention rate³

\$40 Billion
TAM in 2020⁴

**Disruptive in Physical
Safety & Security Market**



- (1) Adjusted EBITDA Positive 2016 and 2012-2014.
- (2) 37% compound annual growth rate is for 2013-2016.
- (3) Year ended December 31, 2016.
- (4) Everbridge estimates based on data from Frost & Sullivan and Markets and Markets

	For the 12 months ended Decemeber 31,					2017		
	2012	2013	2014	2015	2016	For the three months ended		
						31-Mar	30-Jun	30-Sep
Gross Profit	\$15.8	\$21.3	\$30.3	\$38.9	\$53.1	\$15.2	\$17.8	\$19.2
Amortization of acquired intangibles	0.2	0.0	0.2	2.0	2.3	0.7	0.3	0.3
Stock-based compensation	0.0	0.0	0.1	0.1	0.2	0.1	0.1	0.2
Adjusted Gross Margin	\$16.0	\$21.4	\$30.7	\$41.1	\$55.6	\$16.0	\$18.1	\$19.7
Net Income/ (Loss)	(\$5.1)	(\$0.9)	(\$0.6)	(\$10.8)	(\$11.3)	(\$6.2)	(\$3.4)	(\$4.2)
Interest expense, net	0.3	0.3	0.3	0.5	0.5	(0.0)	(0.1)	(0.1)
Tax expense, net	0.1	0.1	(0.1)	(0.6)	0.0	0.0	0.0	(0.1)
Depreciation & Amortization	2.5	2.5	2.5	6.0	7.7	2.9	2.3	2.4
Stock-based compensation	3.4	0.2	0.4	1.5	3.1	1.0	1.1	2.8
Adjusted EBITDA	\$1.2	\$2.1	\$2.5	(\$3.4)	-	(\$2.3)	(\$0.1)	\$0.8

