Investor Presentation
March 2021
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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 footnote 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 retention

5,600+ Enterprise customers

53% Increase in operating cash flow

1,400+ Employees

$41+ Billion Market Opportunity

Adjusted EBITDA Positive

37% CAGR

$77  $104  $147  $201  $271

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).
(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
- 2x software industry NPS
- 160+ Global Patents
- Accelerating enterprise ASP by 9x with CEM suite
- Strong Network Effect Between Core and New Applications
- Highly Attractive Unit Economics
Recognized for Strong Mission-Driven Culture

PRAISED BY 87% EMPLOYEES vs. 59% national average

OVER 250 RATINGS supporting Everbridge culture

RANKED TOP 50 alongside Google, Adobe, Microsoft

(1) Glassdoor rating as of March 4, 2021
What Defines a Critical Event?

When **things you care about**…

Are impacted by **Threats**…

…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 months

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(1) Forrester - The Total Economic Impact™ Of Everbridge CEM Platform, July 2020 (with COVID-19 addendum, March 2021). Forrester interviewed customers and generated a composite profile with underlying assumptions of $30 billion revenue • 30,000 employees • 100 facilities • Multiple countries.
Accelerating Threats Drive Disruption

Number of billion-dollar US natural disasters\(^1\)

- **5.5x** increase
- 2000: 4
- 2020: 22

Annual mass shootings in the US\(^2\)

- **28x** increase
- 2000: 1
- 2019: ~30

Number of terrorist incidents\(^3\)

- **4x** increase
- 2000: ~1.5K
- 2019: ~6.3K

Total malware programs\(^4\)

- **23x** increase
- 2010: ~50mm
- 2020: ~1.1B

\(^1\) 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 disasters

Annual mass shootings in the US

BLACK SWAN EVENT COVID-19:
GLOBAL, PERSISTENT, AND PERVERSIVE DISRUPTOR OF GOVERNMENTS, BUSINESSES, & HEALTHCARE

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

Operations & Supply Chain
983 of Fortune 1000
with Tier 2 suppliers in impacted regions

Brand
49% drop in NPS
Overall across 20 industries

Source: Stanford University as of June 2020
Source: Dun & Bradstreet as of February 2020
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 Losses: $210 Billion
- Annual Cost of Terrorism: $84 Billion
- Annual Cost of Malicious Cyber Activities (US): $109 Billion
- Annual Cost of Workplace Violence (US): $121 Billion

Equaling Annual Economic Impact of:

- $500 Billion

And Est. Total Economic Impact of:

- $8.8 Trillion

Sources:
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”

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Our Market Drivers

**DIGITAL TRANSFORMATION**
$2.3$ Trillion or $53\%$ of all technology investment by $2023^1$

**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 $2024^3$ (Future of Work)

**IoT & SMART / SAFE CITIES**
$75.4B$ IoT connected devices $^4$ and $189.5B$ in Smart City spend by $2025^5$

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4) Statista – “IoT Connected Devices from 2015 to 2025”
5) IDC – IDC Forecasts Smart Cities Spending to Reach $189 Billion in 2023

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Large and Growing Addressable Market

$4.8B + $10.4B + $25.9B

= $41+ Billion TAM$^2$

Large penetration opportunity

7 / 50
U.S. state-wide

66 / 540
Federal agencies$^3$

6 / 28
Indian state-wide

11 / 195
Country-wide

$\sim$350 / 1000
F1000

2 / 11
SaaS products per customer

From Single Product to Enterprise Suite

(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

PLATFOR\n
MDATA
Automated, real-time threat detection for 100+ types of risk

GAIN
CLARITY

S\n
ECALE
Resources to support teams of all sizes globally

ACT
FASTER

P\n
RODUCTS
Integrated suite for response management of critical event lifecycles

IMPROVE
OUTCOMES

IP PATENTS
160+ worldwide patents

PLATFORM
One Platform.
One Process.
One Response.
Anywhere.

