



Investor Presentation

March 2021



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 impact of the ongoing COVID-19 pandemic and future public health emergencies; 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 (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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In addition to U.S. GAAP financials, this presentation includes certain non-GAAP financial measures, including Adjusted EBITDA and Adjusted gross margin 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 35.

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David Meredith

Chief Executive Officer

Everbridge

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



110%+

Net revenue retention¹

5,600+

Enterprise customers²

53%

Increase in operating cash flow³

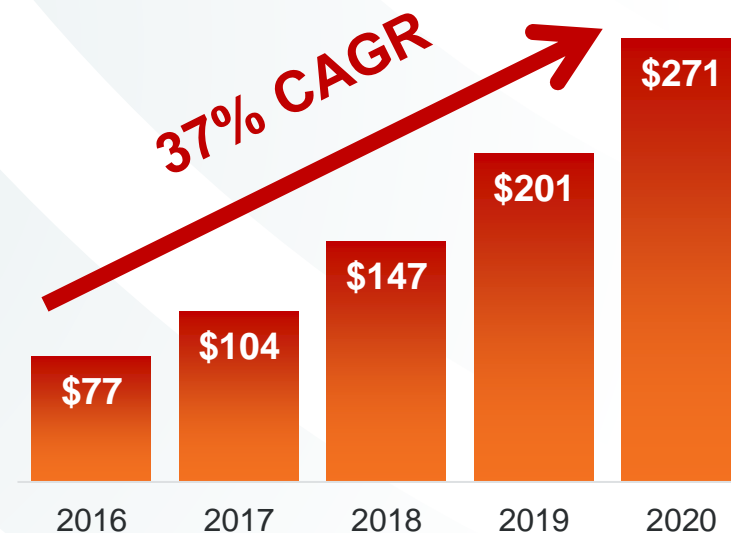
1,400+

Employees⁴

\$41+ Billion

Market Opportunity⁵

Adjusted EBITDA Positive⁶



Revenue in millions of dollars

(1) Year ended December 31, 2020. Net revenue retention is revenue generated from existing customers, including recurring revenue, expansion revenue, downgrades, and cancels.

(2) As of December 31, 2020

(3) Year ended December 31, 2020 (\$15.8M) as compared to year ended December 31, 2019 (\$10.3M)

(4) As of January 31, 2021

(5) 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.

(6) Year ended December 31, 2020

Investment Highlights

**Leader in
Critical Event
Management
("CEM") sector**

**Accelerating
enterprise ASP by
9x with CEM suite**

**Strong Network
Effect Between
Core and New
Applications**

**2x software
industry NPS**

**160+ Global
Patents**

**Highly Attractive
Unit Economics**

Recognized for Strong Mission-Driven Culture



PRAISED BY 87% EMPLOYEES
vs. 59% national average



4.6 ★ ★ ★ ★ ★¹



Recommend
to a Friend



Approve
of CEO

OVER 250 RATINGS
supporting Everbridge culture



RANKED TOP 50
alongside Google, Adobe,
Microsoft



What Defines a Critical Event?

When **things you care about....**



PEOPLE | CUSTOMERS | PLACES | BRAND | IT SYSTEM | SUPPLY CHAIN

Are impacted by **Threats...**



NATURAL DISASTERS | THEFT | HAZMAT | TERRORISM | CYBER



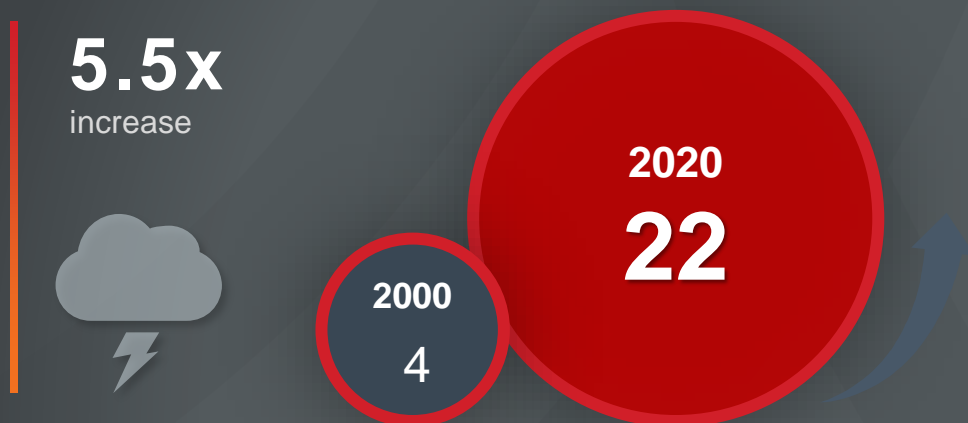
...that is a Critical Event.

CEM drives positive ROI use cases

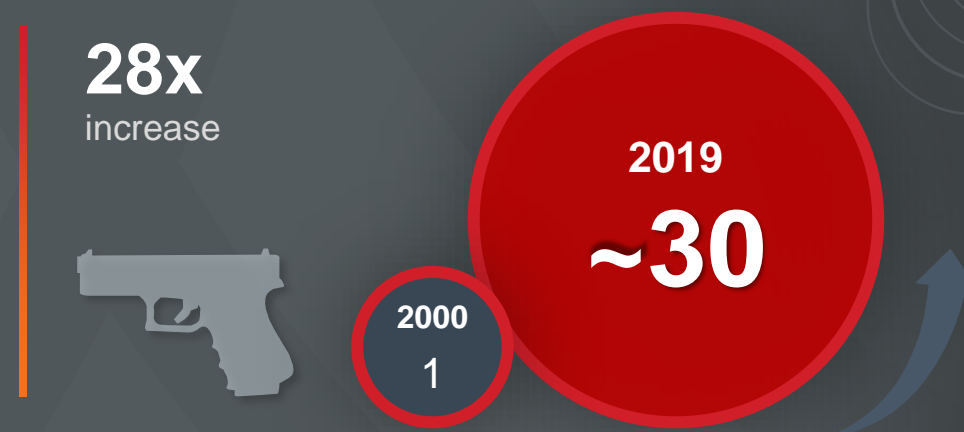
Forrester 2021 Total Economic Impact study: 314% ROI and payback in less than four months¹

