



2Q22 Investor Presentation

August 9, 2022



Safe Harbor

This presentation contains forward-looking statements about Everbridge, Inc. (“EVBG”, “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. Forward-looking statements include information related to our possible or assumed future results of operations and expenses, our outlook, our mission, business strategies and plans, business environment, market size, product capabilities and release timing and future growth. 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: 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; our ability to successfully integrate businesses and assets that we have acquired or may acquire in the future; the impact of the global COVID-19 pandemic on our operations and those of our customers and suppliers; the success of the 2022 Strategic Realignment; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights; and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission (the “SEC”). 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.

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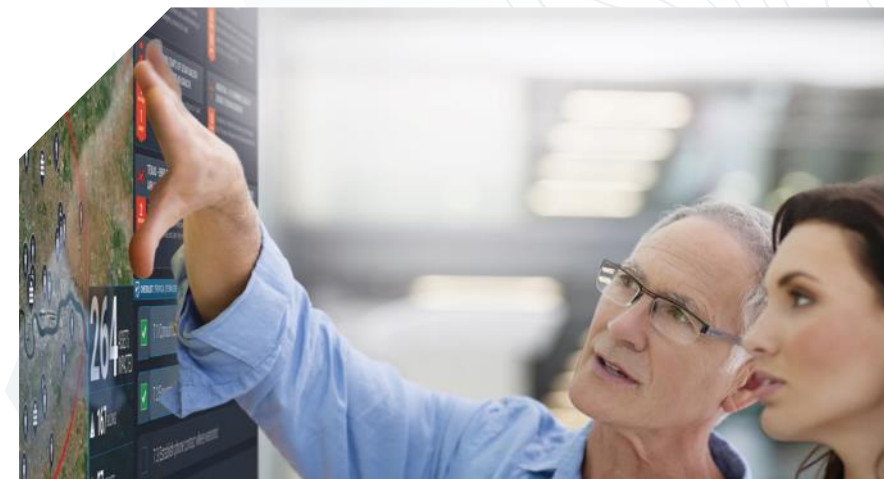
This presentation also contains estimates and other statistical data made by independent parties and by Everbridge relating to market size and growth and other data about the Company’s industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight 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 total addressable market, 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 endnote to these slides on page 24.

Business Overview

Everbridge Overview

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



**\$41+
Billion**
Market
Opportunity ¹

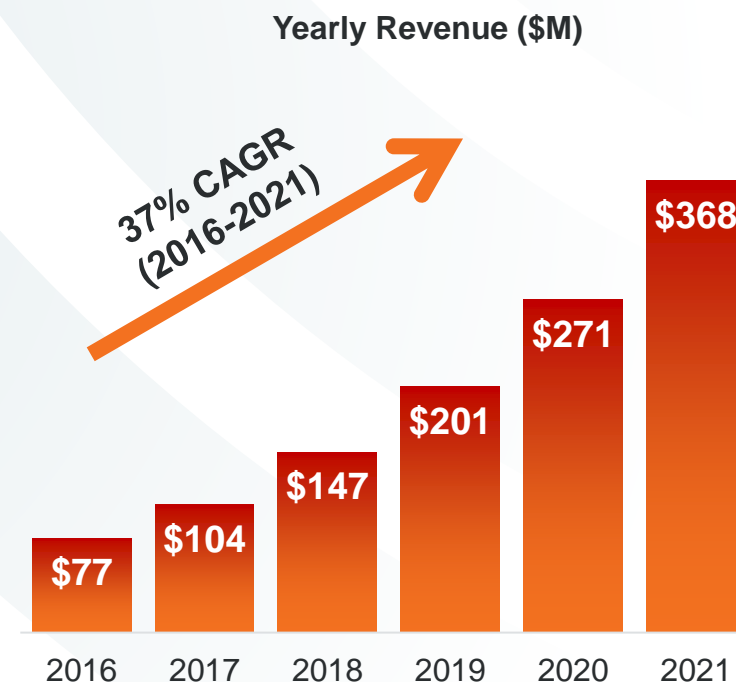
6.3K+
Enterprise
Customers ²

110%+
Net Revenue
Retention ³

1.8K+
Employees ⁴

**Yearly Free
Cash Flow
Positive** ⁵

**Adjusted
EBITDA
Positive** ⁶



(1) Total Addressable Market is based on EVBG ASPs applied to 29,000+ named accounts, including (a) CEM target customers in G2000 and companies with greater than 1,000 employees; (b) IT & IoT alerting target customers as % of employees supporting IT as of June 30, 2019; and (c) 180+ target Population Alerting countries priced according to population and GDP as of June 30, 2019. TAM, which is based on management estimates, is inherently subject to uncertainties and actual events or circumstances may differ materially from management estimates reflected in this presentation.

(2) As of June 30, 2022

(3) Trailing 12 months (TTM) as of June 30, 2022. Net revenue retention is revenue generated from existing customers, including recurring revenue, expansion revenue, downgrades, and cancels.

(4) As of June 30, 2022

(5) \$2.4M (FY 2021)

(6) \$11.2M (FY 2021) compared to \$8.0M (FY 2020)

Our World is more complex than ever ... and keeps changing rapidly



Natural Disasters



Cyber Attacks



Pandemics



Civil Unrest



Supply Chain Disruption



**Digital Transformation
"At Speed"**

Powering Resilience for 20+ Years



Experience

GLOBAL PUBLIC
COMPANY

Highlights:

- + Over **6,300** enterprise customers
- + Available in **200+** countries and territories
- + **99.99%** uptime
- + Protecting **2+ billion** people
- + Public warning solutions used in **20+ countries**

Innovation

CEM FIRST TO
MARKET

Highlights:

- + Hi-fidelity **risk intelligence** powered by **pattern matching**
- + Automated **correlation** and **orchestrated workflows**
- + **160+** worldwide patents
- + **450+** integrations

Value

CUSTOMERS
FOR LIFE

Highlights:

