Welcome

Everbridge Analyst Day 2019

Jaime Ellertson – *Chairman & CEO*

- Leads Everbridge strategic vision, corporate growth and market evolution
- Former CEO and Chairman of CloudFloor Corporation, merged with Everbridge (NASDAQ: EVBG)
- CEO. President and Director of Gomez Inc., Internet Performance Management leader (acquired by Compuware)
- CEO, President and Director of S1 Corporation (NASDAQ: SONE)
- CEO and President of Interleaf (NASDAQ: LEAF) acquired by BroadVision
- Founded several other high growth software companies including:
  - Founder Document Automation Corporation (1982-1987)
  - Founder Openware Technologies (1990-1995)
  - Founder Purview Technologies Inc. (1996-1997)

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: 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; developments in the market for targeted and contextually relevant critical communications 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”), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2018 filed with the SEC on March 1, 2019. 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.

Agenda

Time	Session	Speakers
12:00 PM	**Registration and Lunch**	
1:00 PM	Review of Agenda / Safe Harbor	Jaime Ellertson - Chairman & CEO
1:10 PM	Critical Event Management *'In Action'*	Imad Mouline – CTO
1:25 PM	Everbridge Growth Drivers, Addressable Market & Vision	Jaime Ellertson - Chairman & CEO
2:00 PM	How Everbridge supports Dow's mission and helps Security enable the business	Scott Whelchel, CSO Dow Chemicals
2:15 PM	Tiffany's Platform for workplace, branch safety for all employees, customers; protecting physical, inventory and intellectual assets	David McGowan, CSO Tiffany
2:25 PM	**Q&A**	
2:30 PM	**Break**	
2:40 PM	Product Overview	Imad Mouline – CTO
3:15 PM	Managing Risk at Hilton	Gabe Warren, Global Intelligence
3:30 PM	Platform Engineering and Resiliency	Jim Totton - EVP Product Management, Engineering, and Ops
3:45 PM	Go to Market Strategy	Bob Hughes – President
4:00 PM	Financial Review	Patrick Brickley – SVP & CFO
4:20 PM	Wrap Up	Jaime Ellertson - Chairman & CEO
4:30 PM	**Q&A**	

David Meredith – *CEO-elect*

- 25 years executive leadership scaling multi-billion-dollar cloud managed services providers and software companies
- Former Chief Operating Officer at Rackspace
- Former President of Global Data Center Hosting at CenturyLink ($2.8B private equity transaction)
- Executive roles at venture-backed firms such as NeuPals in China to business units of large public companies such as Capital One, CGI and VeriSign
- Industry thought leader, recognized and quoted by *BusinessWeek*, *USA Today*, The Uptime Institute, *NPR's Morning Edition*

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Everbridge Critical Event Management

Imad Mouline – *Chief Technology Officer*

+ Leads Everbridge market strategy, product roadmap and innovation
+ Co-founder and CTO of Cloudfloor
+ CTO of Compuware's Application Performance Management Solutions
+ CTO of Gomez
+ CTO of S1 Corporation
+ Director of Engineering at BroadVision and Interleaf, Inc
+ 5 U.S. Patents; MIT graduate

everbridge®

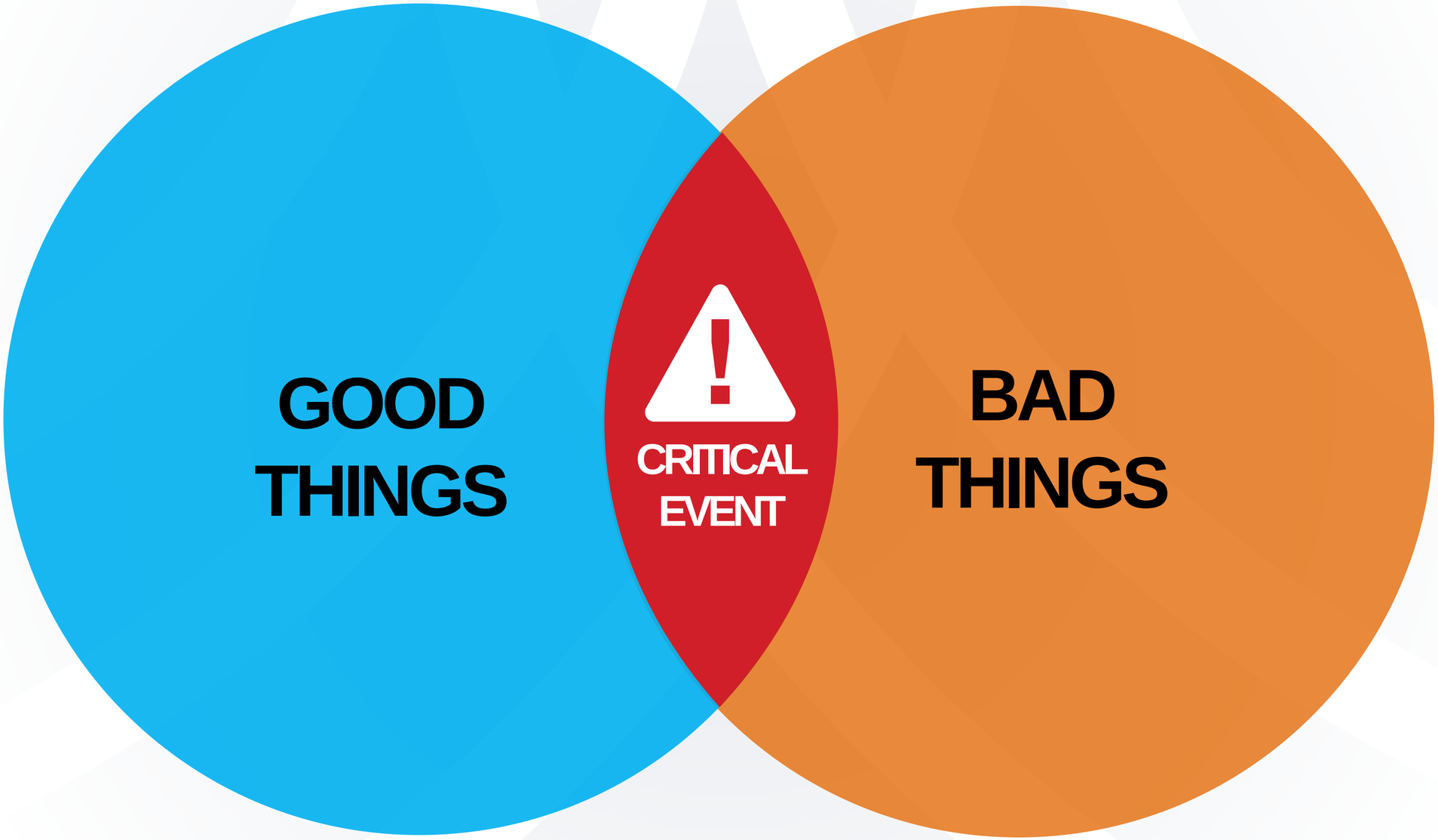
CEM Critical Event Management PLATFORM

Demonstration

EW SOUTH WALES STATE, AUSTRALIA
1 Affected Asset
1 Employee
16
PROTEST OUTSIDE NEW SOUTH WALES PARLIAMENT IN SYDNEY
Visual Command Center
Last 24h
Alerted On
Total Risk Events
298 / 10,365
Acknowledged
211
Active Now
87
Total Assets
49,493
Asset Types
Executive 32
Partner 28
88% of Total Assets
In Alert Area
Last 24h
43,734

Everbridge Critical Event Management

A Simple Value Proposition

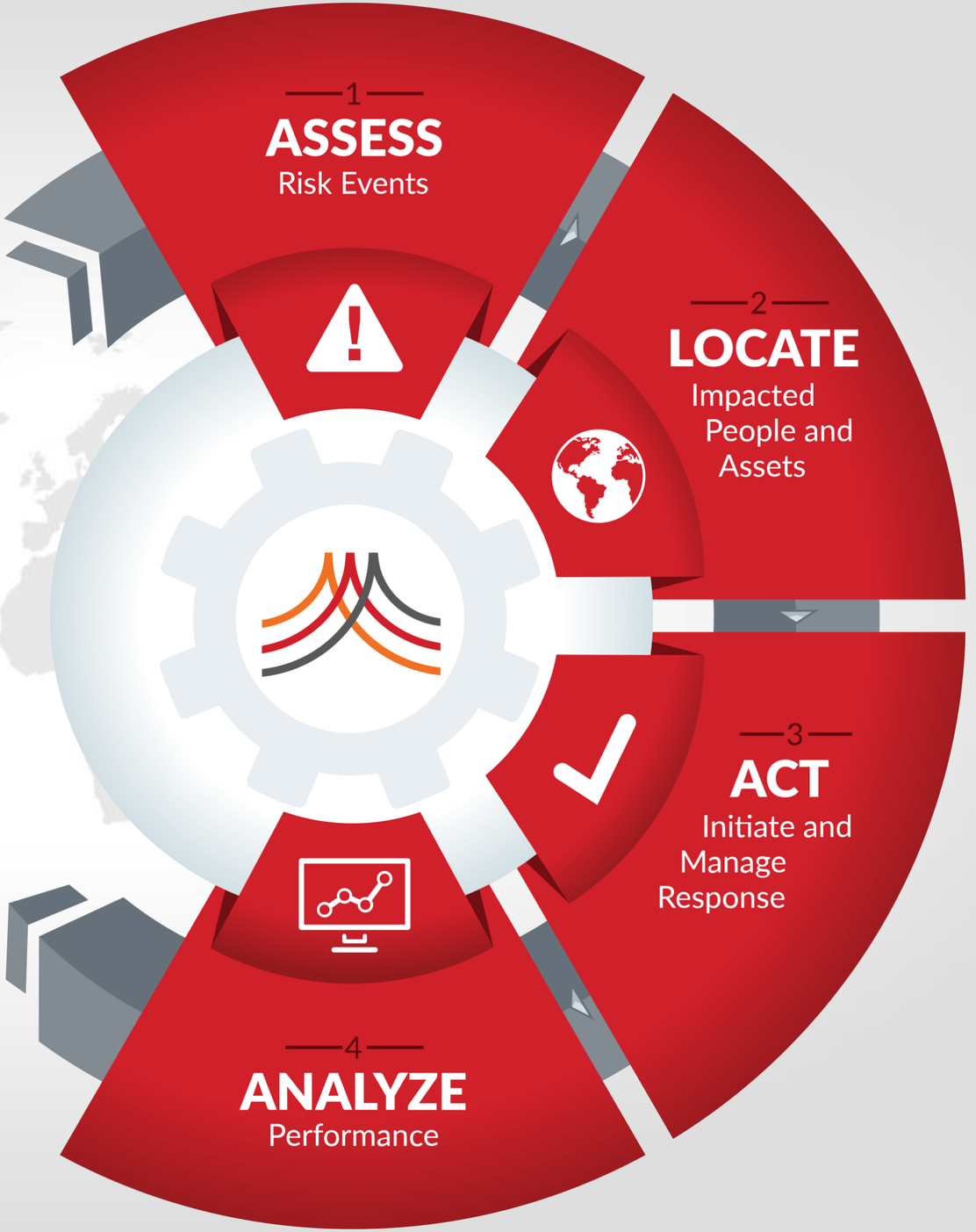


CEM Approach

CEM

Critical Event Management

P L A T F O R M



1
ASSESS
Risk Events
2
LOCA
Impact

Assess: *Alert*, *Context* , and *Reference* Risk Data Sources

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

CONTEXT

- TRAFFIC
- WEATHER
- CCTV
- NIXLE ADVISORY
- SOCIAL MEDIA
- MAP IMAGERY
- AIRPORT
- COUNTRY RISK PROFILE

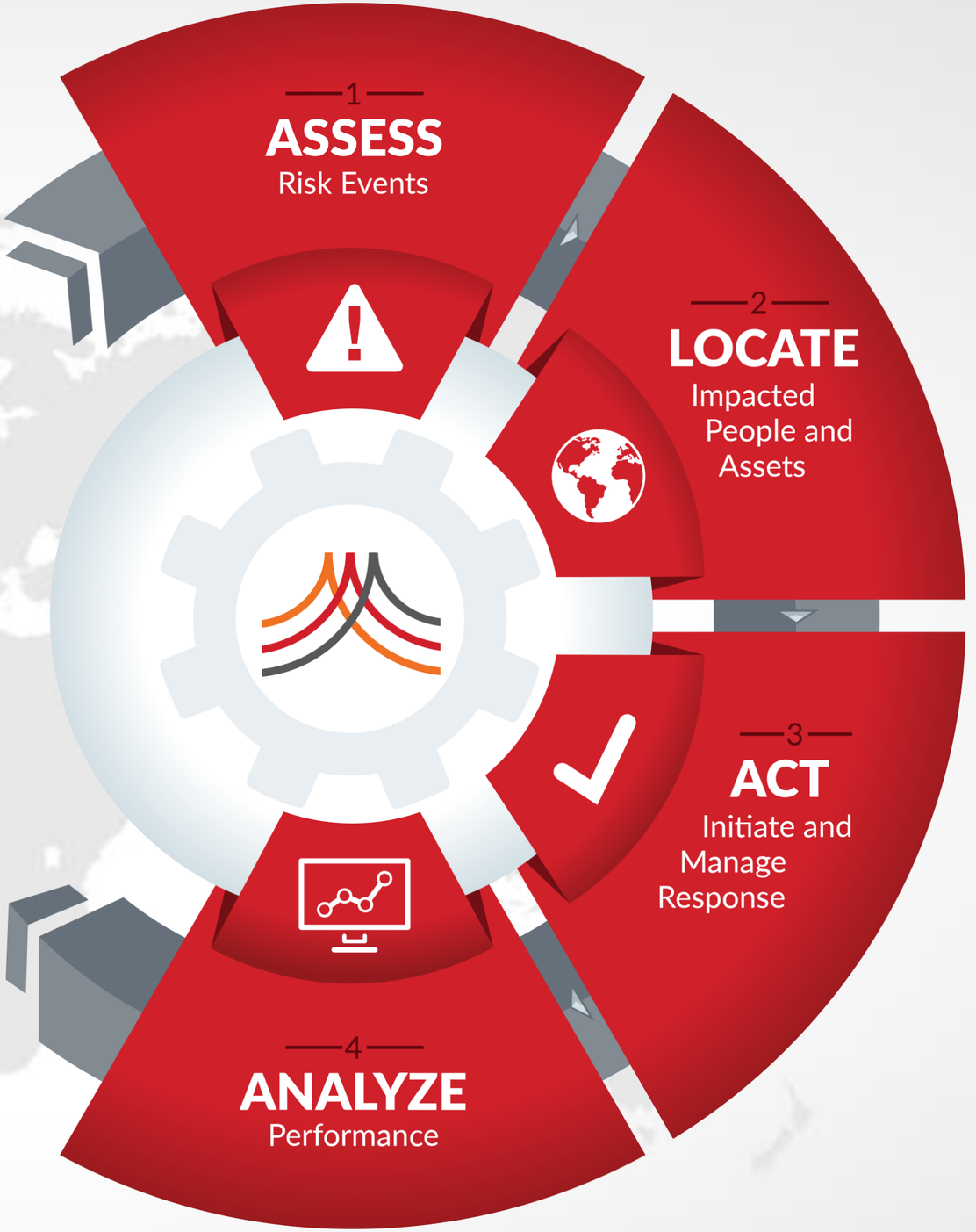
REFERENCE

- ENERGY
- EDUCATION
- BANKING/ FINANCIAL
- TRANSPORTATION
- WATER
- CONSUMER ATTRACTIONS
- EMERGENCY MANAGEMENT
- CHEMICALS
- LAW ENFORCEMENT
- GEOGRAPHY