Accelerating Threats Drive Disruption

Number of billion-dollar US natural disasters¹



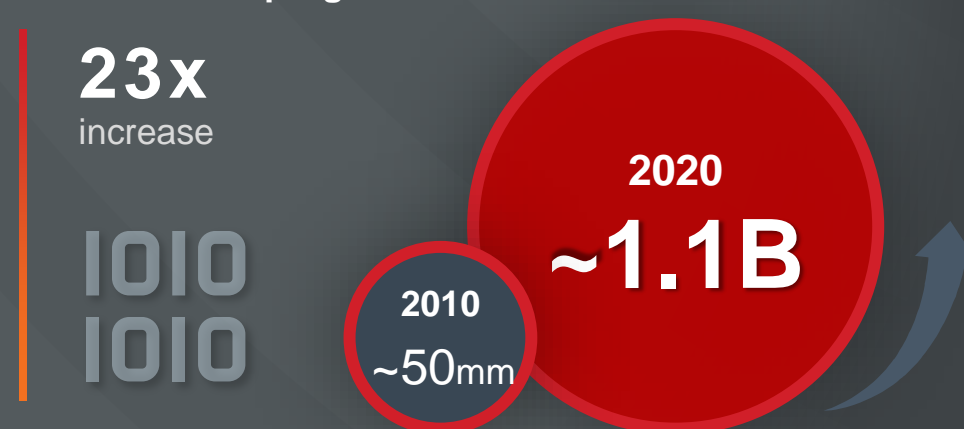
Annual mass shootings in the US²



Number of terrorist incidents³



Total malware programs⁴



All statistics on page are shown as rounded statistics

1) NOAA National Centers for Environmental Information

2) FBI "2000 to 2018 Active Shooter Incidents"; FBI "2019 Active Shooter Incidents"

3) Global Terrorism Database 2020 (excluding Middle East and North Africa)

4) AV-Test Institute – "Total Malware" (2010 is earliest data available)

Accelerating Threats Drive Disruption

Number of billion-dollar US natural disasters¹

Annual mass shootings in the US²



BLACK SWAN EVENT COVID-19:

GLOBAL, PERSISTENT, AND PERVASIVE DISRUPTOR OF GOVERNMENTS, BUSINESSES, & HEALTHCARE



People

42% of labor force
In U.S. working from home

Source: Stanford University as of June 2020



Operations & Supply Chain

983 of Fortune 1000
with Tier 2 suppliers in impacted regions

Source: Dun & Bradstreet as of February 2020



Brand

49% drop in NPS
Overall across 20 industries

Source: Qualtrics XM Institute as of July 2020

All statistics on page are shown as rounded statistics

1) NOAA National Centers for Environmental Information

2) FBI "2000 to 2018 Active Shooter Incidents"; FBI "2019 Active Shooter Incidents"

3) Global Terrorism Database 2020 (excluding Middle East and North Africa)

4) AV-Test Institute – "Total Malware" (2010 is earliest data available)

The High Cost of Disruption

Annual Natural
Disaster Losses¹

\$210 Billion

Annual Cost of
Terrorism²

\$84 Billion

Annual Cost of
Malicious Cyber
Activities (US)³

\$109 Billion

Annual Cost of
Workplace Violence
(US)⁴

\$121 Billion

EQUALING ANNUAL ECONOMIC IMPACT OF

\$500 Billion

AND EST. TOTAL ECONOMIC IMPACT OF

 **COVID-19**

\$8.8 Trillion⁵

1) Munich RE – “Overview of natural catastrophe figures for 2020”

2) Institute for Economics and Peace – 2016 Global Terrorism Index

3) US Council of Economic Advisors - “The Cost of Malicious Cyber Activity to the U.S. Economy”

4) National Academies - “Costs of Violence in the Workplace”

5) Asian Development Bank - Asian Development Outlook (ADO) 2020

Our Market Drivers

DIGITAL TRANSFORMATION

\$2.3 Trillion or 53% of all technology investment by 2023¹



BIG DATA

12% of available data is analyzed by companies, **2.5 quintillion bytes** created each day ²

REMOTE WORKERS

93 million US mobile workers by 2024³
(Future of Work)



IoT & SMART / SAFE CITIES

\$75.4B IoT connected devices ⁴ and \$189.5B in Smart City spend by 2025 ⁵



1) IDC – Digital Transformation Worldwide Semiannual Digital Transformation Spending Guide
2) Forrester Research – “The Forrester Wave™: Big Data Hadoop Solutions”
3) IDC – “U.S. Mobile Worker Population Forecast, 2020–2024”
4) Statista – IoT Connected Devices from 2015 to 2025”
5) IDC – IDC Forecasts Smart Cities Spending to Reach \$189 Billion in 2023

Large and Growing Addressable Market

\$4.8B

+

\$10.4B

+

\$25.9B

= \$41+ Billion TAM²

Population Alerting

IT and IoT Alerting

Critical Event Management



Mass
Notification¹



Public
Warning



Community
Engagement



Employee
Engagement



IT Alerting



IoT



Risk
Intelligence



Crisis
Management



Visual
Command
Center



Safety
Connection



Control
Center

From Single Product to Enterprise Suite

Large penetration
opportunity

7 / 50

U.S. state-wide

66 / 540

Federal agencies³

6 / 28

Indian state-wide

11 / 195

Country-wide

~350 / 1000

F1000

2 / 11

SaaS products
per customer

(1) Includes Incident Management and Secure Collaboration

(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) Tier 1, 2, and 3 Federal civilian and DOD agencies

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

Next Generation Public Warning System

Trusted worldwide with more deployments than any other provider



EVERBRIDGE
PUBLIC
WARNING



HYBRID LOCATION-BASED SMS + CELL BROADCASTING PUBLIC WARNING



SMART SEND

Maximize Reach and Performance



SMART RESPONSE

Directed Two-Way Comms



SMART LOCATION

Insight to Crowd Movements

SEVERAL INTEGRATIONS TO MODALITIES

EMAIL | SMS | VOICE | SIRENS | TV | RADIO
DIGITAL SIGNAGE | SOCIAL MEDIA

DUAL SALES MOTION:

Win **Countries** + Cross-sell to carriers
Win **Carriers** + Cross sell to countries