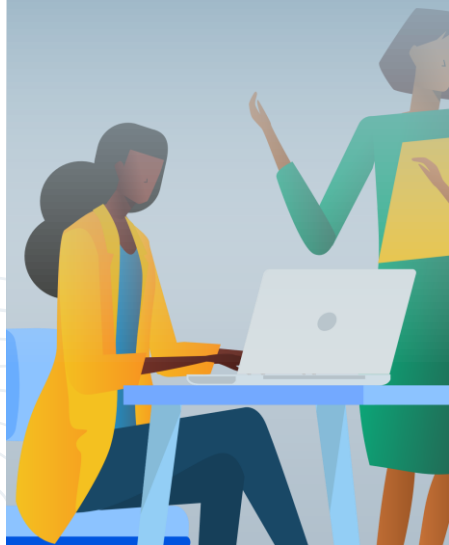
- + **Purpose-built solutions** to support customer journey
- + Everbridge network collaboration with **public & private networks**
- + **Best in Enterprise Resilience Certification**

Critical Event Management Portfolio



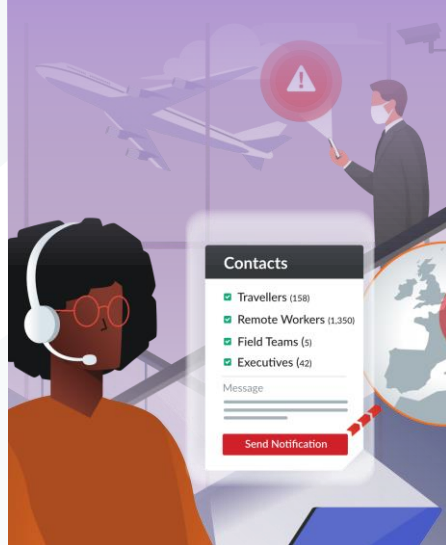
Business Operations

Build enterprise resilience with enhanced business operations and safeguard assets



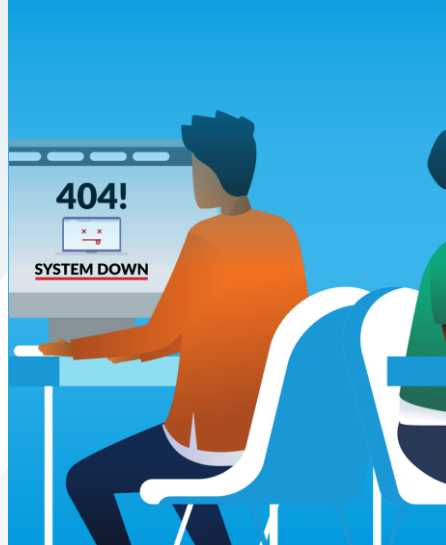
People Resilience

Build workforce resilience to keep people safe, healthy, and productive



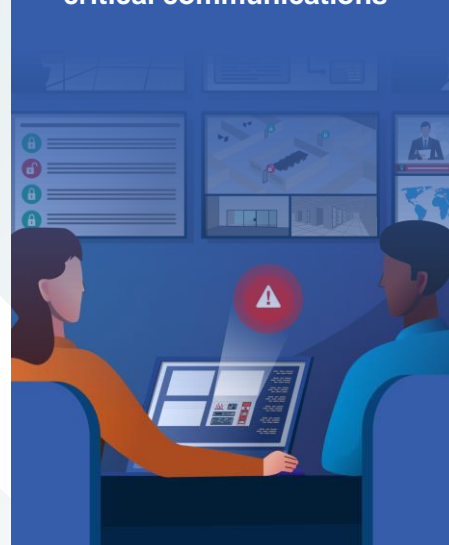
Digital Operations

Build digital operations resilience and deliver continuous service uptime



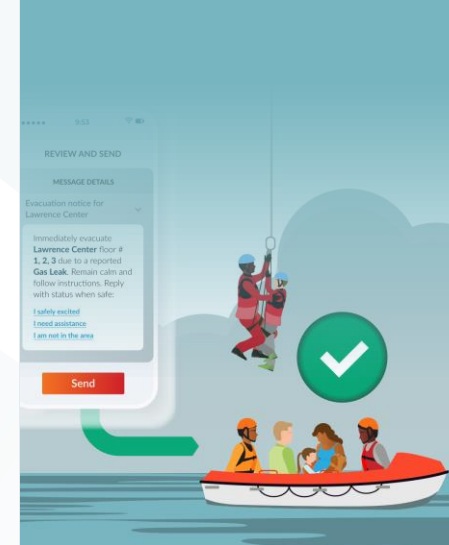
Smart Security

Increase enterprise resilience by unifying risk intelligence, physical security and critical communications



Public Safety

Build community resilience by protecting the public before, during, and after critical events