CEM

Critical Event Management

P L A T F O R M



ASSESS
Risk Events
2
LOCATE
Impacted
People and
Assets

Aggregate Location Data from Multiple Sources

STATIC — MANUAL — LAST KNOWN — EXPECTED

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

EXPECTED LOCATIONS

TRAVEL AWARE

TRAVEL MANAGEMENT SERVICES

TRAVEL ITINERARY AGGREGATOR

SCHEDULE AWARE

OFFICE 365

2
LOCATE
Impacted
People and
Assets
EVERBRIDGE
AI ENGINE
3
ACT
Initiate and
Manage
Response

Correlation

ASSOCIATIVE

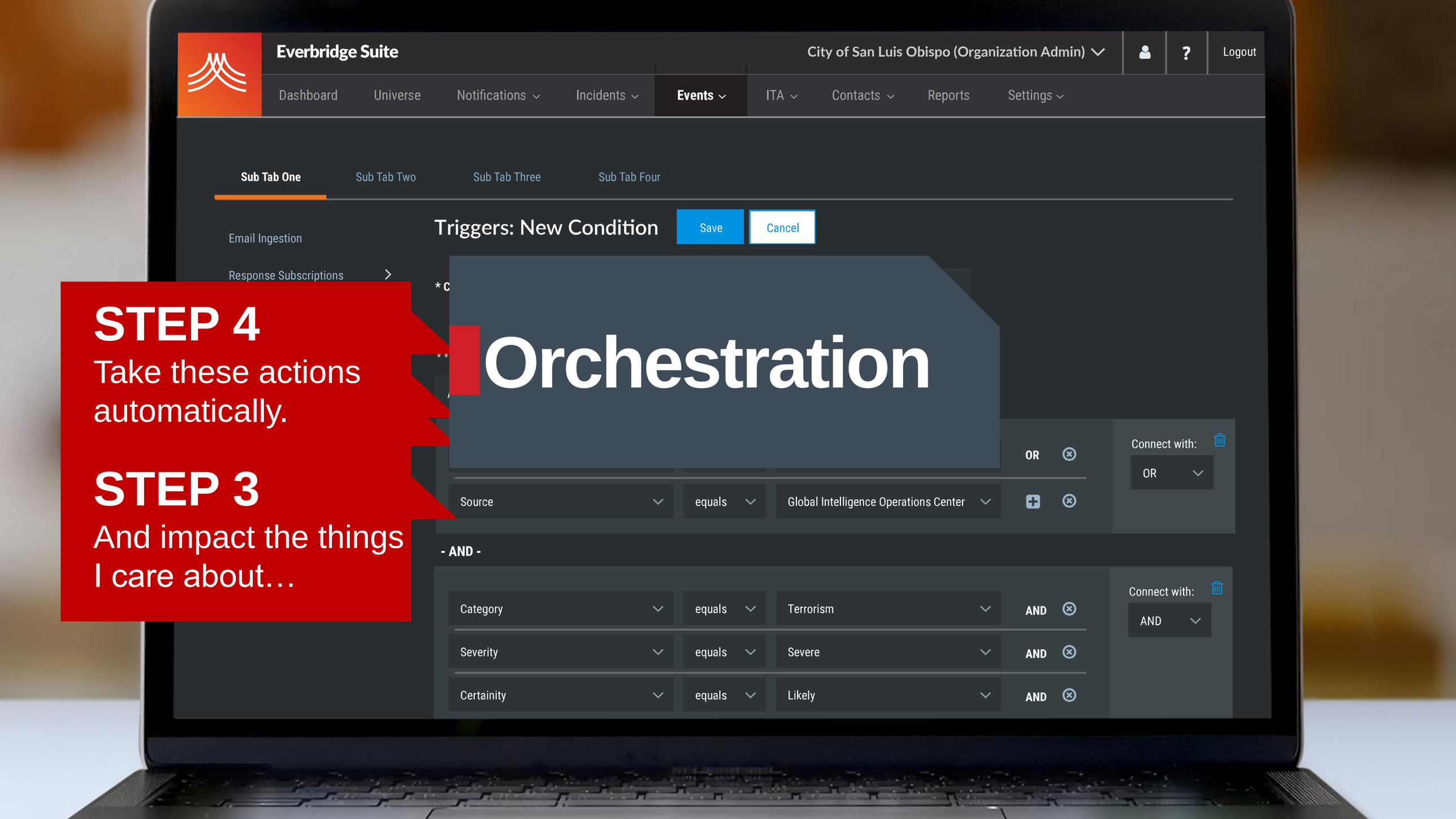
GEO-TEMPORAL

GEO-SPATIAL

CEM

Critical Event Management

P L A T F O R M


Everbridge Suite
City of San Luis Obispo (Organization Admin)
Logout
Dashboard
Universe
Notifications
Incidents
Events
ITA
Contacts
Reports
Settings
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…
OR
Connect with:
OR
Source
equals
Global Intelligence Operations Center
- AND -
Category
equals
Terrorism
AND
Connect with:
AND
Severity
equals
Severe
AND
Certainity
equals
Likely
AND