PRODUCTS
Integrated suite for response management of critical event lifecycles
Next Generation Public Warning System

Trusted worldwide with more deployments than any other provider

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

PATENTED TECHNOLOGY
ENABLES AUDIO, VIDEO, & IMAGE MULTIMEDIA ALERTS

DUAL SALES MOTION:
Win Countries + Cross-sell to carriers
Win Carriers + Cross sell to countries
Relevant across most Public and Private Sectors

- 9 OF THE 10 largest U.S.-based investment banks
- 9 OF THE 10 largest global auto makers
- 9 OF THE 10 largest global consulting firms
- 8 OF THE 10 largest U.S. cities
- 7 OF THE 10 largest U.S.-health insurers
- 47 OF THE 50 busiest North American airports
- 4 OF THE 5 largest Pharmaceutical companies
- 9 OF THE 10 largest technology companies
- 4 OF THE 4 largest global CPA firms

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

Number of customers: 2020 5,613
2011 867

Critical Event Management Platform

Corporate Governance | Duty of Care | Organizational Resilience

CEO | BOARD OF DIRECTORS

LEADERSHIP

Security & Risk | Information Technology | Line of Business

CRO | COO | CSO | CIO | CHRO | CFO

MULTIPLE BUYERS

Employee Communications | Employee Safety & Security | Business Continuity | IT Services | Supply Chain

KEY USE CASES

Critical Assets Profiles | Risk + Threat Data | Automated Rules & Workflows | Communication & Collaboration | Visualization & Analytics
Everbridge Network Effect: Statewide

Platform Enables Ecosystem for Regional Resiliency

400+ Customers

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTIES</td>
<td>67 of 67</td>
</tr>
<tr>
<td>CITIES</td>
<td>315</td>
</tr>
<tr>
<td>CORPORATIONS*</td>
<td>64</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>120</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>11</td>
</tr>
<tr>
<td>HEALTH CARE</td>
<td>32</td>
</tr>
<tr>
<td>TRANSPORTATION</td>
<td>16</td>
</tr>
</tbody>
</table>

*Including Corporations, Financial Services, Retail and Technology

SELECTED TO POWER THE
U.S. PRESIDENTIAL ALERTS

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Everbridge Network Effect: Countrywide
Platform Enables Ecosystem for Regional Resiliency

ENTER via key fin. services customers

STANDARDIZE Ministry of Home Affairs for citizens

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

(Singapore customers on platform)

2017 2018 2019 2020

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Global Traction: Public Warning Wins

December 2, 2019
Everbridge Selected to Power Countrywide Disaster Alert Platform in Peru for 37 million residents and annual visitors

Global Traction:

EU ALERT REGULATION
28 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
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).

Customers
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

200+
Projects

Global Coverage and Redundancy

Voice Providers

Global SMS Network Providers

Triple Redundant

Double Redundant

40%+ growth

2019
3.5
Billions of interactions

2020
>5

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Multiple Vectors of Growth

(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 Oceana. Also powering the front-end of the U.S. Presidential alerts in North America.
Land and Expand Case Studies

**Fortune 500**

*Payment Processor*

- Proven ability to generate and expand value as engagement deepens with our solutions
- Automate crisis response tasks and SOPs & accelerate time to value with add-on services
- Additional deployment of ITA to integrate with ServiceNow and reduce downtime
- Enhance employee and traveler safety and establish a Customer Relief program
- Enhance functionality via multiple discretionary add-ons
- Incident management team deploys ITA for driving business continuity

**Fortune 1000**

*Pharmaceuticals*

- Empower communication across the enterprise during critical events (e.g., weather)
- Operationalize notifications, communicate with travelers, and integrate with fire panels and badging systems
- Operationalize notifications, communicate with travelers, and integrate with fire panels and badging systems
- Additional deployment of ITA to integrate with ServiceNow and reduce downtime
- Increase coverage by adding more contacts and assets & enhance functionality via ecosystem connectors

- Establish common operating picture throughout enterprise
- Streamline tasks during critical events

---

**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 EBITDA\(^1\)

\(^1\) Adjusted EBITDA Positive in the years ended 2012-2014, 2016, 2017, 2019, 2020
Strong and Consistent Revenue Growth

Revenue (in millions of dollars):

- 2016: $77
- 2017: $104
- 2018: $147
- 2019: $201
- 2020: $271

37% CAGR
Predictable SaaS Recurring Revenue Model

89% of revenue is subscription revenue

110%+ net revenue retention rate

1.9 years average length of customer contract

(1) Year ended December 31, 2020.
(2) Year ended December 31, 2020.
(3) As of December 31, 2020.
(4) Year ended December 31, 2020.
Continued Strong Momentum…