PATENTED **5G** TECHNOLOGY
ENABLES AUDIO, VIDEO, & IMAGE
MULTIMEDIA ALERTS



Relevant across most Public and Private Sectors



9 OF THE 10

largest U.S.-based investment banks¹



9 OF THE 10

largest global auto makers²



9 OF THE 10

largest global consulting firms³



8 OF THE 10

largest U.S. cities⁴



7 OF THE 10

largest U.S.-health insurers⁵



47 OF THE 50

busiest North American airports⁶



4 OF THE 5

largest Pharmaceutical companies⁸



9 OF THE 10

largest technology companies⁷



4 OF THE 4

largest global CPA firms²

Extensive customer base growth across **multiple verticals** with customers using only 2 products on average



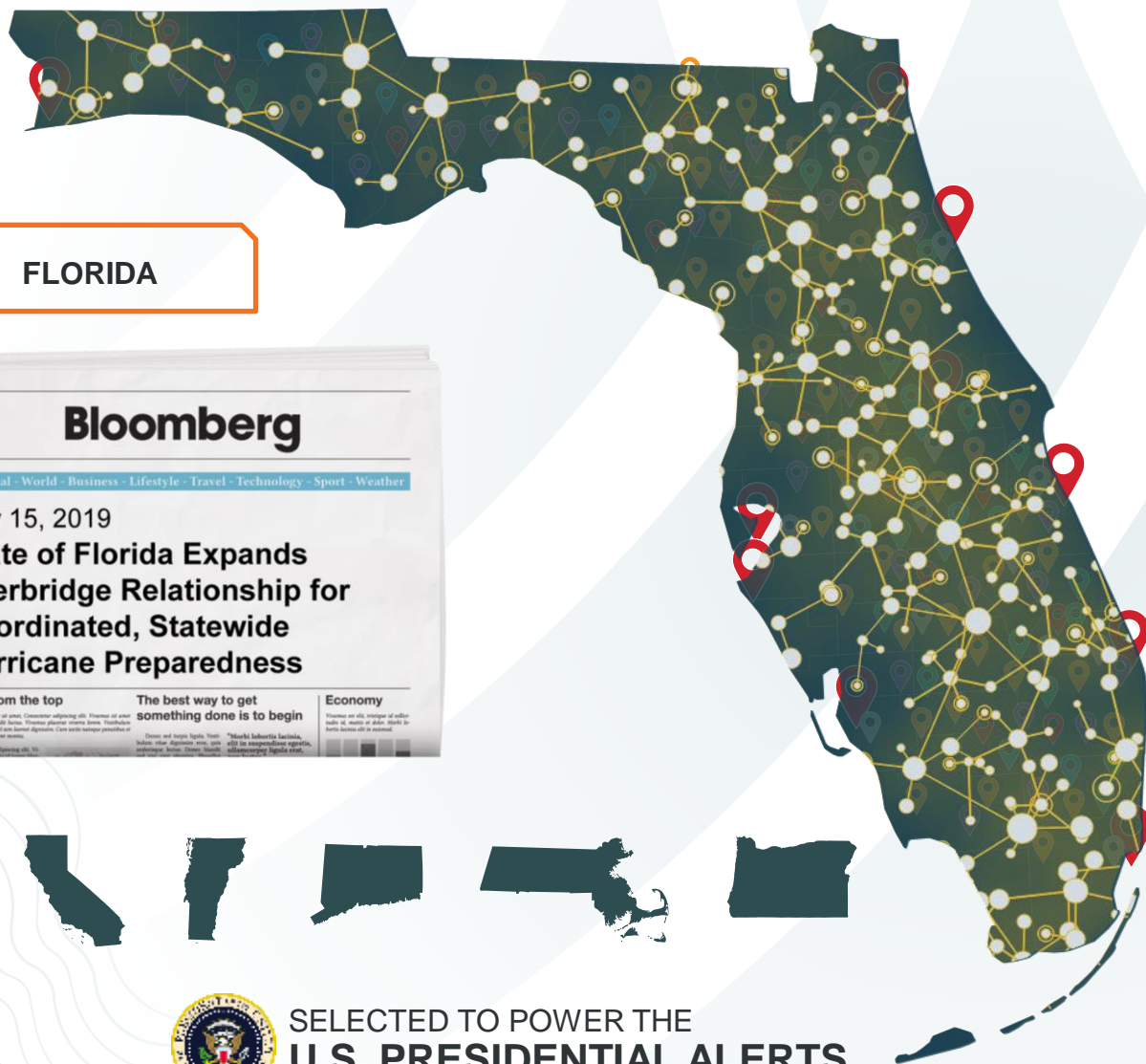
Number of customers⁹

Critical Event Management Platform



Everbridge Network Effect: Statewide

Platform Enables Ecosystem for Regional Resiliency



FLORIDA



400+ Customers

COUNTIES

67 of 67

CITIES

315

CORPORATIONS*

64

GOVERNMENT

120

EDUCATION

11

HEALTH CARE

32

TRANSPORTATION

16



SELECTED TO POWER THE
U.S. PRESIDENTIAL ALERTS

Everbridge Network Effect: Countrywide

Platform Enables Ecosystem for Regional Resiliency

SINGAPORE



(Singapore customers on platform)