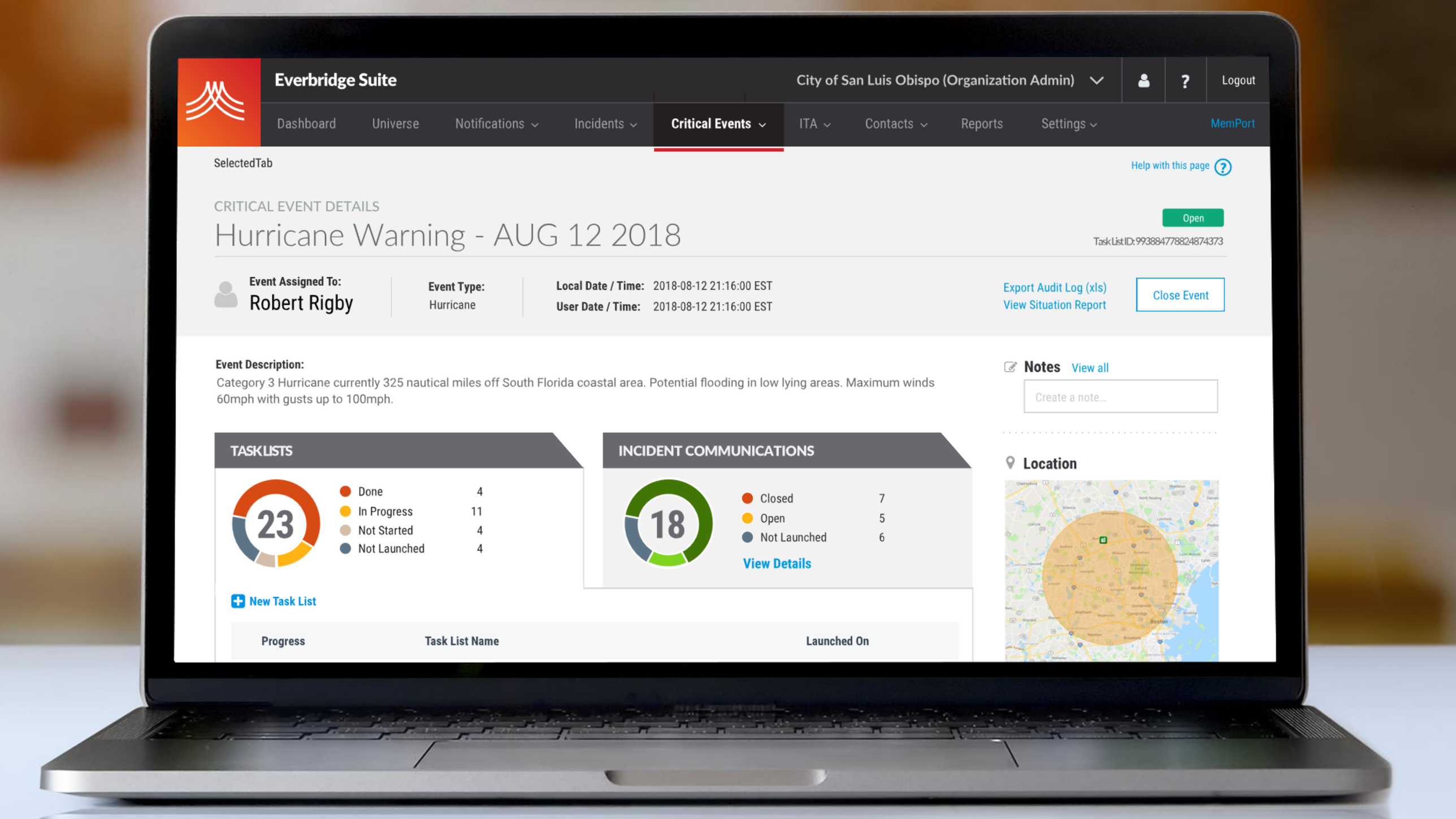
ERBRIDGE
ENGINE

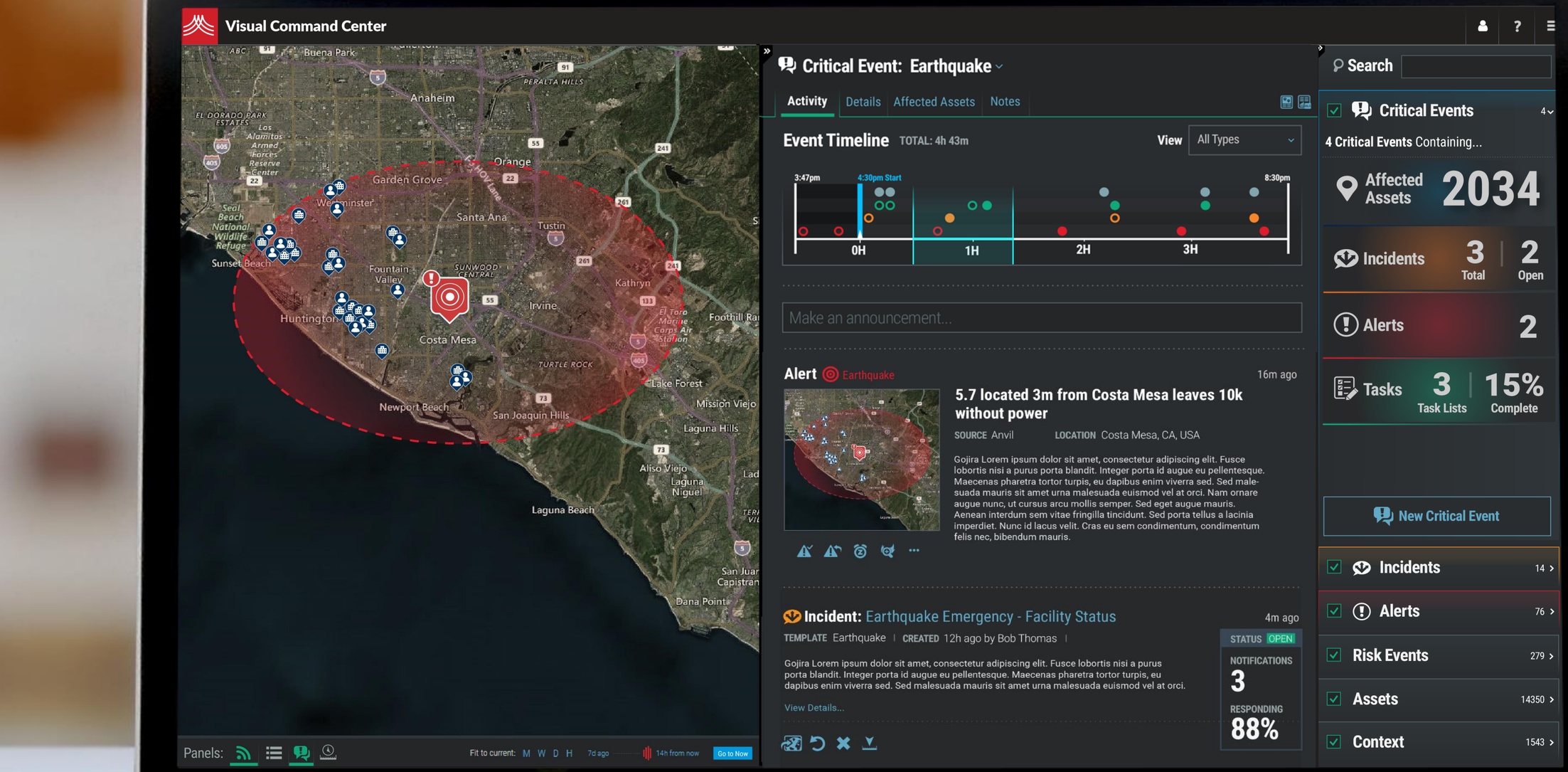
3

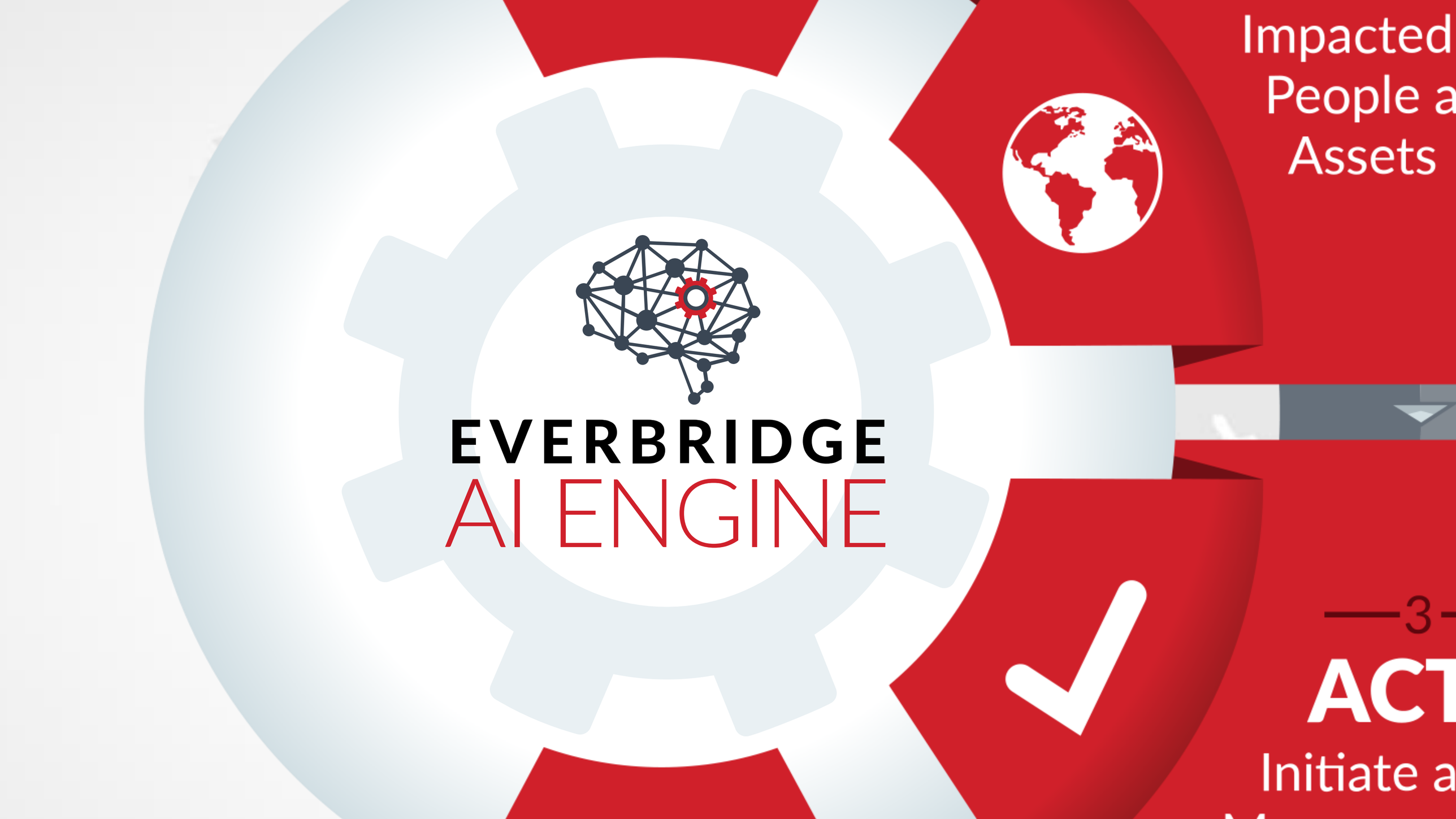
ACT

Initiate and
Manage
Response

4


Everbridge Suite
City of San Luis Obispo (Organization Admin)
Logout
Dashboard
Universe
Notifications
Incidents
Critical Events
ITA
Contacts
Reports
Settings
MemPort
SelectedTab
Help with this page
CRITICAL EVENT DETAILS
Hurricane Warning - AUG 12 2018
Open
Task List ID: 993884778824874373
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
Export Audit Log (xls)
View Situation Report
Close Event
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.
Notes
View all
Create a note...
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
Location
New Task List
Progress
Task List Name
Launched On


Visual Command Center
Buena Park
Anaheim
Orange
Garden Grove
Westminster
Santa Ana
Tustin
Fountain Valley
Sunset Beach
Huntington
Irvine
Costa Mesa
Kathryn
Lake Forest
Mission Viejo
Laguna Hills
Aliso Viejo
Laguna Niguel
Laguna Beach
Newport Beach
San Joaquin Hills
Dana Point
Foothill Ranch
Panels:
Fit to current: M W D H
7d ago
14h from now
Go to Now
Critical Event: Earthquake
Activity
Details
Affected Assets
Notes
Event Timeline
TOTAL: 4h 43m
View
All Types
3:47pm
4:30pm Start
8:30pm
0H
1H
2H
3H
Make an announcement...
Alert
Earthquake
16m ago
5.7 located 3m from Costa Mesa leaves 10k without power
SOURCE Anvil
LOCATION Costa Mesa, CA, USA
Gojira Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce lobortis nisi a purus porta blandit. Integer porta id augue eu pellentesque. Maecenas pharetra tortor turpis, eu dapibus enim viverra sed. Sed malesuada mauris sit amet urna malesuada euismod vel at orci. Nam ornare augue nunc, ut cursus arcu mollis semper. Sed eget augue mauris. Aenean interdum sem vitae fringilla tincidunt. Sed porta tellus a lacinia imperdiet. Nunc id lacus velit. Cras eu sem condimentum, condimentum felis nec, bibendum mauris.
Incident: Earthquake Emergency - Facility Status
4m ago
TEMPLATE Earthquake
CREATED 12h ago by Bob Thomas
Gojira Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce lobortis nisi a purus porta blandit. Integer porta id augue eu pellentesque. Maecenas pharetra tortor turpis, eu dapibus enim viverra sed. Sed malesuada mauris sit amet urna malesuada euismod vel at orci.
View Details...
STATUS OPEN
NOTIFICATIONS 3
RESPONDING 88%
Search
Critical Events 4
4 Critical Events Containing...
Affected Assets 2034
Incidents 3 Total 2 Open
Alerts 2
Tasks 3 Task Lists 15% Complete
New Critical Event
Incidents 14
Alerts 76
Risk Events 279
Assets 14350
Context 1543

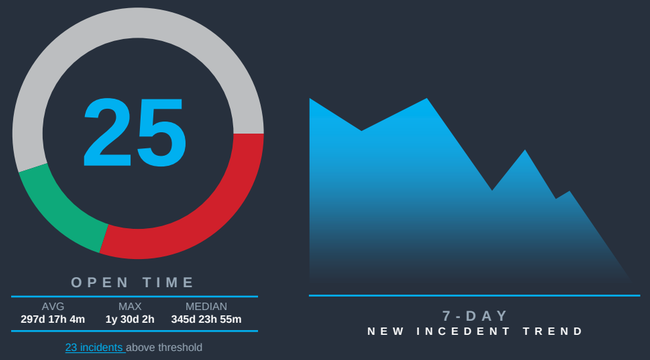

EVERBRIDGE
AI ENGINE
Impacted
People a
Assets
3
ACT
Initiate a

4
ANALYZE
Performance
Initia
Manag
Respons

Hindsight

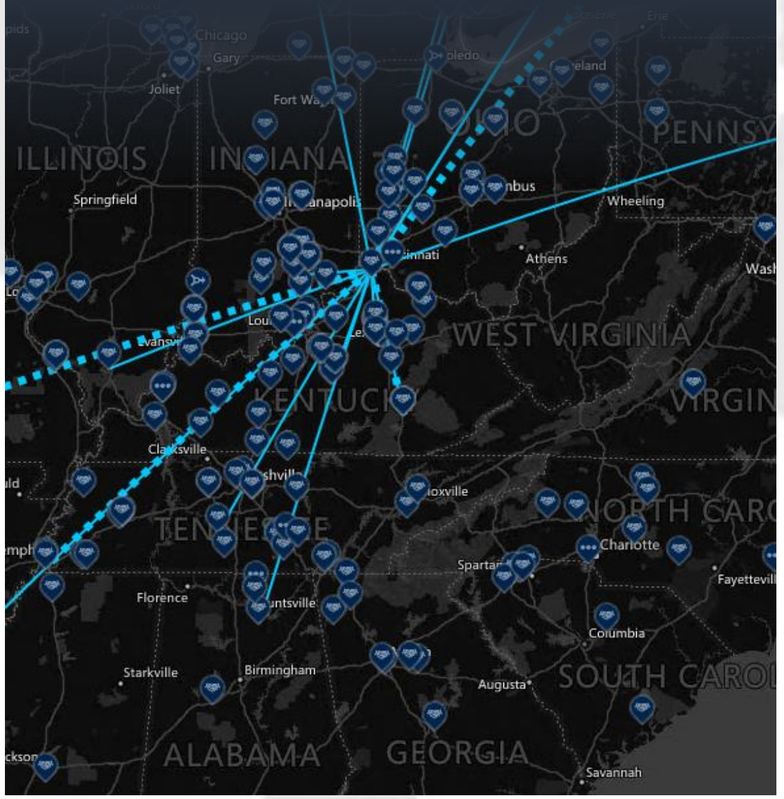
What happened?

SUPPLY CHAIN



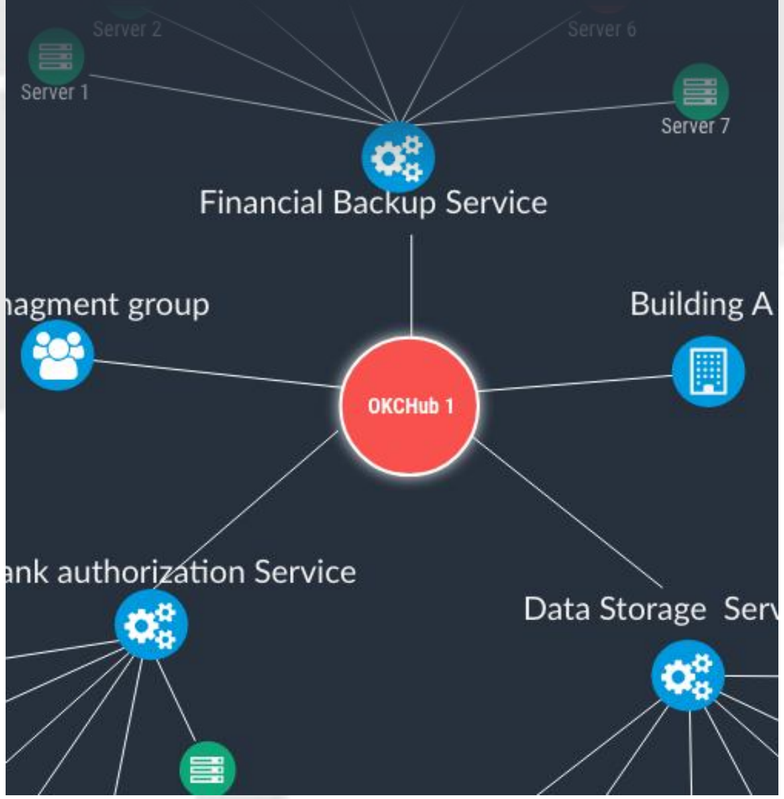
Insight

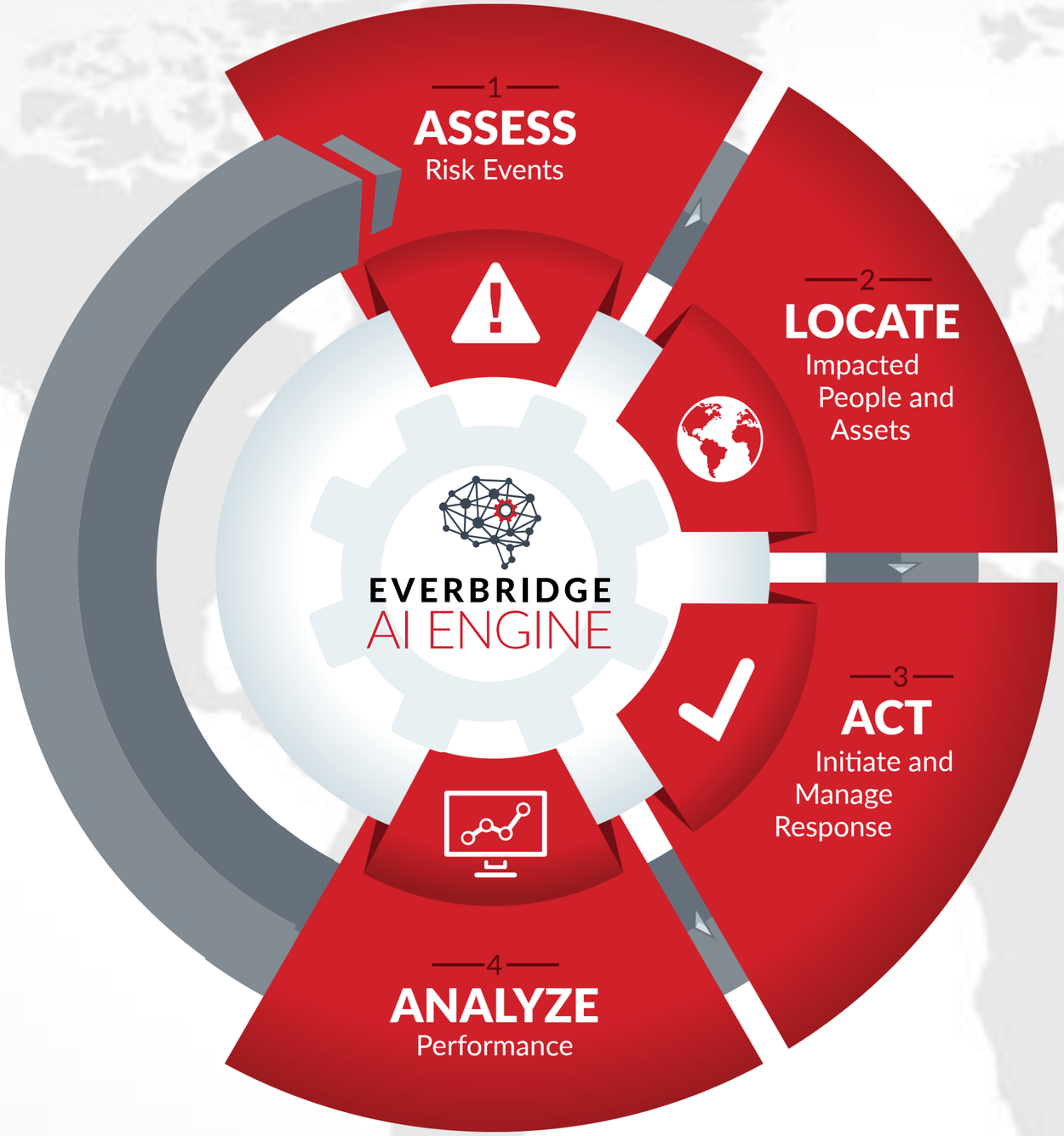
Why did it happen?