“Single Pane of Glass” for Greater Resiliency in Critical Event Management

UNIFY

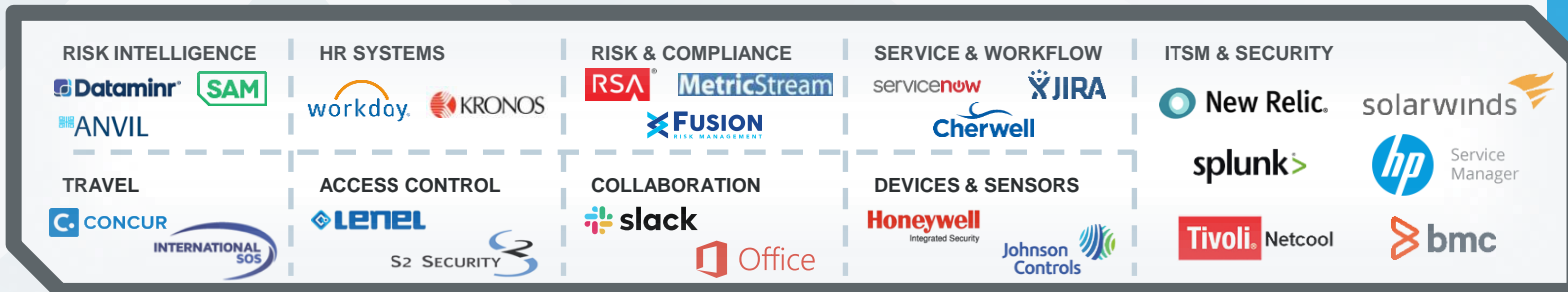
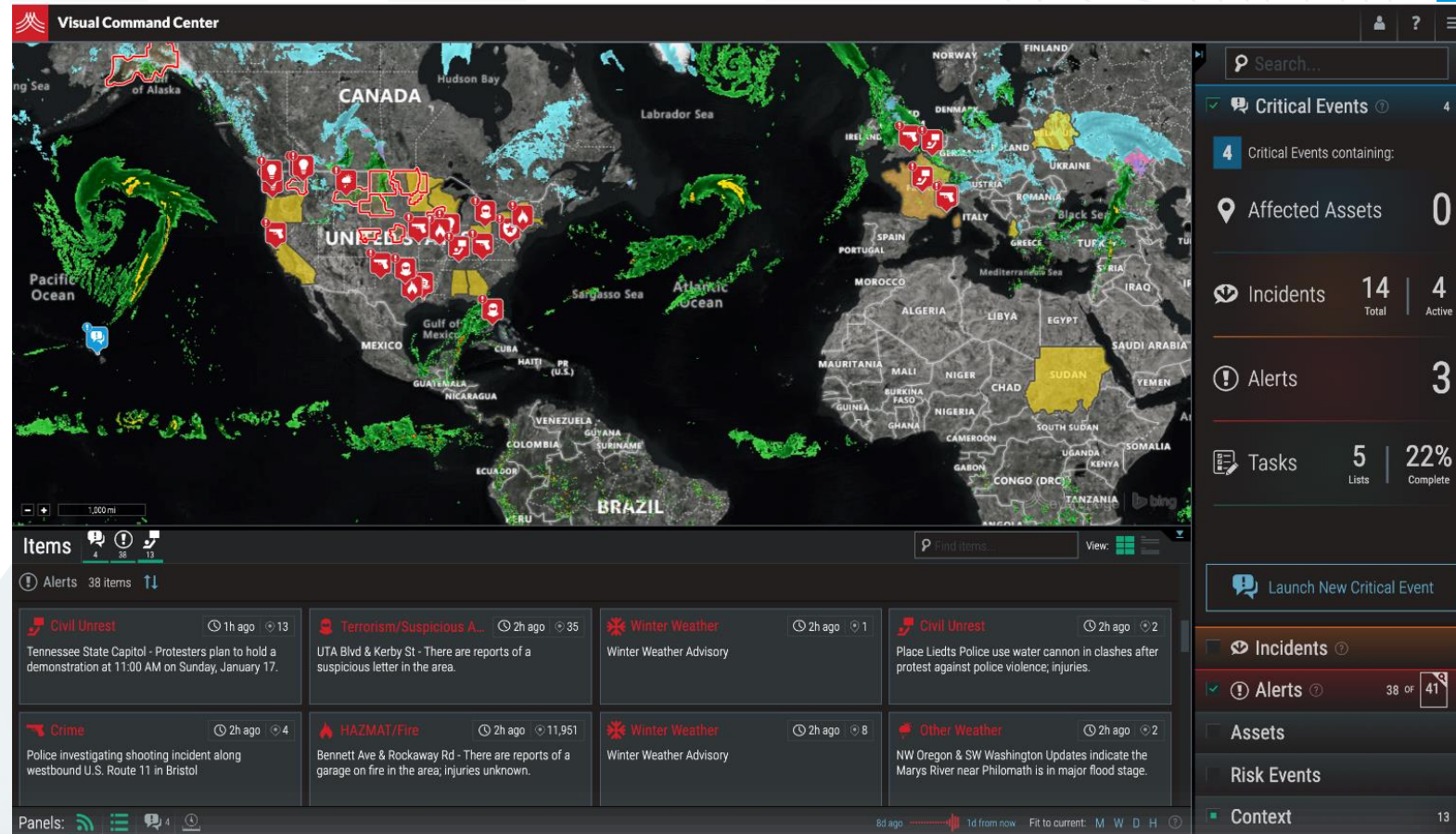
Common all-hazards risk picture
and operating environment

AUTOMATE

Contextual collaboration, response
automation & process optimization

INTEGRATE

Integration to 450+ digital
and physical systems



Everbridge Client Base



10 OF THE 10

largest US-based
Retail and Investment Banks¹



8 OF THE 10

largest global
auto makers²



9 OF THE 10

largest global
consulting firms³



8 OF THE 10

largest
U.S. cities⁴



9 OF THE 10

largest
U.S.-based
healthcare providers



47 OF THE 50

busiest North
American airports⁵



47 OF THE 50

Fortune 50



7 OF THE 10

largest
High Tech
companies⁷



4 OF THE 4

largest global
CPA firms²

Extensive customer
base growth across
multiple verticals

Q4 2011
867

2Q 2022
6,345

Number of customers⁸

Market Leading CEM Differentiation

CEM Critical Event Management P L A T F O R M



GAIN
CLARITY



ACT
FASTER



IMPROVE
OUTCOMES



PLATFORM

One Platform.
One Process.
One Response.
Anywhere.