STANDARDIZE

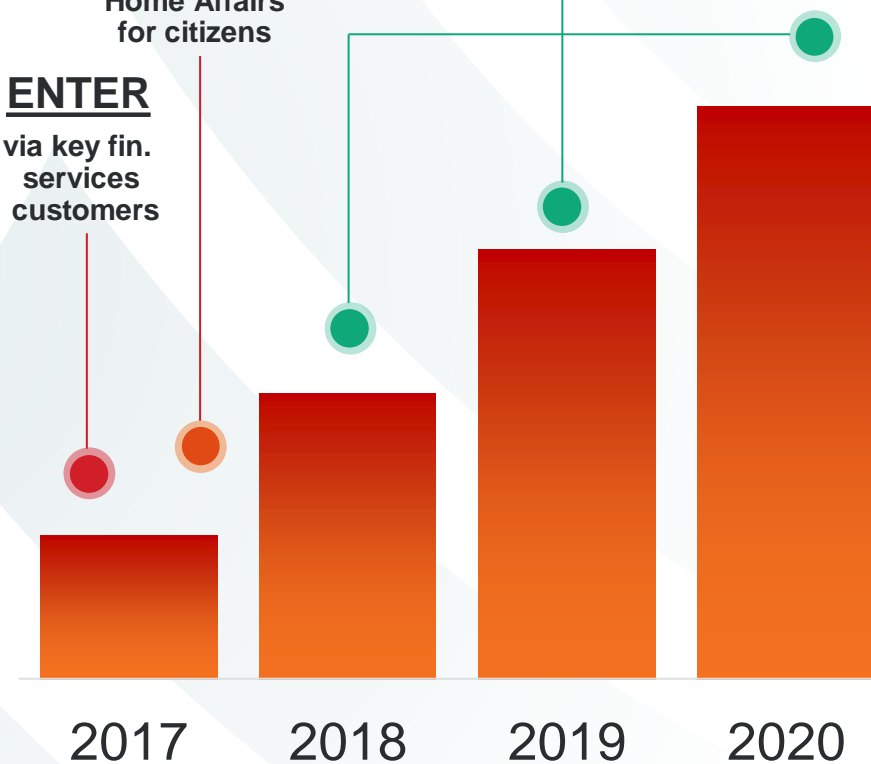
Ministry of Home Affairs
for citizens

ENTER

via key fin.
services
customers

EXPAND

Several verticals
across multinationals,
agencies, schools,
healthcare, etc.





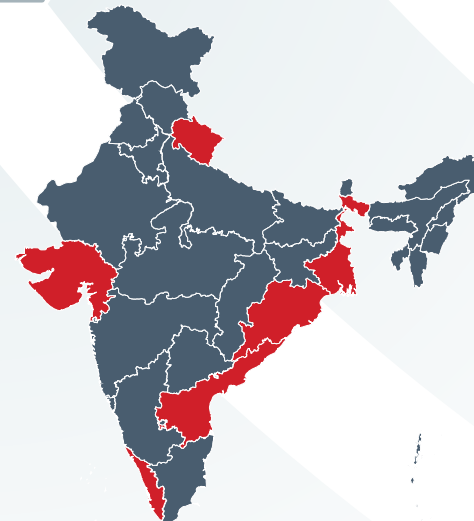
28 European Union member states

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



28 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).