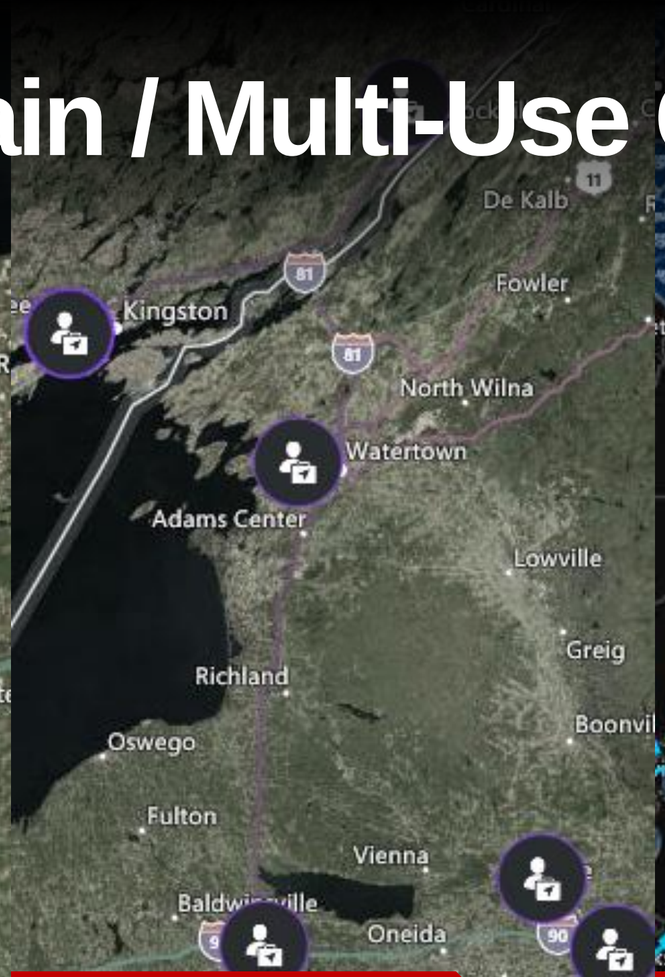
Foresight

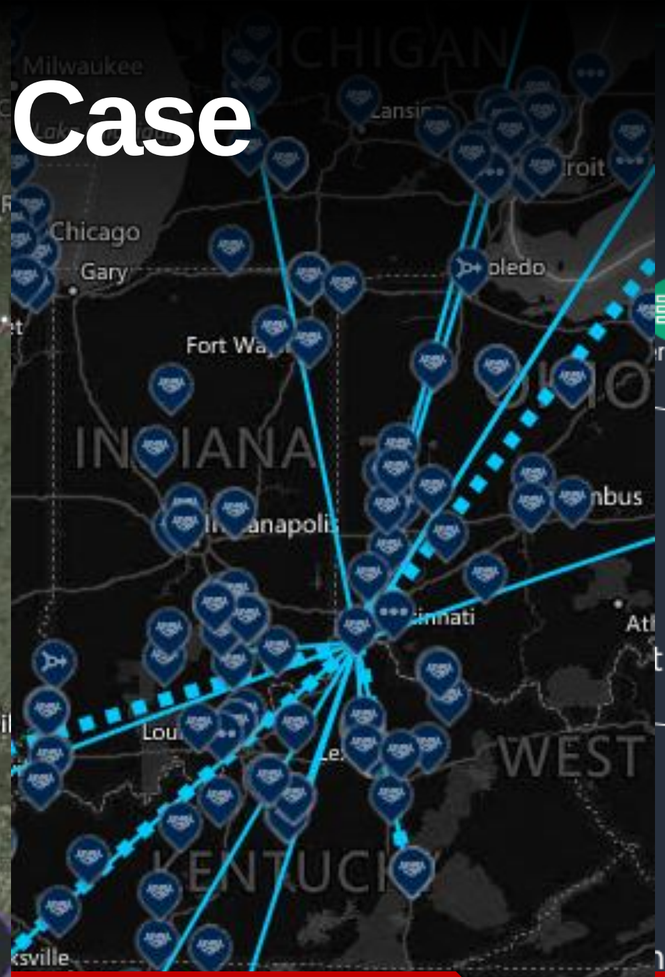
What will happen?

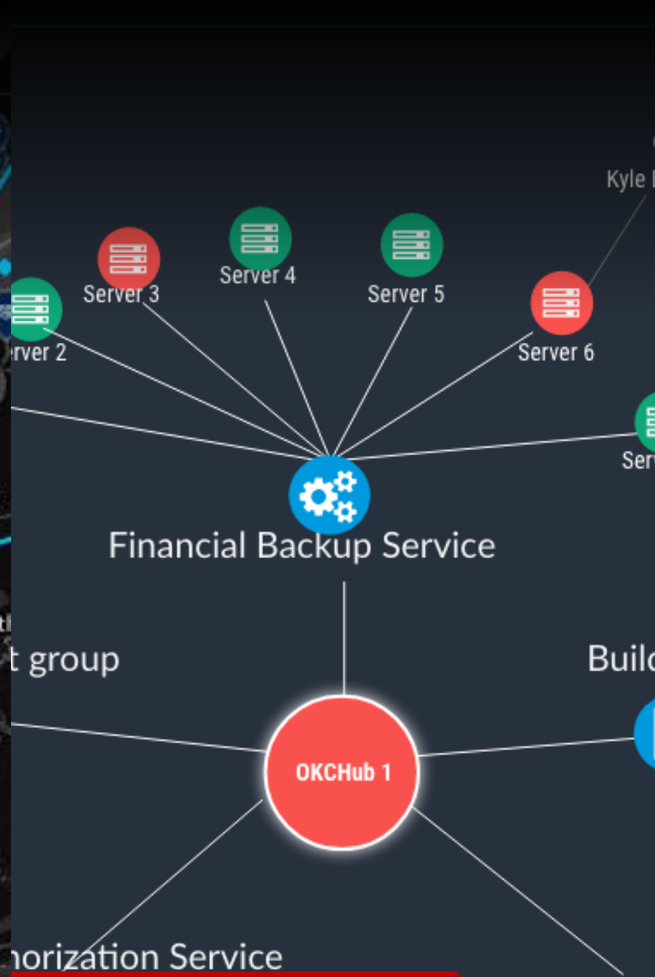



1
ASSESS
Risk Events
2
LOCATE
Impacted People and Assets
3
ACT
Initiate and Manage Response
4
ANALYZE
Performance
EVERBRIDGE
AI ENGINE

Cross Domain / Multi-Use Case







Business Continuity

Employee Life Safety

Supply Chain

Information Technology

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Corporate Update

Everbridge Analyst & Investor Day

Jaime Ellertson – *Chairman & CEO*

- Leads Everbridge strategic vision, corporate growth and market evolution
- Former CEO and Chairman of CloudFloor Corporation, merged with Everbridge (NASDAQ: EVBG)
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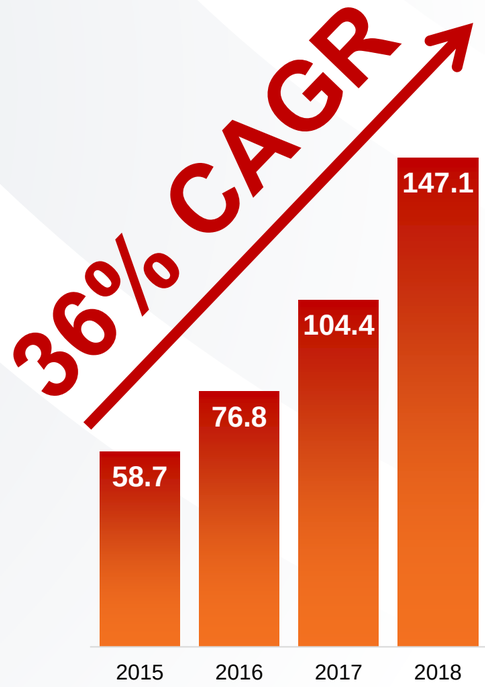
  - Founder Purview Technologies Inc. (1996-1997)

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**



Revenue in millions of dollars

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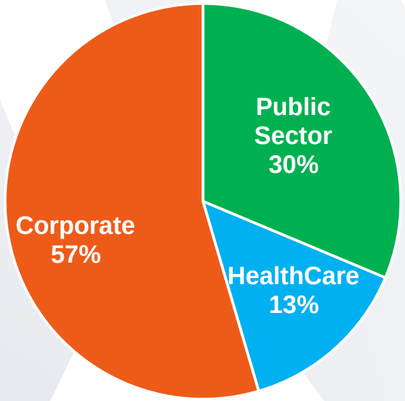
Everbridge Enterprise Client Base

9 OF THE 10
largest investment banks

6 OF THE 10
largest global auto makers

6 OF THE 10
largest global consulting firms



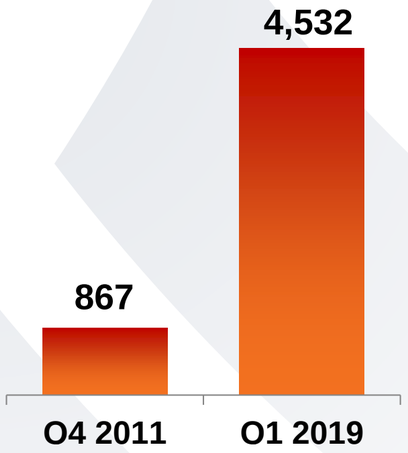
Verticals[1]

95%+
annual subscription renewals

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]

110%+
annual net retention rate

4 OF THE 10
largest health insurers

6 OF THE 10
Largest High Tech companies

4 OF THE 4
largest global CPA firms

1.8
Average products per $100k customer

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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.

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‘Top Down’ Analyst-based TAM

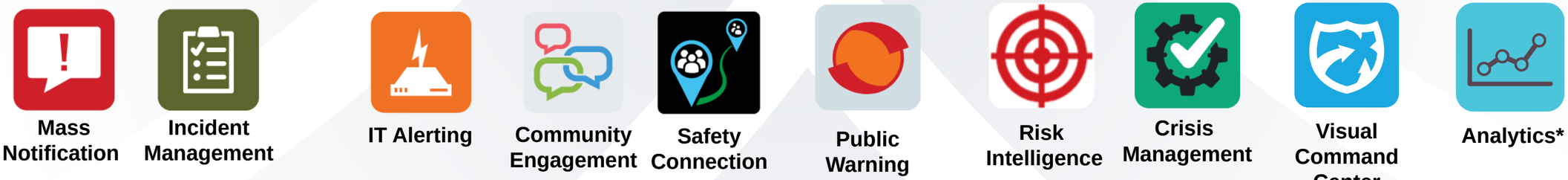
$6.4B[2] + $10.7B[3] + $24.0B

= $41+ Billion TAM

Mass Notification 2004

Critical Alerting Suite Expansion 2012

Critical Event Management Suite 2017



From Single Product to Enterprise Suite

* 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 Community Engagement - $0.51 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 Markets)

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‘Bottoms Up’ Named Account-based TAM

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

$41+ Billion Market Opportunity

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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

Mass Notification
20% Yr/Yr

IT Alerting
> 40% Yr/Yr

Safety Connection
> 75% Yr/Yr

Core Product Differentiation

PLATFORM

SCALE

TRUST

DATA

PRODUCTS

Mass Notification

IT Alerting

Safety Connection

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Driving Core Product Growth

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

Population Alerting

Protecting residents and travelers with warnings for: weather emergencies; geological disasters; industrial disasters; radiological disasters; medical emergencies; and warfare or acts of terrorism.

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

Population Engagement

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

Resident Connection

Verified phone numbers and addresses for Landlines, Mobile and VoIP phones in the US.

Common Services

+ Two-way communications

+ Multi-modal delivery paths

+ Multi-lingual messages

+ Geo-fenced targeting

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

Population Alerting: Platform Scale In Action

Iceland – Population 330,000

Country Level Scale

Australia – Population 24,600,000

Vermont – Population 626,299

State Level Scale

New York – Population 19,540,000

Kearny County, KS – Population 3,960

County Level Scale

Harris County, TX – Population 4,653,000

Birmingham, AL – Population 210,710

City Level Scale

New York City, NY – Population 8,623,000

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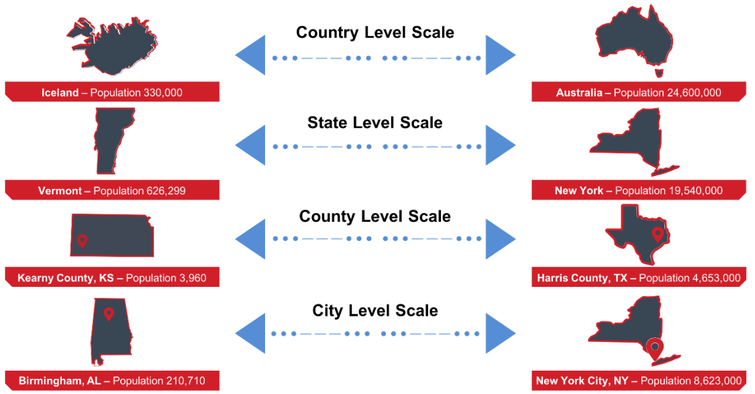
EVBG ANALYST DAY

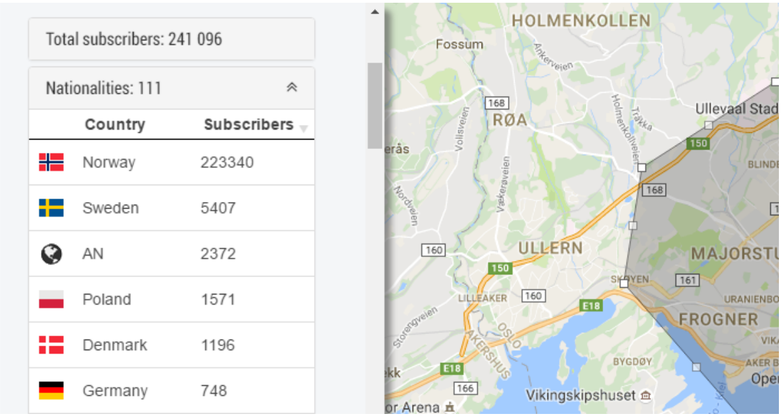
“One of the biggest storms in years was bearing down on Odisha … cyclone Fani slammed into Odisha on Friday morning with the force of a major hurricane, packing 120 mile per hour winds … as of early Saturday, only a few deaths had been reported, in what appeared to be *an early-warning success story* … moved a million people to safety really fast … this is so different from 20 years ago, when a fearsome cyclone blasted into this same area, killing thousands.”