SCALE

Resources to
support teams of
all sizes globally



DATA

Automated, real-
time threat
detection for 100+
types of risk



PRODUCTS

Integrated suite for
response
management of
critical event
lifecycles



IP PATENTS

160+ worldwide
patents

Over 6 billion transactions delivered in 2021 across 200+ countries

Setting the Standard in Security and Compliance



Industry Recognition

IT Europe Channel Awards



Edison Awards: Public Warning



Software Reviews



Comparably: Product & Design



Fast Company: Covid Response



Comparably: Global Culture



GPTW Certified



Govies: Resident Connection

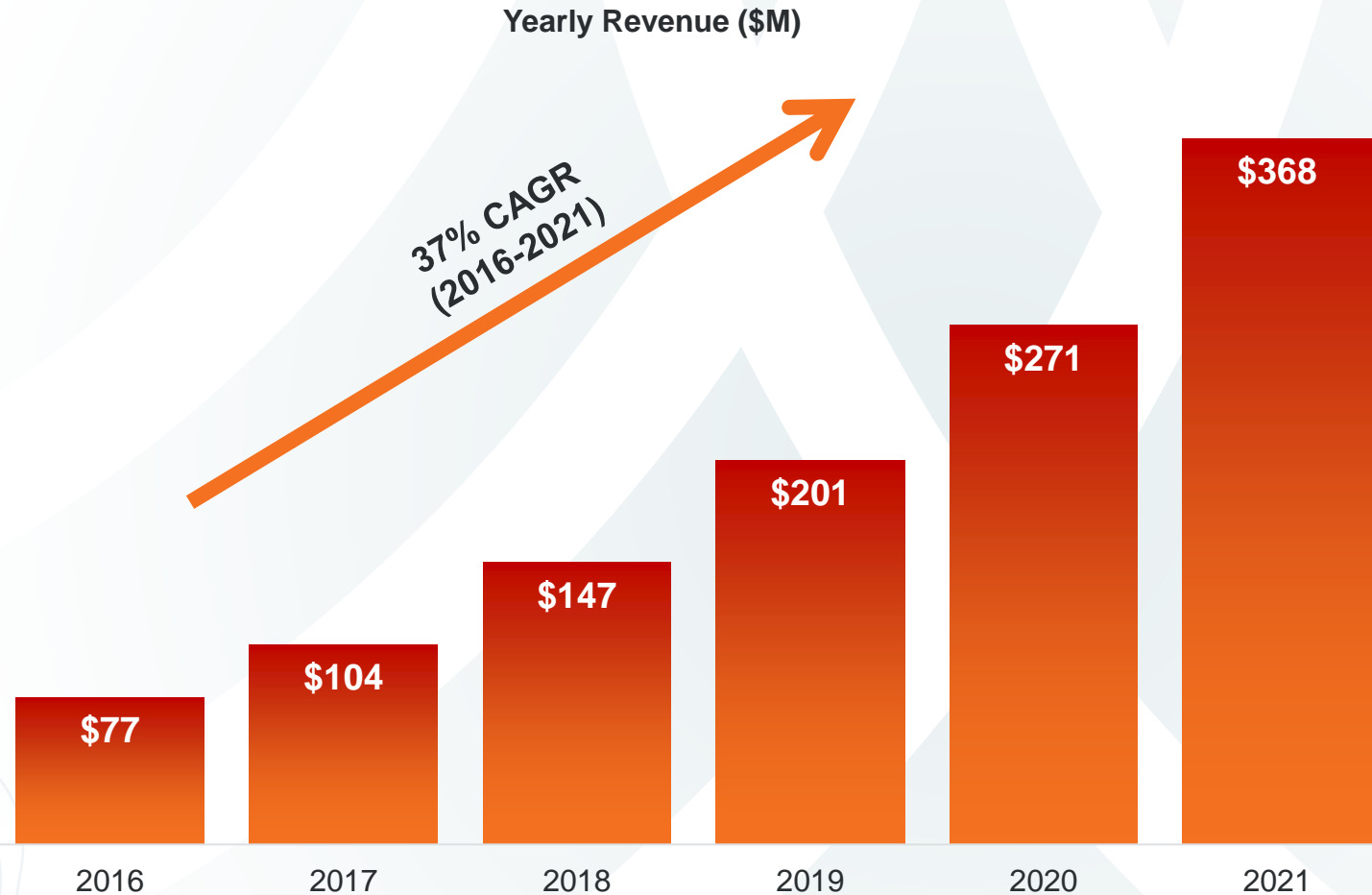


Stevie: Public Warning



Financial Overview

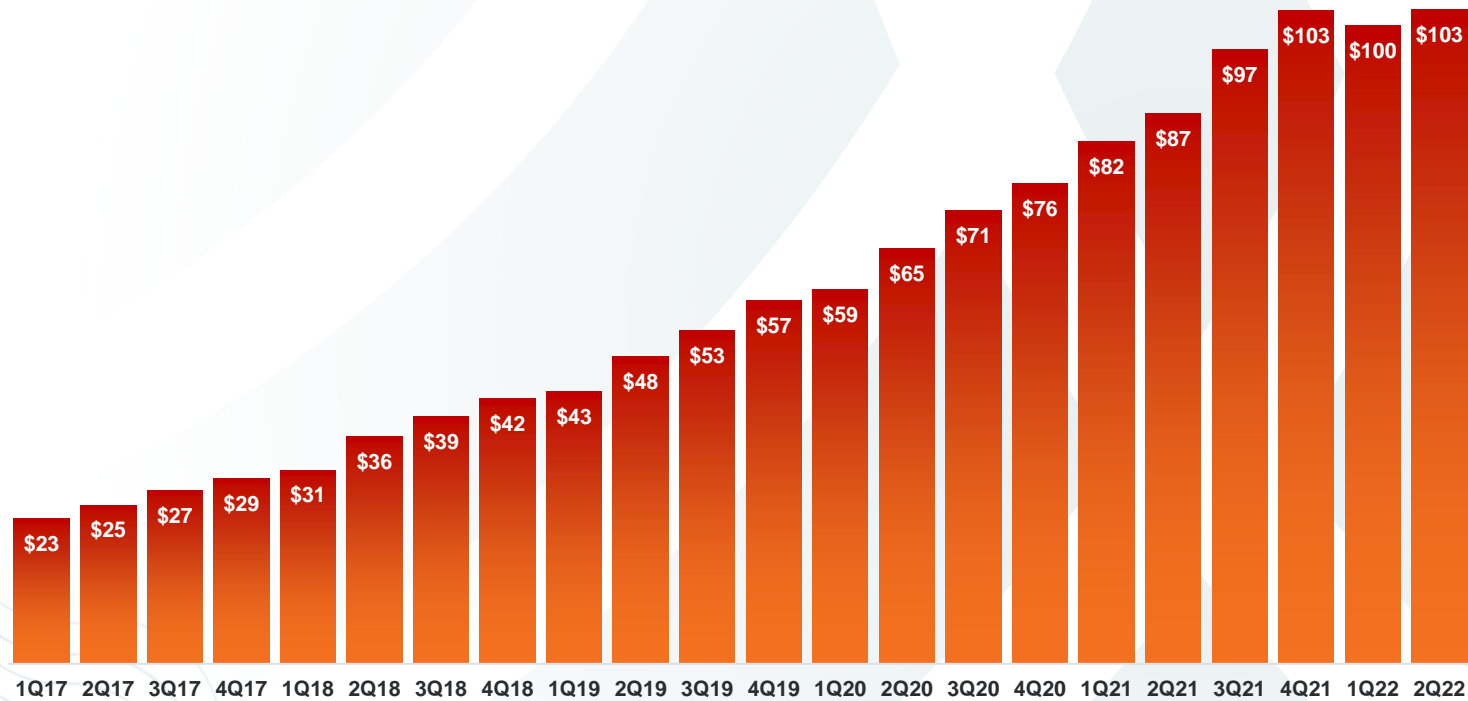