■ Prospects

Everbridge Network Effect: Single Pane of Glass

SINGLE PANE OF GLASS – RISK INTELLIGENCE AND CEM

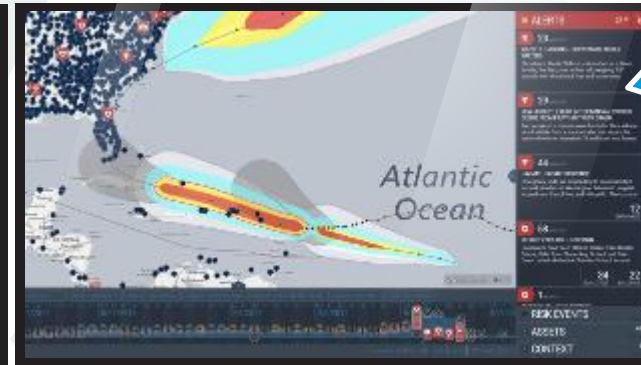
AGGREGATED THIRD PARTY RISK DATA



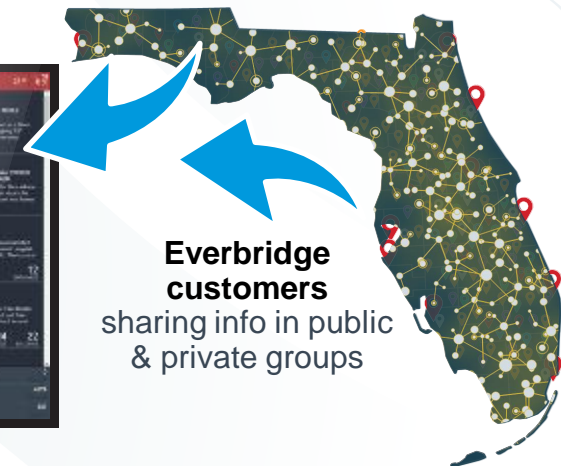
CURATED THREAT INTELLIGENCE VIA NC4



EVERBRIDGE NETWORK DATA



STATE-WIDE ECOSYSTEM



Everbridge customers sharing info in public & private groups



Population Alerting



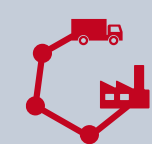
Employee Safety & Security



Business Continuity



IT Services



Supply Chain

ASSETS | CORRELATION | THREATS | AUTOMATED WORKFLOWS | COLLABORATION | ANALYTICS

CEM
PLATFORM

Setting the Standard in Security and Compliance



Global Coverage and Redundancy

200+



Countries &
Territories
Supported

Triple
Redundant



Voice
Providers

Double
Redundant



Global SMS
Network
Providers

40%+ growth

3.5

2019

>5

2020

Billions of interactions

Multiple Vectors of Growth

11

Total Enterprise Applications

NEW PRODUCT INTRODUCTIONS

110%+

Net Revenue Retention Rate¹

UPSELL / CROSS-SELL CUSTOMERS

9x

Higher ASP in CEM Accounts²

CEM GROWTH

6

Major Global Regions with public markets³



SELLING INTO NEW MARKETS

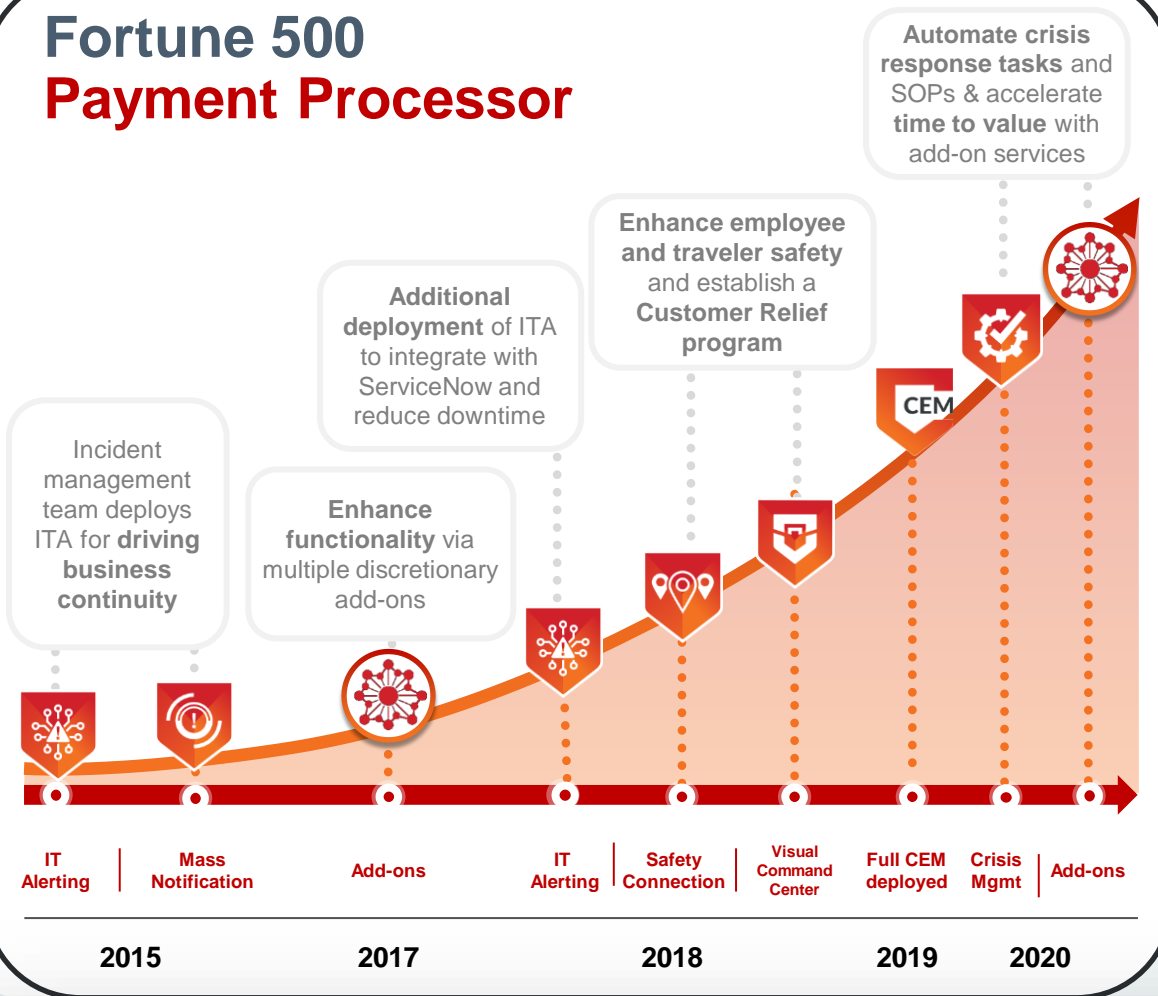
(1) Year ended December 31, 2020

(2) As of December 30, 2020. Enterprise CEM revenue per customer compared to Total revenue per customer.

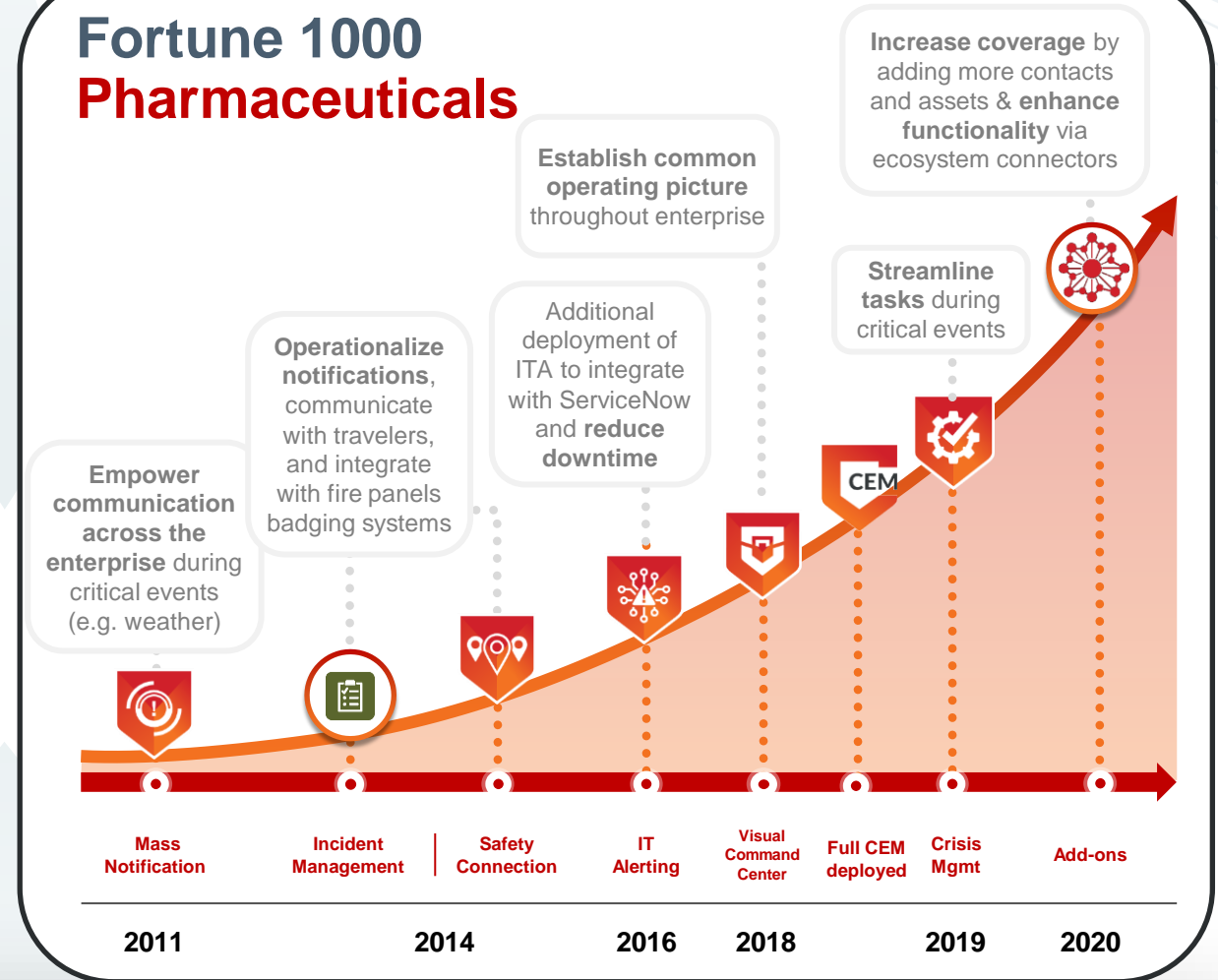
(3) Country-wide implementations in South America, Europe, Middle East, Africa, Asia, and Oceania. Also powering the front-end of the U.S. Presidential alerts in North America.