“How Do You Save a Million People From a Cyclone? Ask a Poor State in India” New York Times, May 3, 2019.

Advantages of Everbridge Public Warning

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





Public Warning

Australia Chooses Everbridge Public Warning

The Everbridge Public Warning solution will be used to provide population-wide alerting to reach the country’s over 25 million residents and approximately 9 million annual visitors.

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

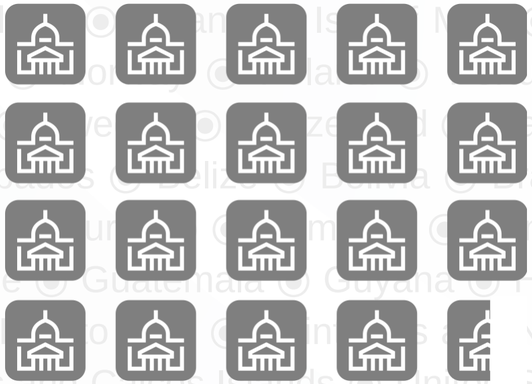
$1.1 Billion TAM

+ 195 Countries
- US States, Counties and Cities
- Higher Education

Mass Notification for Residents

Community Engagement

Public Warning



$4.8 Billion TAM

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EVBG ANALYST DAY

Product Evolution & Vision

Market Maturity

Product Lifecycle

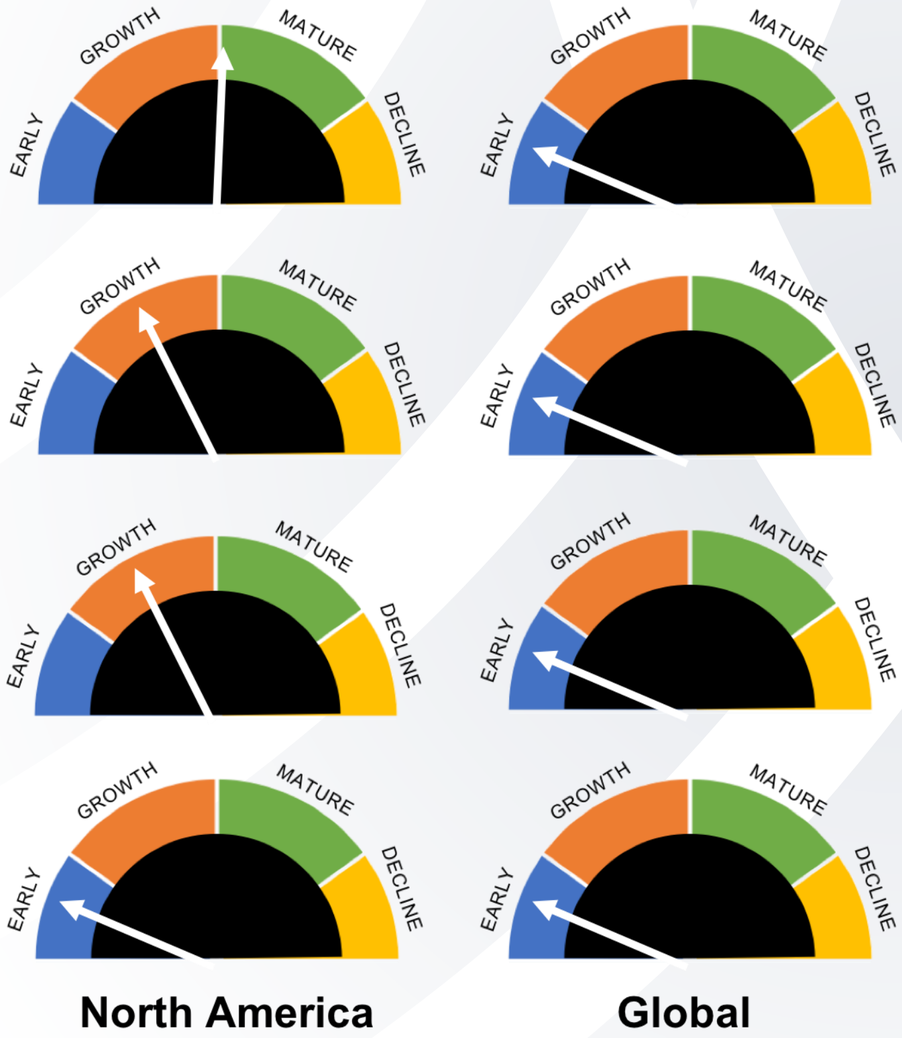
Expansion

Mass Notification

Safety Connection

IT Alerting

Public Warning



RICH & MATURE

RICH & GROWING

EARLY & GROWING

EARLY & GROWING

Internet of Things

SMOKE SENSOR

INDOOR / PERIMETER CAMERA

WEARABLES

THERMOMETER

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EVBG ANALYST DAY

Critical Event Management

Protecting companies and teams with the solutions and intelligence needed to more quickly mitigate, recover and adapt to business disruptions.

What Defines a Critical Event?

When your **Assets…**

PEOPLE | PLACES | BRAND | IT SYSTEM | SUPPLY CHAIN

Are impacted by **Threats…**

NATURAL DISASTERS | THEFT | HAZMAT | TERRORISM | CYBER

…that is a Critical Event.

Integrated Critical Event Management Solution

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

CEM Growth Opportunity

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

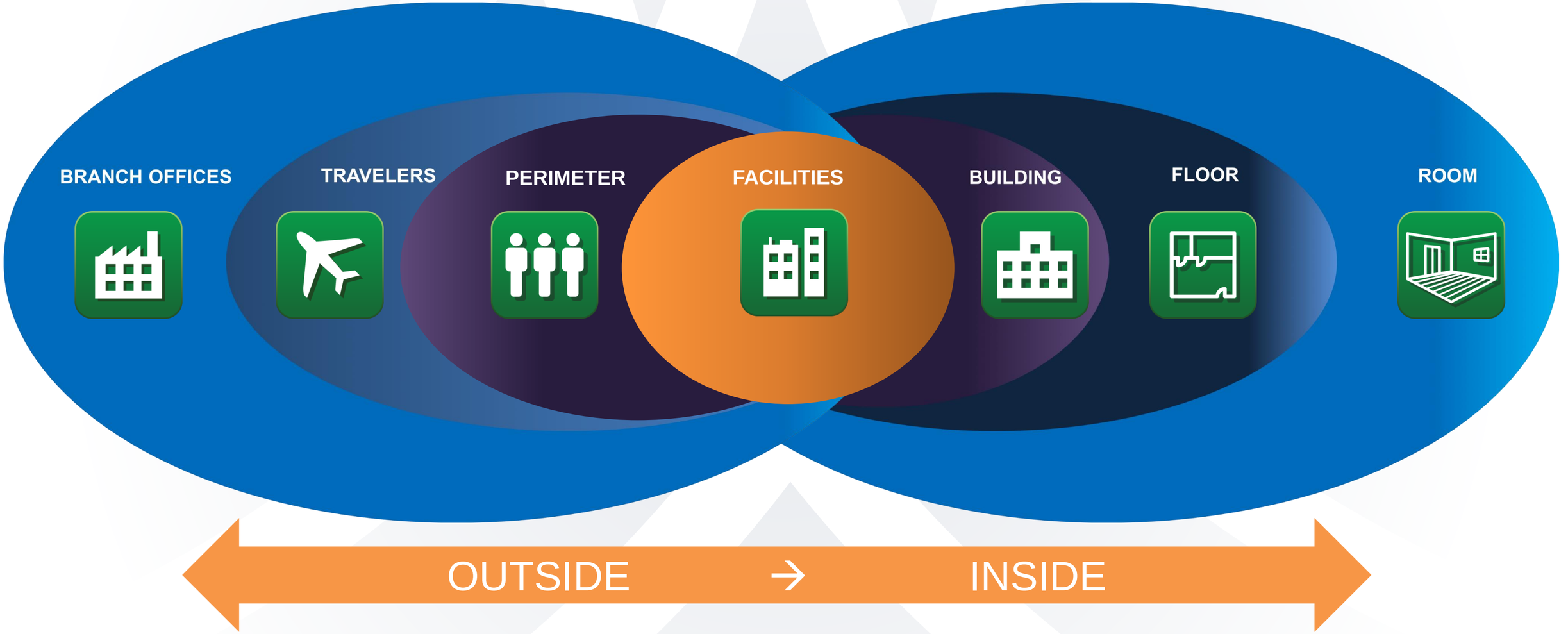
Critical Event Management Opportunity

+ 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:	**Global 2000 + Fortune 1000**
CEM Deal Range:	**$210k to $1,700k**
CEM Growth:	**$242 Million**

Long-term CEM Vision



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

Expand vertically and through international partners

- International SOS
- Lenel — United Technologies
- EMC²
- Johnson Controls
- MetricStream
- Federal Signal

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Questions

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Product Overview

Imad Mouline, CTO

Imad Mouline – *Chief Technology Officer*

+ Leads Everbridge market strategy, product roadmap and innovation
+ Co-founder and CTO of Cloudfloor
+ CTO of Compuware's Application Performance Management Solutions
+ CTO of Gomez
+ CTO of S1 Corporation
+ Director of Engineering at BroadVision and Interleaf, Inc
+ 5 U.S. Patents; MIT graduate

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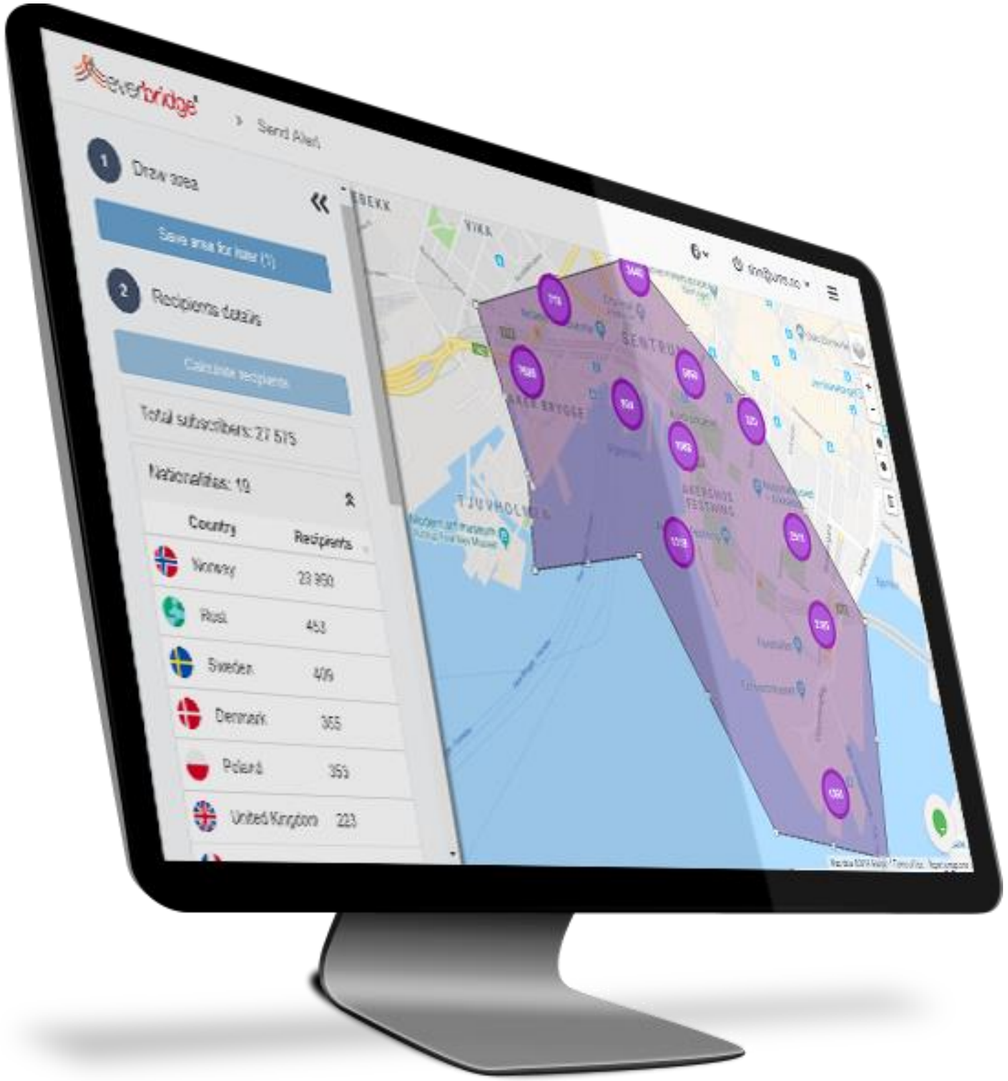
Public Warning Product Overview