Strong and Consistent Revenue Growth



+40%
YoY Adjusted
EBITDA

+40%
YoY Cash Flow
from Operations

Predictable SaaS Recurring Revenue Model



Revenue
in millions of dollars

85+%

of revenue is
recurring
subscription¹

90%+

of revenue
contracted prior
to quarter start²

110+%

net revenue
retention rate³

1.8

years average
length of
customer
contract⁴

(1) As of June 30, 2022.

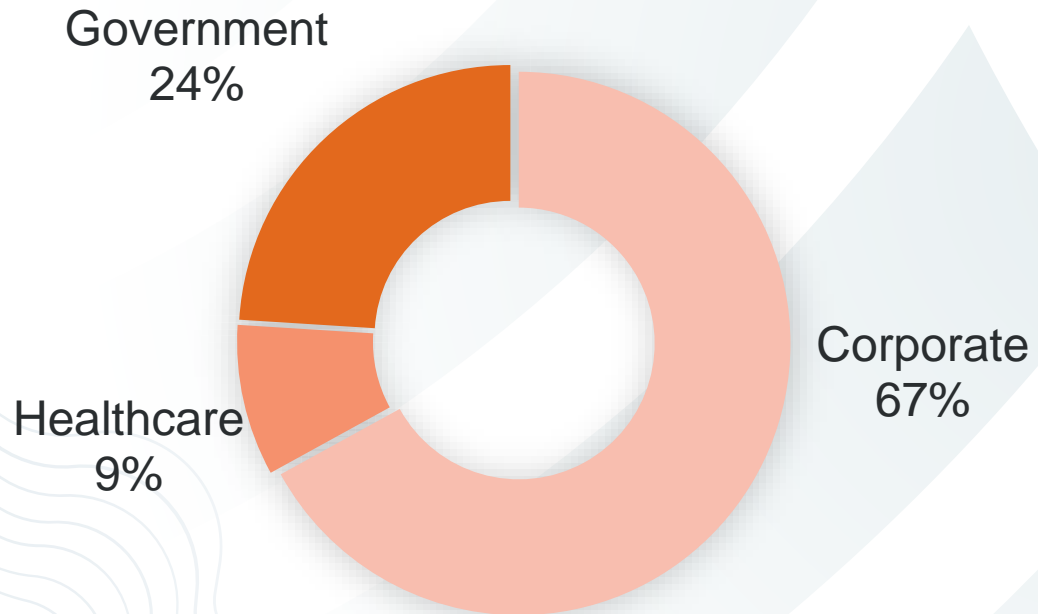
(2) Average 95% of the revenue recognized in each of the eight most recently completed quarters was generated from contracts entered into in prior quarters or renewals of those contracts, exclusive of upsells.

(3) Each of the years ended December 31, 2016-2021.

(4) As of June 30, 2022.