Land and Expand Case Studies

Fortune 500 Payment Processor



Fortune 1000 Pharmaceuticals



Proven ability to generate and expand value as engagement deepens with our solutions

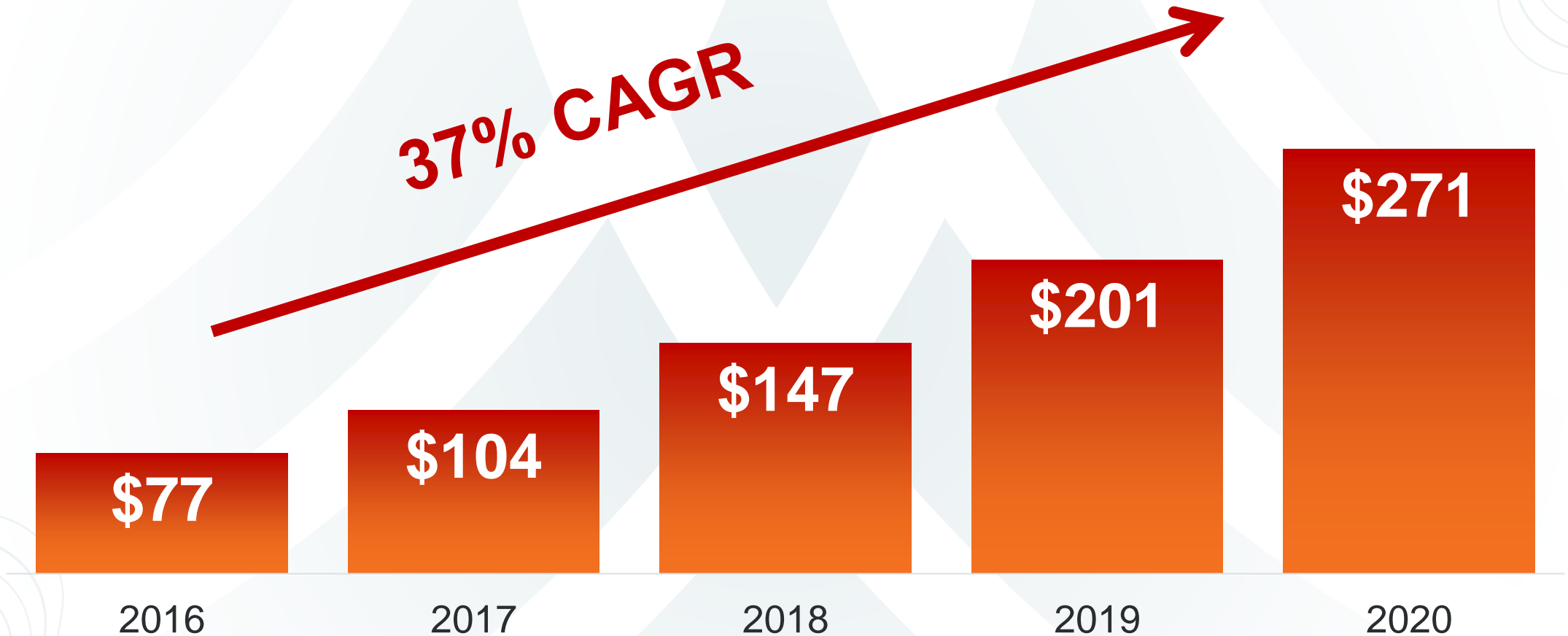
Patrick Brickley

SVP & CFO

Financial Highlights

- ✓ **Strong Revenue Growth**
- ✓ **Predictable SaaS Recurring Revenue Model**
- ✓ **Continued Strong Momentum in the Business**
- ✓ **Strong and Diversified Revenue Profile**
- ✓ **Attractive Customer Economics**
- ✓ **History of Positive Adjusted EBITDA¹**

Strong and Consistent Revenue Growth



Revenue
in millions of dollars

Predictable SaaS Recurring Revenue Model



89%

of revenue is subscription revenue¹

110%+

net revenue retention rate³

1.9

years average length of customer contract⁴

(1) Year ended December 31, 2020.
(2) Year ended December 31, 2020.
(3) As of December 31, 2020.

Continued Strong Momentum...