Tómas Gíslason

DEPUTY CEO 112 ICELAND

From 2018-19, we will have this new system
– the location based alerting system

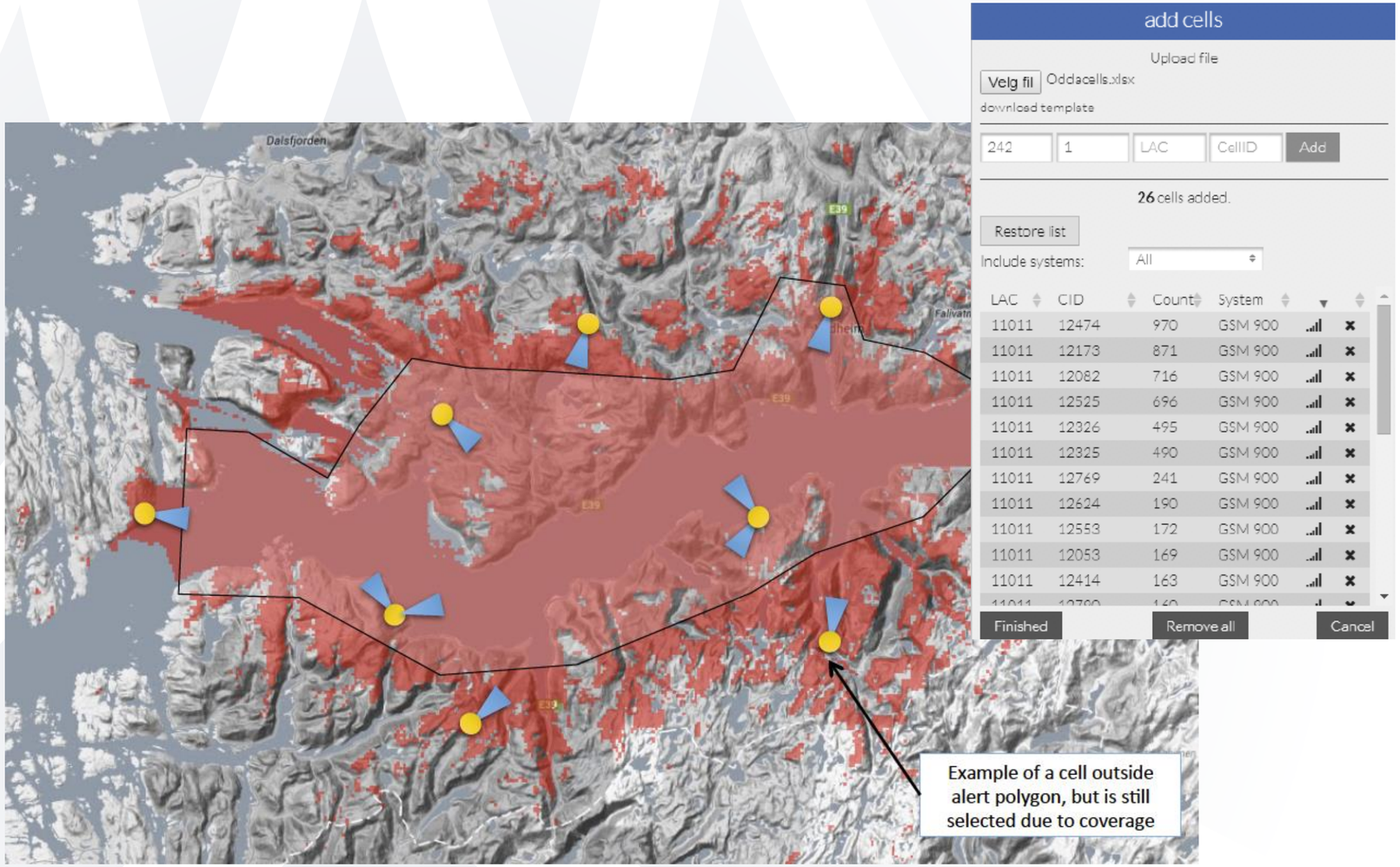
Everbridge Public Warning



Multi-modal approach to protecting population featuring **Location-Based SMS**

Unique IP

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



Most Common Alternatives

Cell Broadcast

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

Mobile Application

+ Requires download

Higher Reach

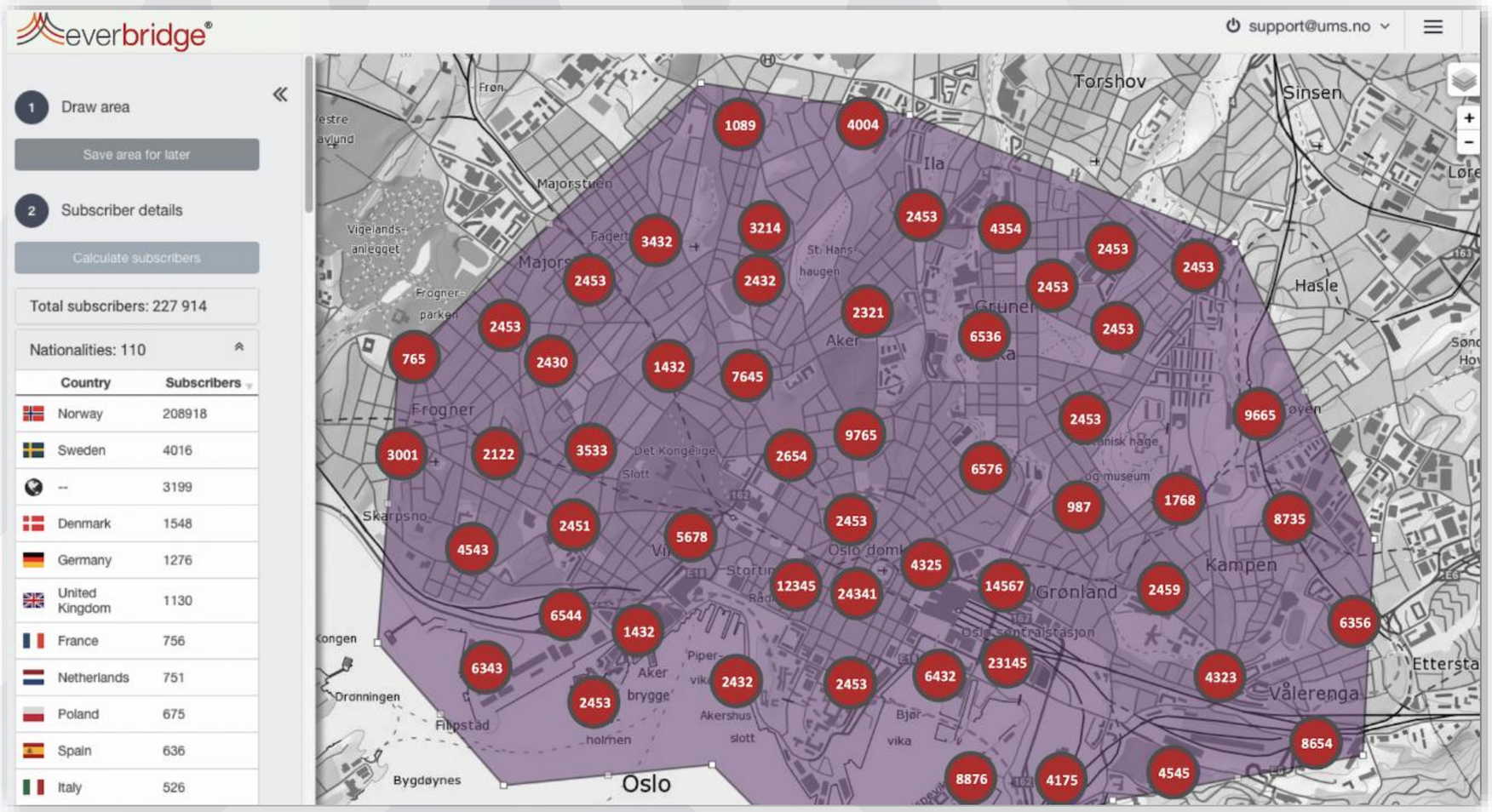
90%+

REACH GLOBALLY

VS.

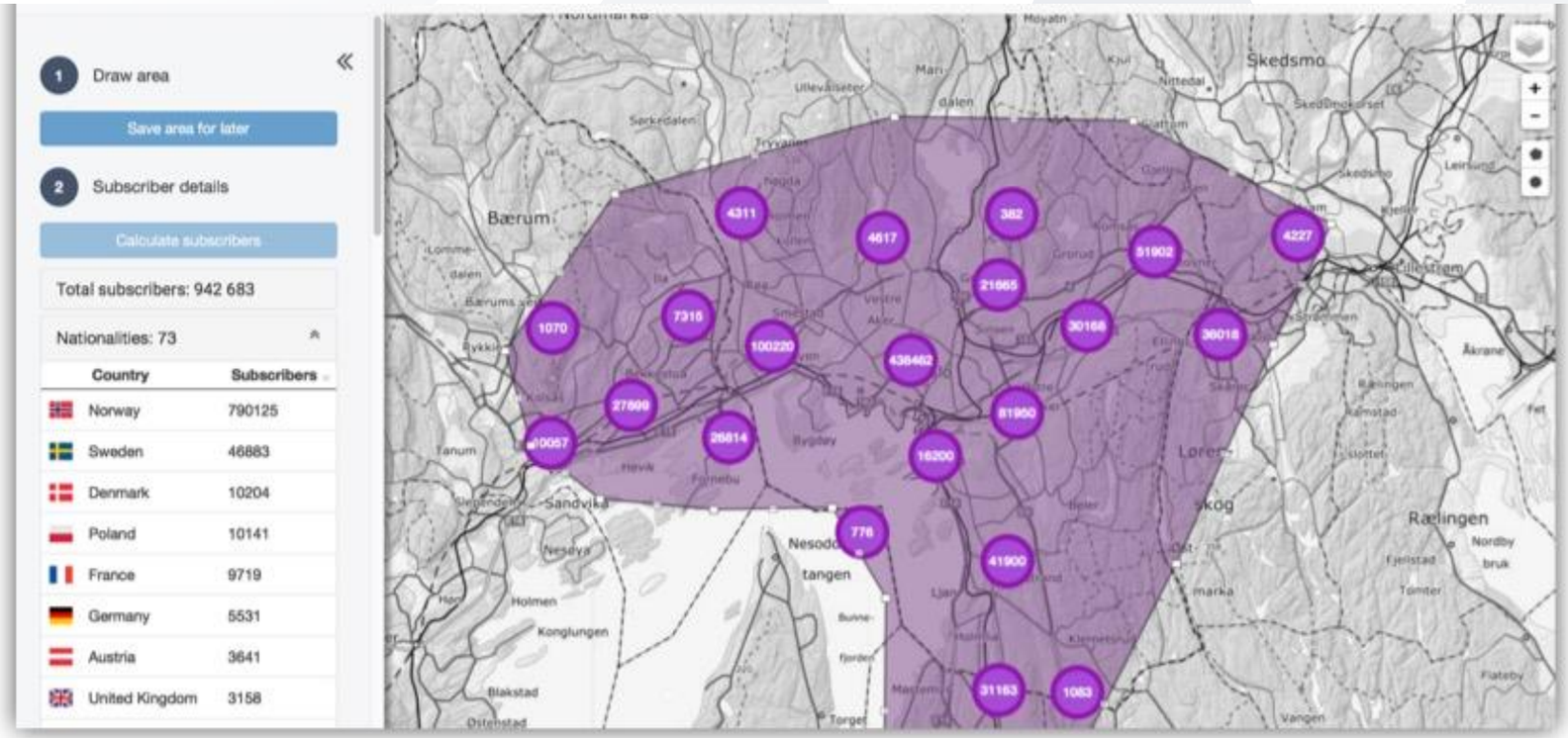
50-60%

for Cell Broadcast-based solutions



Reach Visitors and Tourists

Automatically detect nationality based on SIM card and tailor messages by language



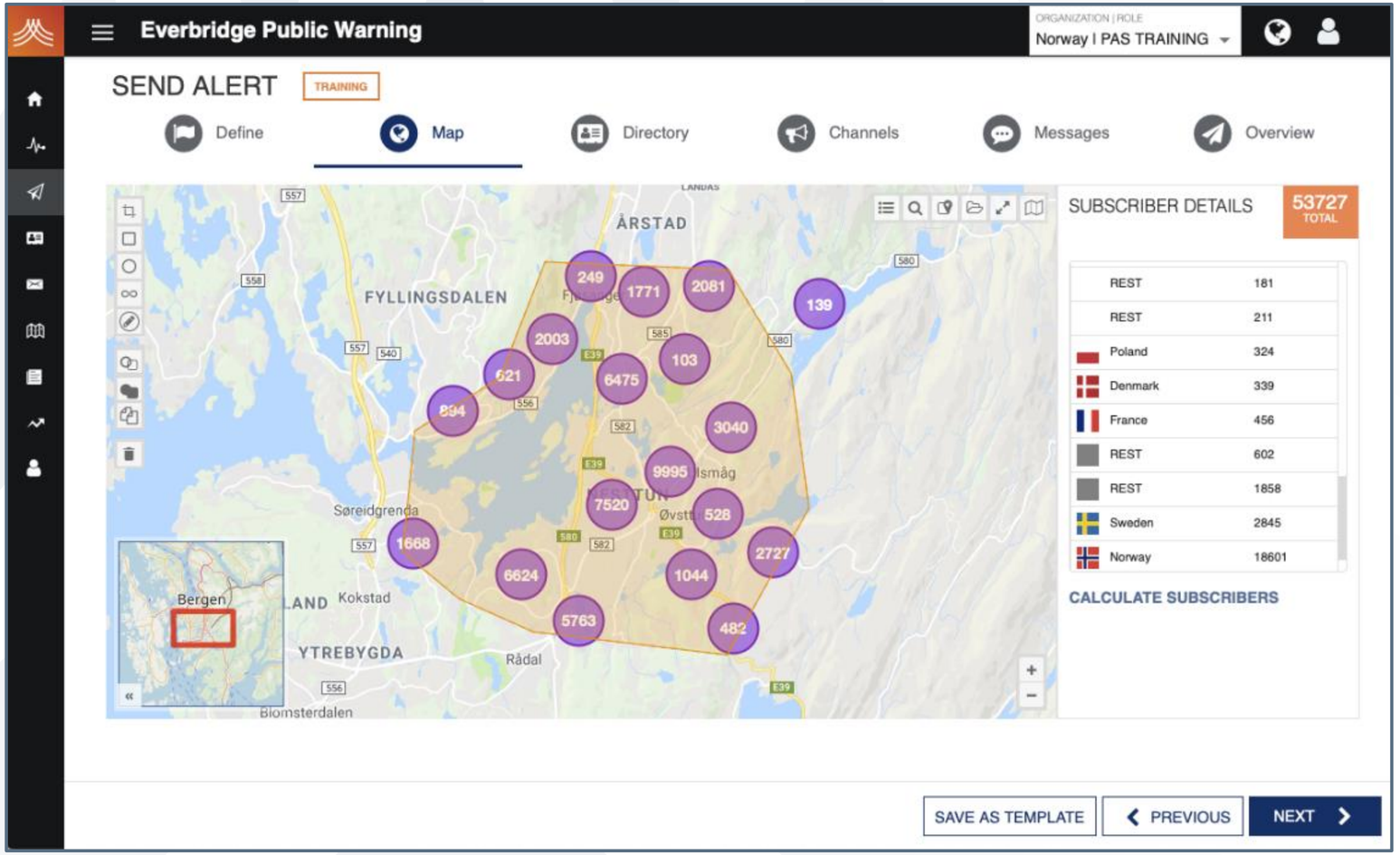
Total subscribers: 942 683

Nationalities: 73

Country	Subscribers
Norway	790125
Sweden	46883
Denmark	10204
Poland	10141
France	9719
Germany	5531