Strong and Diversified Revenue Profile

Revenue by Vertical¹

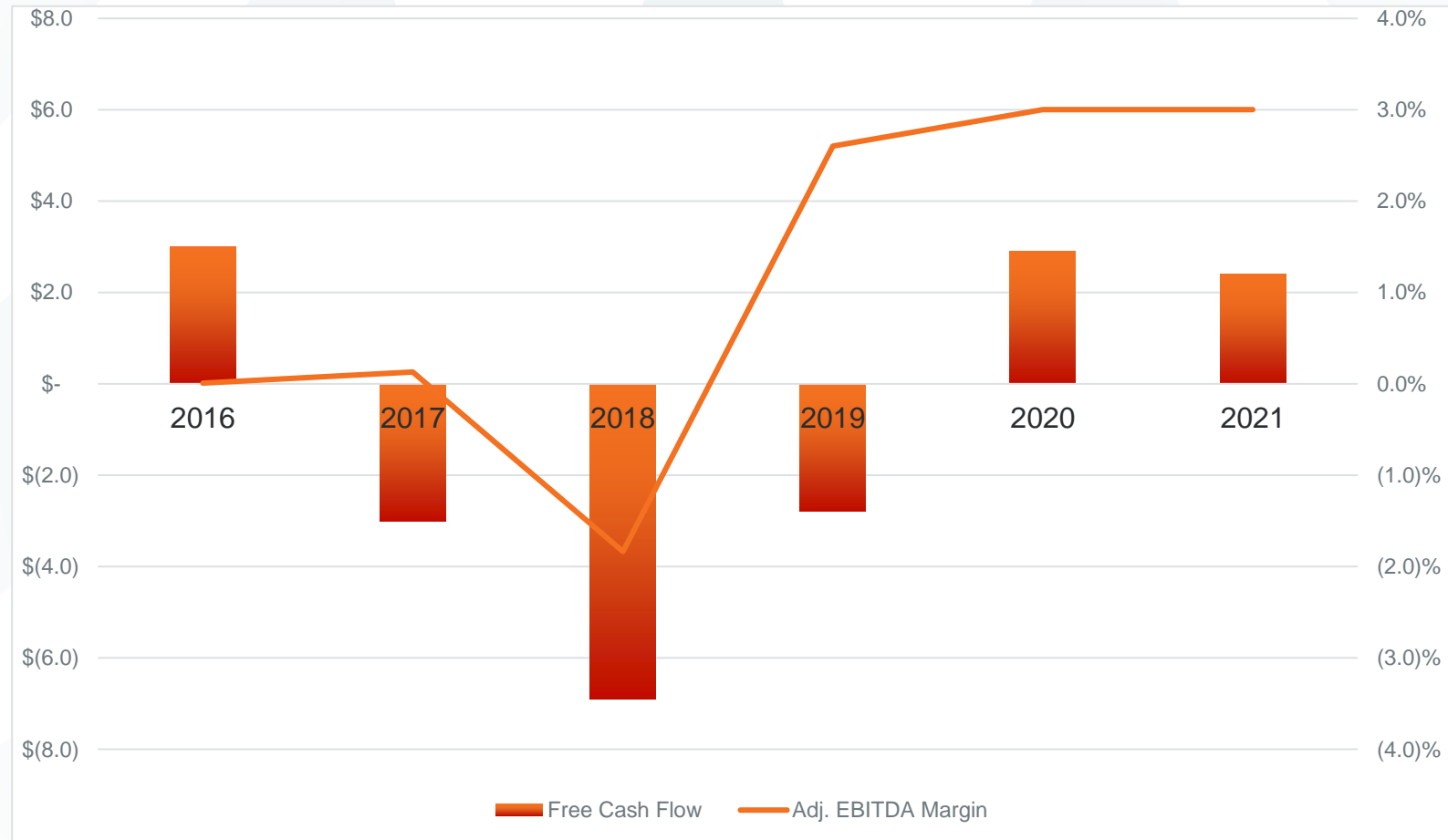


Revenue by Geography¹

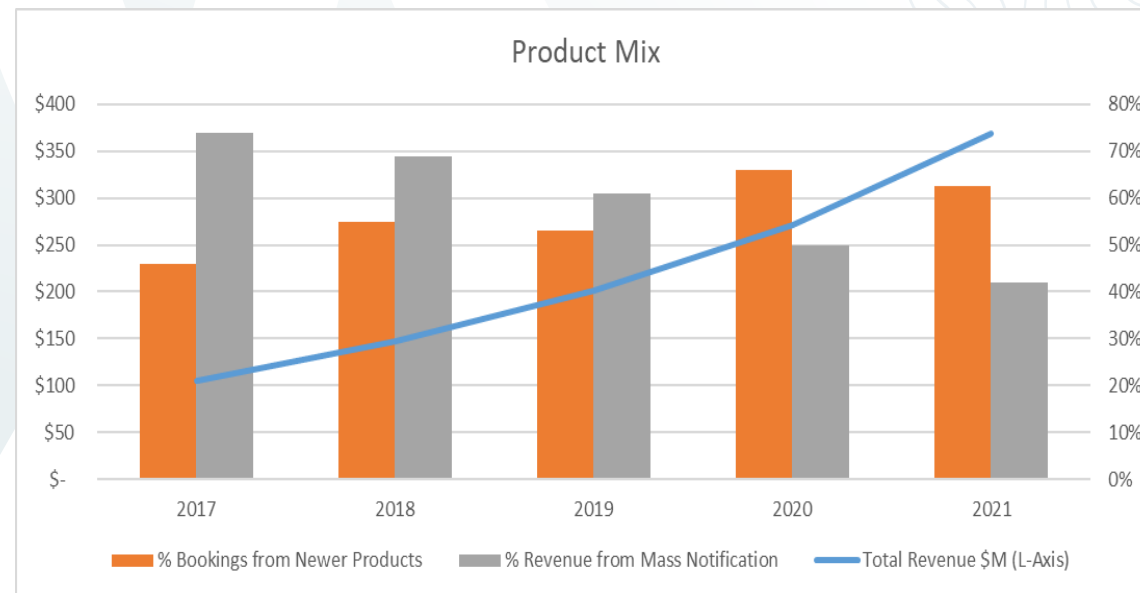
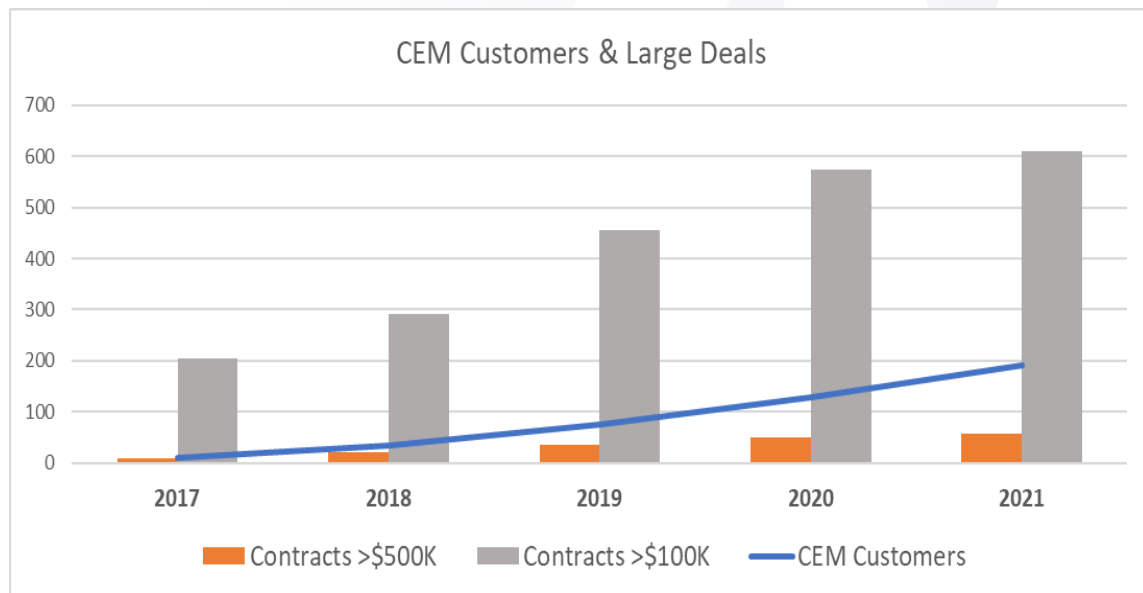