... with large accounts

Number of \$200k+ deals



... with cross-sell & up-sell opportunities

Number of CEM customers



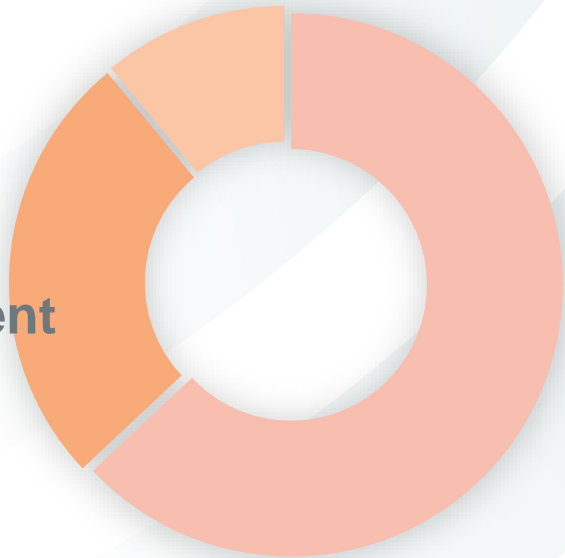
Strong and Diversified Revenue Profile

Revenue by Vertical¹

Healthcare
11%

Government
26%

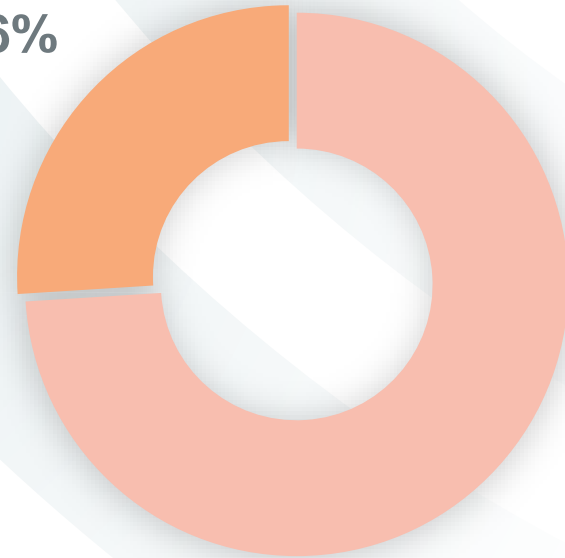
Corporate
63%



Revenue by Geography¹

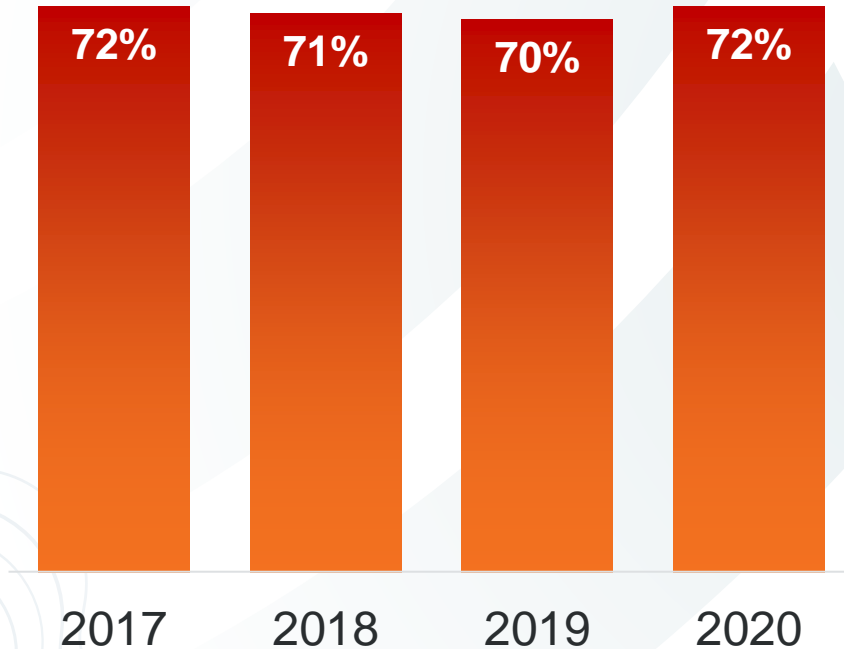
Rest of World
26%

US
74%

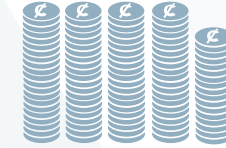


Attractive Customer Economics

Adjusted Gross Margin Percentage¹



FIRST YEAR



\$1.08

spent to acquire \$1 of recurring revenue²

SUBSEQUENT YEARS



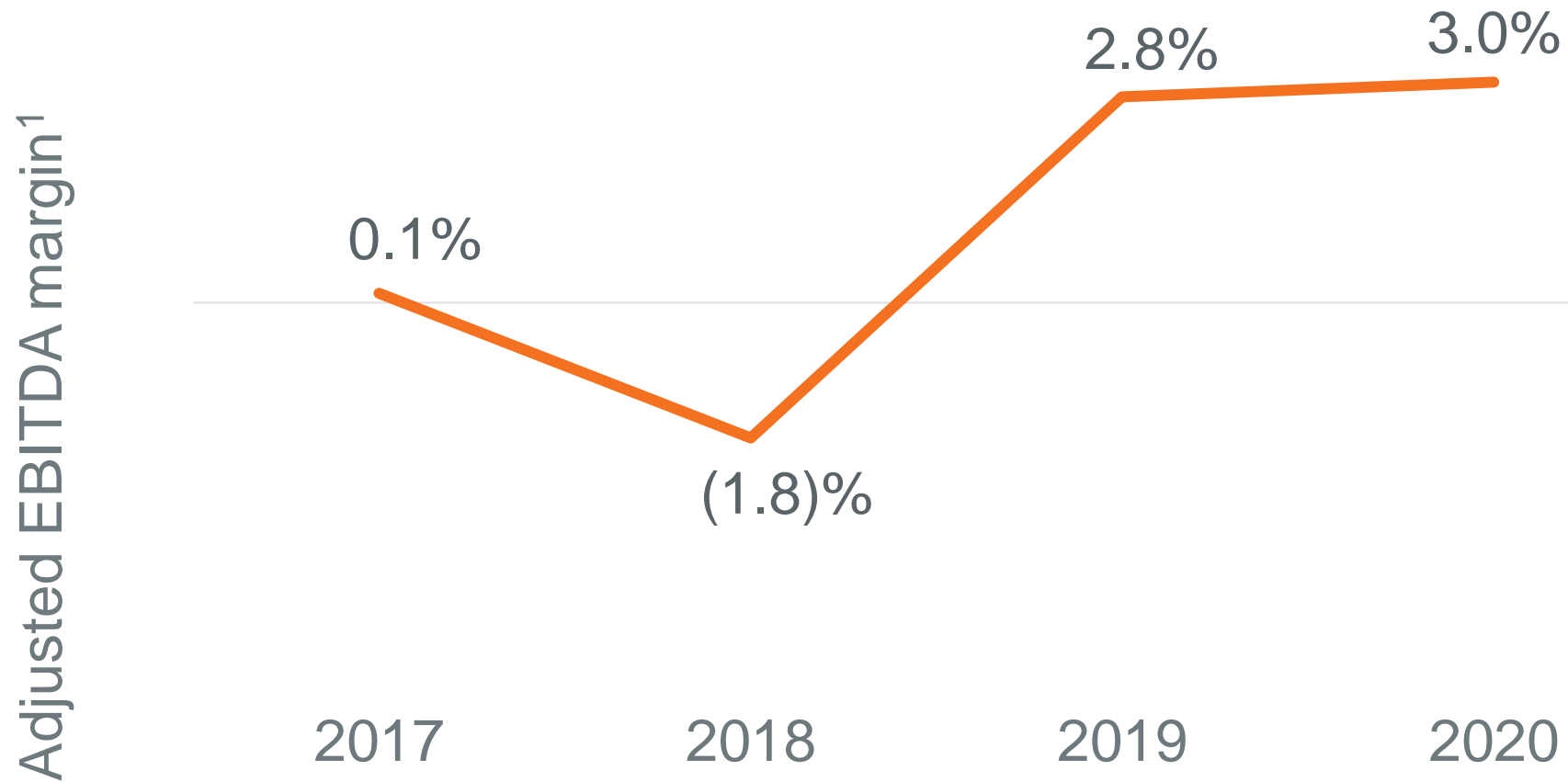
6¢

spent to retain \$1 of recurring revenue²

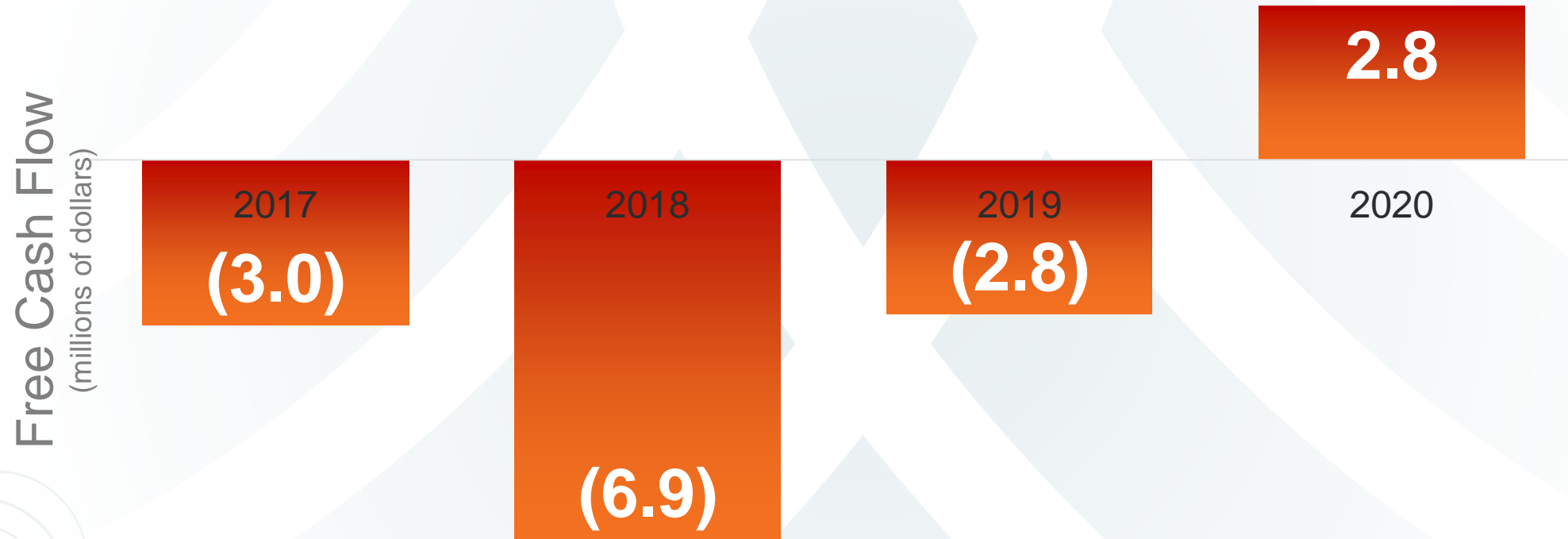
(1) Adjusted gross margin percentage represents our adjusted gross margin divided by total revenue. See slide 36 for a reconciliation of adjusted gross margin to gross profit, the most comparable metric calculated in accordance with U.S. GAAP.

(2) Reflects \$1.06 spent to generate each \$1.00 of new and growth sales in 2018, compared to 12 months of contract value for contracts entered into in 2020, and \$0.06 to renew each \$1.00 of renewal sales in 2020, compared to 12 months of contract value for contracts renewed in 2020. Analysis excludes expenses and bookings pertaining to acquisitions made in 2020.

History of Positive Adjusted EBITDA



Generating Positive Free Cash Flow



Investment Summary

**Adjusted
EBITDA
Positive¹**

**SaaS
Subscription
Model**