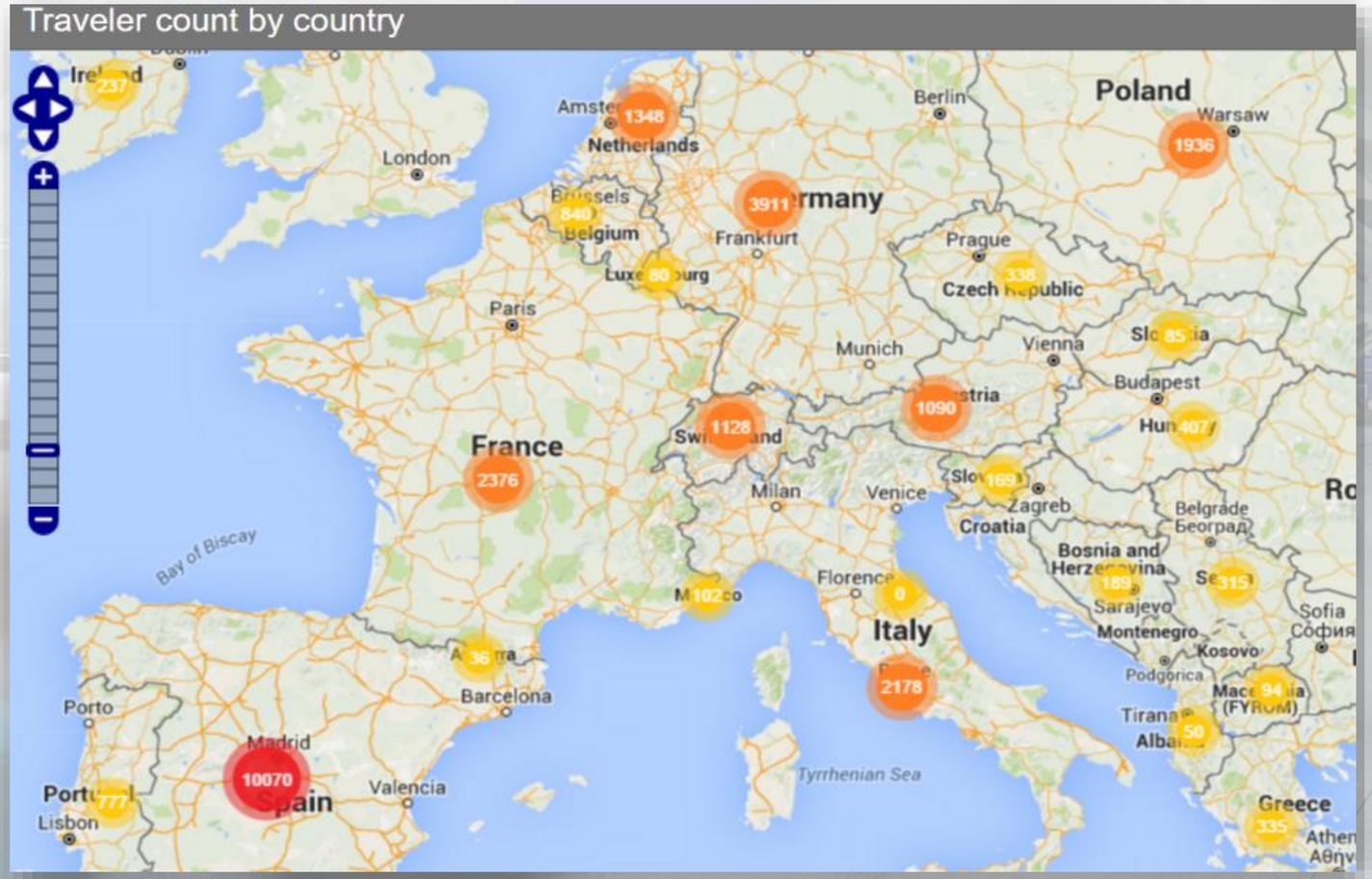
Unique Follow-Up Messaging Capability

Send follow-up messages or corrections



Traveler Alert System

Locate and communicate with nationals traveling abroad

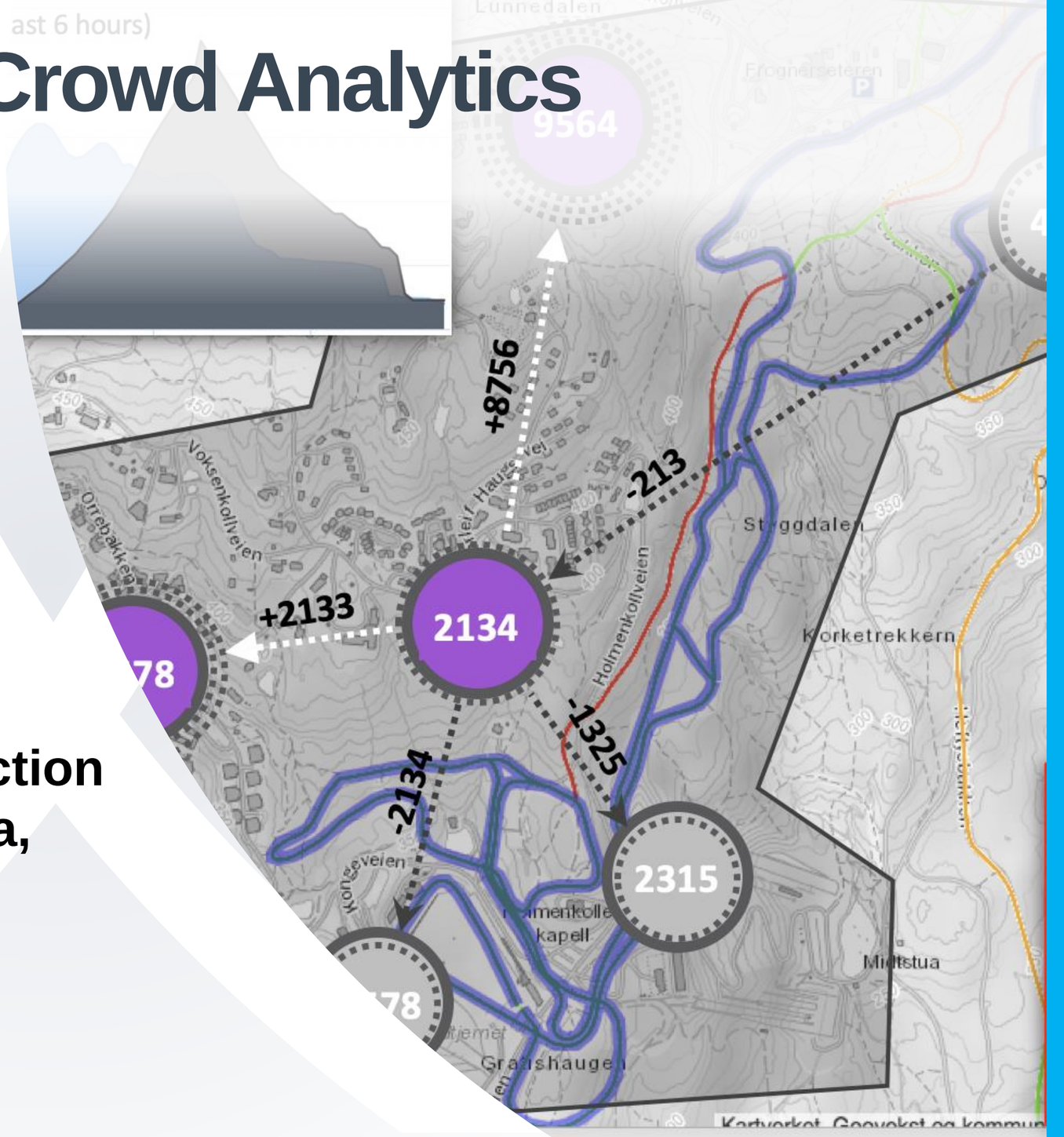


Population Movement / Crowd Analytics

+ **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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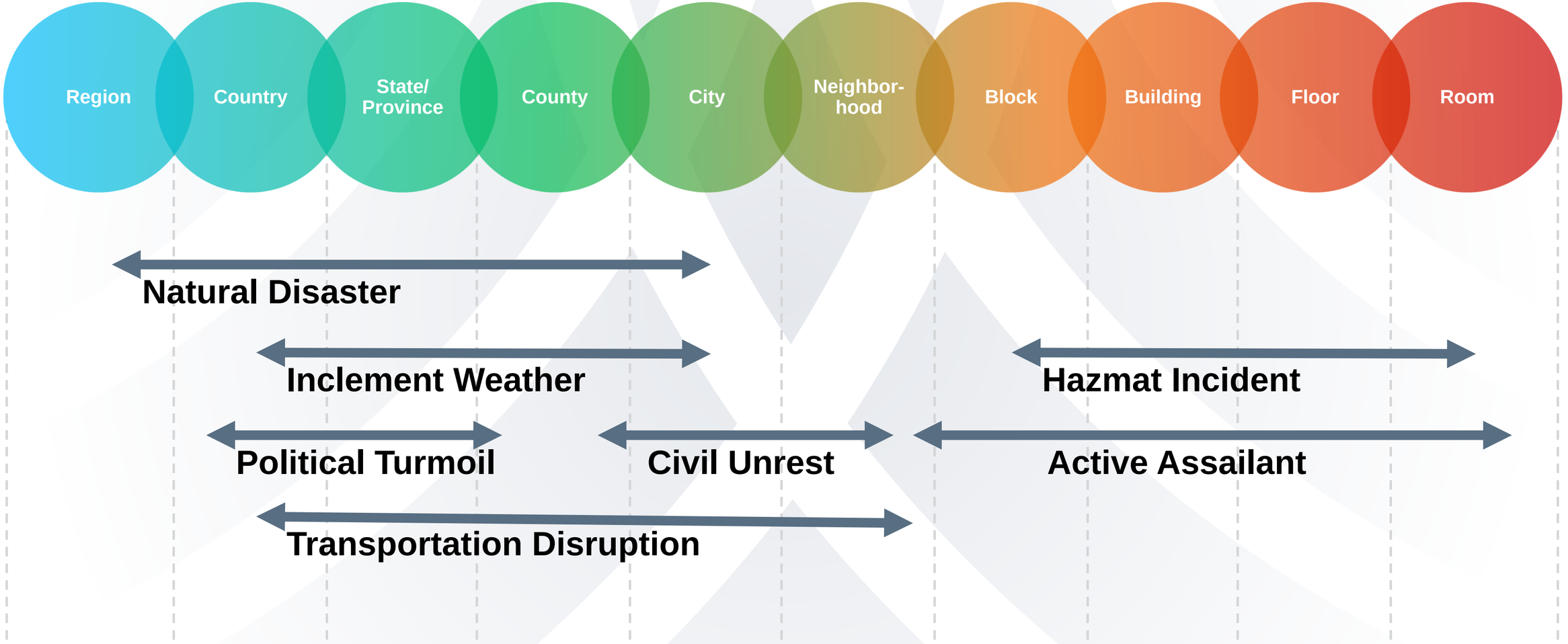
Future Direction

Arctic Ocean
Laptev Sea
East Siberian Sea
Beaufort Sea
Chukchi Sea
Lancaster Sound
Hudson Bay
Labrador Sea
Gulf of Alaska
CANADA
ICELAND
SWEDEN
NORWAY
FINLAND
North Sea
DENMARK
IRELAND
Celtic Sea
BELARUS
POLAND
UKRAINE
AUSTRIA
Bay of Biscay
ITALY
Black Sea
SPAIN
PORTUGAL
GREECE
TURKEY
Ionian Sea
Mediterranean Sea
SYRIA
MOROCCO
ALGERIA
LIBYA
EGYPT
MAURITANIA
MALI
NIGER
SUDAN
CHAD
BURKINA FASO
GUINEA
NIGERIA
GHANA
CAMEROON
SOUTH SUDAN
Gulf of Guinea
GABON
UGANDA
KENYA
CONGO (DRC)
TANZANIA
ANGOLA
ZAMBIA
Sea of Okhotsk
MONGOLIA
NORTH KOREA
SOUTH KOREA
CHINA
Pacific Ocean
UNITED STATES
Sargasso Sea
Atlantic Ocean
Gulf of Mexico
CUBA
HAITI
GUATEMALA
NICARAGUA
Caribbean Sea
VENEZUELA
GUYANA
SURINAME
COLOMBIA
ECUADOR
PERU
BRAZIL
BOLIVIA
Philippine Sea
THAILAND
VIETNAM
PHILIPPINES
Sulawesi Sea
INDONESIA
Java Sea
PAPUA NEW GUINEA
Solomon Sea
Arafura Sea
Timor Sea