- **... with large accounts**
  - Number of $200k+ deals
  - 2019: 58
  - 2020: 81
  - 40% growth

- **... with cross-sell & up-sell opportunities**
  - Number of CEM customers
  - 2019: 76
  - 2020: 128
  - 68% growth
Strong and Diversified Revenue Profile

Revenue by Vertical\(^1\)
- Corporate: 63%
- Government: 26%
- Healthcare: 11%

Revenue by Geography\(^1\)
- US: 74%
- Rest of World: 26%

(1) Trailing twelve months ended December 31, 2020
Attractive Customer Economics

### Adjusted Gross Margin Percentage\(^1\)

<table>
<thead>
<tr>
<th>Year</th>
<th>Margin Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>72%</td>
</tr>
<tr>
<td>2018</td>
<td>71%</td>
</tr>
<tr>
<td>2019</td>
<td>70%</td>
</tr>
<tr>
<td>2020</td>
<td>72%</td>
</tr>
</tbody>
</table>

\(^1\) 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.

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**FIRST YEAR**

$1.08

spent to acquire $1 of recurring revenue\(^2\)

**SUBSEQUENT YEARS**

6¢

spent to retain $1 of recurring revenue\(^2\)
History of Positive Adjusted EBITDA

Adjusted EBITDA margin\(^1\)

<table>
<thead>
<tr>
<th>Year</th>
<th>Adjusted EBITDA margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>0.1%</td>
</tr>
<tr>
<td>2018</td>
<td>(1.8)%</td>
</tr>
<tr>
<td>2019</td>
<td>2.8%</td>
</tr>
<tr>
<td>2020</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

(1) Adjusted EBITDA margin represents Adjusted EBITDA divided by total revenue. See slide 36 for a reconciliation of adjusted EBITDA to net income/(loss), the most comparable metric calculated in accordance with U.S. GAAP.
Generating Positive Free Cash Flow

Free Cash Flow (millions of dollars)

- 2017: $(3.0)
- 2018: $(6.9)
- 2019: $(2.8)
- 2020: $2.8

(1) See slide 36 for a reconciliation of free cash flow to net cash provided by operating activities.
Investment Summary

Adjusted EBITDA Positive\(^1\)

SaaS Subscription Model

Growing Enterprise Software Suite

$41+ Billion TAM\(^2\)

37% Revenue CAGR\(^3\)

110%+ net revenue retention rate\(^4\)

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(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

<table>
<thead>
<tr>
<th>$ in millions</th>
<th>For the Twelve Months Ended December 31,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
</tr>
<tr>
<td>Gross profit</td>
<td>$ 53.1</td>
</tr>
<tr>
<td>Amortization of acquired intangibles</td>
<td>2.3</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>0.2</td>
</tr>
<tr>
<td><strong>Adjusted Gross Margin</strong></td>
<td>$ 55.6</td>
</tr>
<tr>
<td>Non-GAAP sales and marketing</td>
<td>$ 34.1</td>
</tr>
<tr>
<td>Non-GAAP research and development</td>
<td>$ 14.5</td>
</tr>
<tr>
<td>Non-GAAP general and administrative</td>
<td>$ 11.6</td>
</tr>
<tr>
<td>Net Loss</td>
<td>$ (11.3)</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>0.5</td>
</tr>
<tr>
<td>Income taxes, net</td>
<td>-</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>7.7</td>
</tr>
<tr>
<td>Loss on extinguishment of debt</td>
<td>-</td>
</tr>
<tr>
<td>Change in fair value of contingent consideration</td>
<td>-</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>3.1</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$ -</td>
</tr>
<tr>
<td>Net cash provided by operating activities</td>
<td>$ 9.5</td>
</tr>
<tr>
<td>Capital expenditures</td>
<td>(1.0)</td>
</tr>
<tr>
<td>Additions to capitalized software development costs</td>
<td>(5.5)</td>
</tr>
<tr>
<td><strong>Free cash flow</strong></td>
<td>$ 3.0</td>
</tr>
</tbody>
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