**Growing
Enterprise
Software Suite**

**\$41+ Billion
TAM²**

**37%
Revenue CAGR³**

**110%+
net revenue
retention rate⁴**

(1) Year ended December 31, 2020.

(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 2016-2020.

(4) Year ended December 31, 2020.

Reconciliation non-GAAP/GAAP

\$ in millions

For the Twelve Months Ended
December 31,

	2016	2017	2018	2019	2020
Gross profit	\$ 53.1	\$ 72.8	\$ 100.3	\$ 137.3	\$ 188.1
Amortization of acquired intangibles	2.3	1.6	1.3	2.1	4.2
Stock-based compensation	0.2	0.6	2.3	2.0	3.0
Adjusted Gross Margin	\$ 55.6	\$ 75.0	\$ 103.9	\$ 141.4	\$ 195.3
Non-GAAP sales and marketing	\$ 34.1	\$ 44.6	\$ 60.3	\$ 77.7	\$ 107.4
Non-GAAP research and development	\$ 14.5	\$ 20.7	\$ 34.2	\$ 42.2	\$ 53.8
Non-GAAP general and administrative	\$ 11.6	\$ 17.0	\$ 20.0	\$ 25.4	\$ 35.6
Net Loss	\$ (11.3)	\$ (19.6)	\$ (47.5)	\$ (52.3)	\$ (93.4)
Interest expense, net	0.5	0.2	4.5	3.0	22.1
Income taxes, net	-	-	0.8	0.4	(2.3)
Depreciation and amortization	7.7	10.2	13.7	19.7	30.8
Loss on extinguishment of debt	-	-	-	1.4	0.4
Change in fair value of contingent consideration	-	(1.0)	(0.3)	(0.6)	3.7
Stock-based compensation	3.1	9.3	25.8	33.5	46.8
Adjusted EBITDA	\$ -	\$ (0.9)	\$ (3.0)	\$ 5.1	\$ 8.1
Net cash provided by operating activities	\$ 9.5	\$ 4.9	\$ 3.3	\$ 10.3	\$ 15.8
Capital expenditures	(1.0)	(1.7)	(1.7)	(5.3)	(3.3)
Additions to capitalized software development costs	(5.5)	(6.2)	(8.5)	(7.8)	(9.7)
Free cash flow	\$ 3.0	\$ (3.0)	\$ (6.9)	\$ (2.8)	\$ 2.8