■ Rest of World ■ North America

Improving Cash Flow and Profitability



Deal Sizes and Mix: Expanding our Competitive Moat



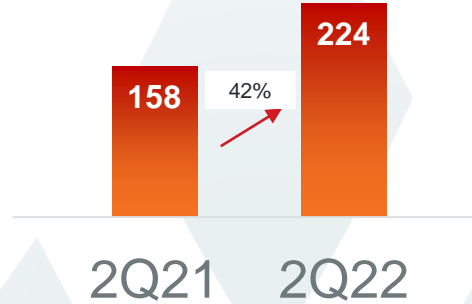
- CEM portfolio creates on-ramp for customers to Land, Expand, Adopt, Renew
- Deal sizes have grown consistently with CEM adoption
- Bookings contribution from newer products makes up over 60% of total
- Revenue from traditional Mass Notification solutions is about 40% of total

Quarterly Snapshot of Key Metrics

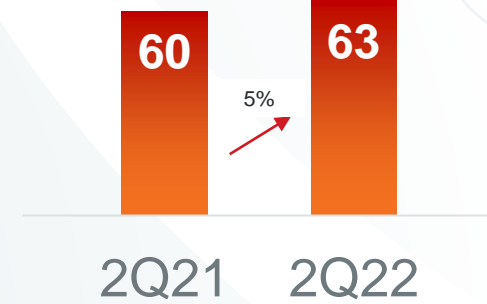
Customers



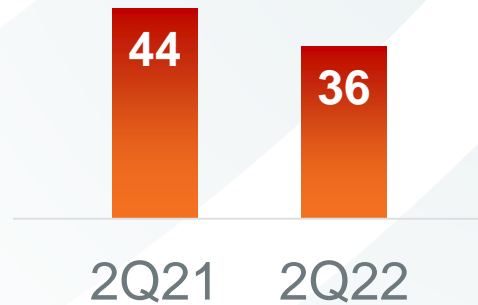
CEM Customers



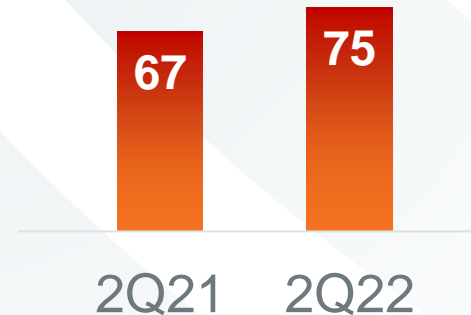
Deals over \$100K



Revenue from Mass Notification (%)



Bookings from Newer Products (%)



FY22 Priorities

- Simplifying our product offerings
 - + Focus go-to-market motion on four defined product bundles targeted at specific buying personas
 - + Enable our enterprise teams to sell a more robust and integrated industry-leading CEM platform.
- Expanding Public Warning market opportunity
 - + Leverage our industry-leading win rates to drive land-and-expand opportunities.
 - + Drive network effects that multiply the opportunity inside a region once we start to penetrate it.
- Improving profitability
 - + Expand go-to-market channels to drive sales productivity.
 - + Realign cost structure as acquisitions are integrated.
- Pausing material new M&A
 - + Prioritize development efforts to accelerate product integrations across our existing acquired assets.

Investment Summary

**Adjusted
EBITDA and
FCF
Positive¹**

**SaaS
Subscription
Model**

**Growing
Enterprise
Software Suite**

**\$41+ Billion
TAM²**

**37%
Revenue CAGR³**

**110%+
net revenue
retention rate⁴**

(1) Year ended December 31, 2021.

(2) Total Addressable Market is based on EVBG ASPs applied to 29,000+ named accounts, including (a) CEM target customers in G2000 and companies with greater than 1,000 employees; (b) IT & IoT alerting target customers as % of employees supporting IT; and (c) 180+ target Population Alerting countries priced according to population and GDP. TAM, which is based on management estimates, is inherently subject to uncertainties and actual events or circumstances may differ materially from management estimates reflected in this presentation.

(3) Compound annual growth rate for the years 2016-2021.

(4) Each of the years ended December 31, 2016-2021.

Updated FY22 Outlook

EVERBRIDGE, INC. AND SUBSIDIARIES

Financial Outlook

(in millions, except per share data)

	Third Quarter 2022		Full Year 2022		Full Year 2022 Guidance Issued May 9, 2022	
Revenue	\$ 110.6	to \$ 111.0	\$ 428.2	to \$ 432.8	\$ 428.2	to \$ 432.8
Revenue growth	14%	15%	16%	17%	16%	17%
GAAP net loss	\$ (27.5)	\$ (27.1)	\$ (112.5)	\$ (110.5)	\$ (135.0)	\$ (133.0)
GAAP net loss per share	\$ (0.68)	\$ (0.67)	\$ (2.80)	\$ (2.75)	\$ (3.38)	\$ (3.33)
Non-GAAP net income	\$ 7.5	\$ 7.9	\$ 15.7	\$ 17.7	\$ 10.7	\$ 12.7
Non-GAAP net income per share	\$ 0.16	\$ 0.17	\$ 0.33	\$ 0.38	\$ 0.23	\$ 0.27
Adjusted EBITDA	\$ 13.5	\$ 13.9	\$ 37.0	\$ 39.0	\$ 33.5	\$ 35.5

(1) See slide 23 for a reconciliation of the most comparable metric calculated in accordance with U.S. GAAP, GAAP net loss to non-GAAP net income (loss) and to adjusted EBITDA.

Reconciliation non-GAAP/GAAP

EVERBRIDGE, INC. AND SUBSIDIARIES
Reconciliation of Financial Outlook
(in millions, except share and per share data)

	Three Months Ended September 30, 2022		Year Ended December 31, 2022		Year Ended December 31, 2022 Issued May 9, 2022	
	Low End	High End	Low End	High End	Low End	High End
Net loss	\$ (27.5)	\$ (27.1)	\$ (112.5)	\$ (110.5)	\$ (135.0)	\$ (133.0)
Amortization of acquired intangibles	12.0	12.0	47.0	47.0	42.0	42.0
Change in fair value of contingent consideration	—	—	(0.1)	(0.1)	—	—
Accretion of interest on convertible senior notes	1.2	1.2	4.8	4.8	5.2	5.2
2022 Strategic Realignment	3.4	3.4	16.5	16.5	16.5	16.5
Stock-based compensation	19.0	19.0	62.0	62.0	82.0	82.0
Income tax adjustments	(0.6)	(0.6)	(2.0)	(2.0)	—	—
Non-GAAP net income	\$ 7.5	\$ 7.9	\$ 15.7	\$ 17.7	\$ 10.7	\$ 12.7
Weighted average common shares outstanding:						
Basic	40,300,000	40,300,000	40,200,000	40,200,000	40,000,000	40,000,000
Diluted	46,500,000	46,500,000	47,000,000	47,000,000	47,000,000	47,000,000
Net loss per share	\$ (0.68)	\$ (0.67)	\$ (2.80)	\$ (2.75)	\$ (3.38)	\$ (3.33)
Non-GAAP net income per share	\$ 0.16	\$ 0.17	\$ 0.33	\$ 0.38	\$ 0.23	\$ 0.27
Net loss	\$ (27.5)	\$ (27.1)	\$ (112.5)	\$ (110.5)	\$ (135.0)	\$ (133.0)
Interest expense, net	1.2	1.2	4.8	4.8	6.0	6.0
Income taxes, net	(0.6)	(0.6)	(2.0)	(2.0)	4.0	4.0
Depreciation and amortization	18.0	18.0	68.3	68.3	60.0	60.0
EBITDA	(8.9)	(8.5)	(41.4)	(39.4)	(65.0)	(63.0)
Change in fair value of contingent consideration	-	-	(0.1)	(0.1)	-	-
2022 Strategic Realignment	3.4	3.4	16.5	16.5	16.5	16.5
Stock-based compensation	19.0	19.0	62.0	62.0	82.0	82.0
Adjusted EBITDA	\$ 13.5	\$ 13.9	\$ 37.0	\$ 39.0	\$ 33.5	\$ 35.5

Reconciliation non-GAAP/GAAP (Annual View)

\$millions

For the Twelve Months Ended
December 31,

	2016	2017	2018	2019	2020	2021
Net loss	\$ (11.3)	\$ (19.6)	\$ (47.5)	\$ (52.3)	\$ (93.4)	\$ (94.8)
Interest expense, net	0.5	0.2	4.5	3.0	22.1	35.6
Income taxes, net	-	-	0.8	0.4	(2.3)	(12.6)
Depreciation and amortization	7.7	10.2	13.7	19.7	30.8	53.2
(Gain) loss on extinguishment of debt	-	-	-	1.4	0.3	(7.2)
Change in fair value of contingent consideration	-	(1.0)	(0.3)	(0.6)	3.7	(7.1)
Stock-based compensation	3.1	9.3	25.8	33.5	46.8	44.1
Adjusted EBITDA	\$ -	\$ (0.9)	\$ (3.0)	\$ 5.1	\$ 8.0	\$ 11.2
Net cash from operating activities	\$ 9.5	\$ 4.9	\$ 3.3	\$ 10.3	\$ 15.8	\$ 22.2
Capital expenditures	(1.0)	(1.7)	(1.7)	(5.3)	(3.3)	(5.1)
Capitalized software development costs	(5.5)	(6.2)	(8.5)	(7.8)	(9.6)	(14.7)
Free cash flow	\$ 3.0	\$ (3.0)	\$ (6.9)	\$ (2.8)	\$ 2.9	\$ 2.4
Net loss margin	(14.7)%	(18.8)%	(32.3)%	(26.0)%	(34.4)%	(25.7)%
Interest expense, net margin	0.6%	0.2%	3.1%	1.5%	8.1%	9.7%
Income taxes, net margin	(0.0)%	0.0%	0.5%	0.2%	(0.8)%	(3.4)%
Depreciation and amortization margin	10.1%	9.8%	9.3%	9.8%	11.3%	14.4%
(Gain) loss on extinguishment of debt margin	—	—	—	0.7%	0.2%	(1.9)%
Change in fair value of contingent consideration margin	—	—	—	(0.3)%	1.4%	(1.9)%
Stock-based compensation margin	4.0%	8.9%	17.6%	16.7%	17.2%	12.0%
Adjusted EBITDA margin	0.0%	0.1%	(1.8)%	2.6%	3.0%	3.0%



The logo for everbridge, featuring a stylized 'M' icon composed of three curved lines in white, followed by the text 'everbridge' in a white sans-serif font. A registered trademark symbol (®) is located at the top right of the text. The logo is positioned in the center of the image, overlaid on a background of a highway interchange at night with light trails from cars. The background is framed by blue and orange geometric shapes.