Outside / Inside



CEM

Critical Event Management

P L A T F O R M

1
ASSESS
Risk Events
2
LOCA
Impact

Assess: *Alert*, *Context* , and *Reference* Risk Data Sources

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

CONTEXT

- TRAFFIC
- WEATHER
- CAMERAS
- NIXLE ADVISORY
- SOCIAL MEDIA
- MAP IMAGERY
- AIRPORT
- COUNTRY RISK PROFILE

REFERENCE

- ENERGY
- EDUCATION
- BANKING/ FINANCIAL
- TRANSPORTATION
- WATER
- CONSUMER ATTRACTIONS
- EMERGENCY MANAGEMENT
- CHEMICALS
- LAW ENFORCEMENT
- GEOGRAPHY

INSIDE THREAT SOURCES

INDOOR / PERIMETER CAMERA

BLACKLIST

SMOKE SENSOR

CBRNE DETECTOR

THERMOMETER

DENIED PARTY SCREENING

MICROPHONE

NETWORK ACCESS

WEARABLES

PHYSICAL ACCESS POINT

LICENSE PLATE READER

ID VALIDATION

ASSESS
Risk Events
2
LOCATE
Impacted
People and
Assets

Aggregate Location Data from Multiple Sources

LAST KNOWN

EXPECTED

LAST KNOWN LOCATIONS

INDOOR
POSITIONING

FACIAL
RECOGNITION

WEARABLES

BIOMETRICS

EXPECTED LOCATIONS

INDOOR
WAYFINDING

MEETING ROOM
SCHEDULES

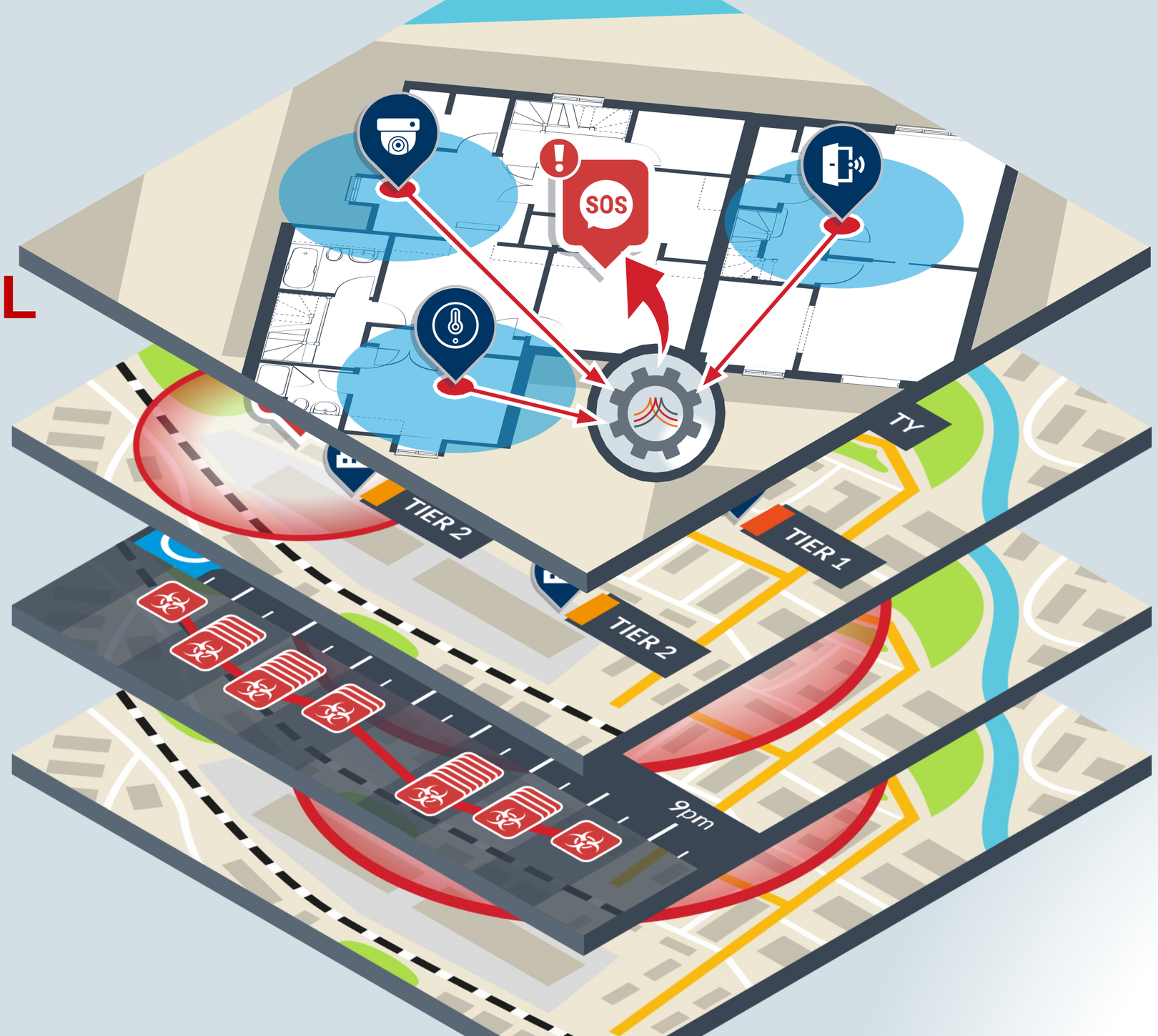
2
LOCATE
Impacted
People and
Assets
EVERBRIDGE
AI ENGINE
3
ACT
Initiate and
Manage
Response

Correlation

COMPOUND
MULTI-DIMENSIONAL
ASSOCIATIVE

GEO-TEMPORAL

GEO-SPATIAL



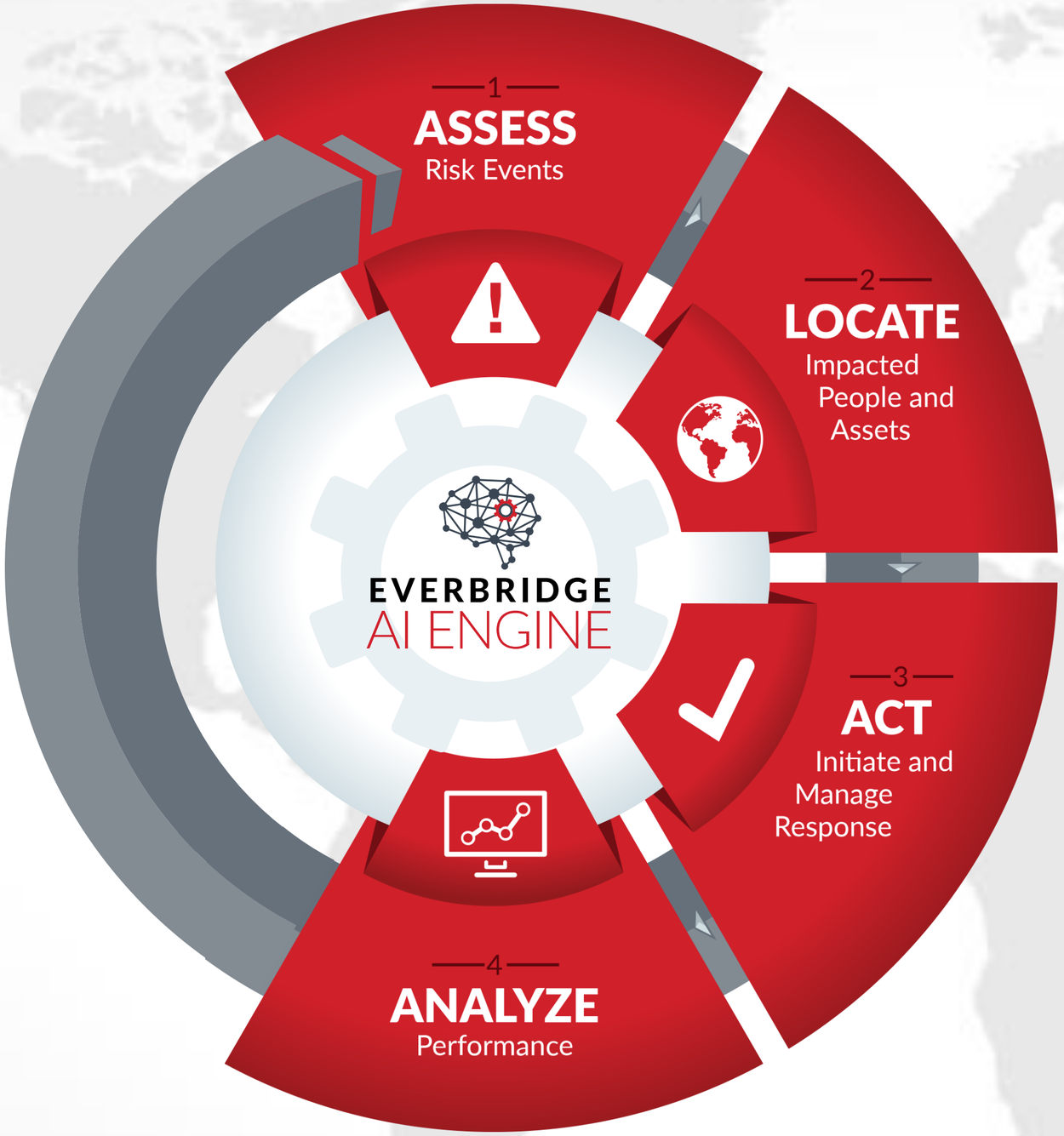
ERBRIDGE
ENGINE

3

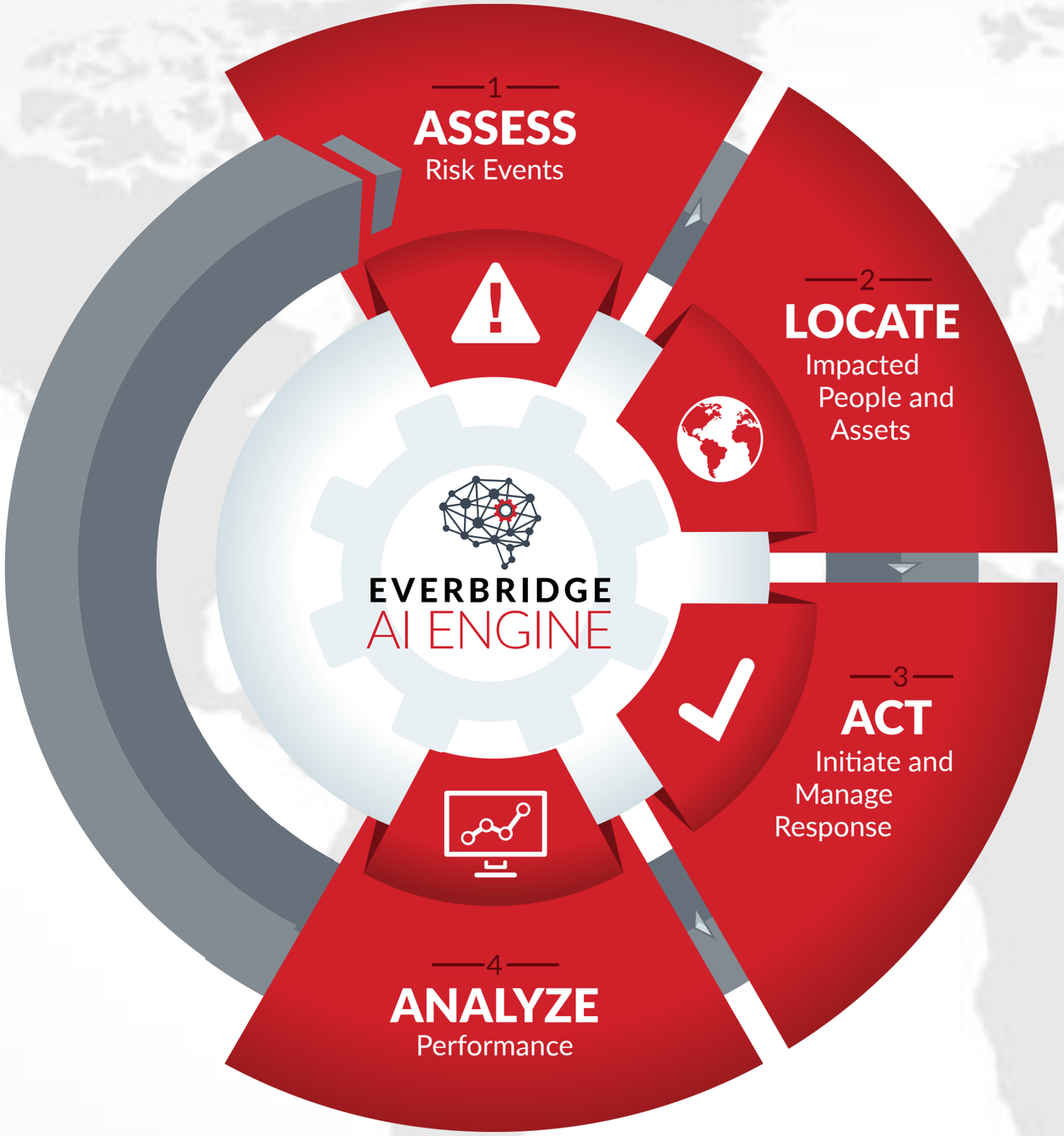
ACT

Initiate and
Manage
Response

4


1
ASSESS
Risk Events
2
LOCATE
Impacted People and Assets
3
ACT
Initiate and Manage Response
4
ANALYZE
Performance
EVERBRIDGE
AI ENGINE

4
ANALYZE
Performance
Initia
Manag
Respons


1
ASSESS
Risk Events
2
LOCATE
Impacted People and Assets
3
ACT
Initiate and Manage Response
4
ANALYZE
Performance
EVERBRIDGE
AI ENGINE

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Platform Engineering and Resiliency

Jim Totton - EVP Product Management, Engineering, and Ops

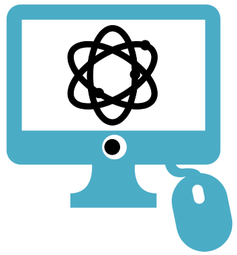
Jim Totton – *EVP Product Mgmt, Engineering & Operations*

- 40+ years business & technology executive leadership
- Former VP & GM for Red Hat's $1B+ Platform Business Unit
- GM of Marketing at Microsoft OEM division leading product management and business development for $20B+ OEM channel
- Vice President of Software for Product Group at Dell Technologies
- 23-year veteran of Digital Equipment Corporation

Platform Philosophy

Multi-Tenant SaaS (no customization)

Extreme self-service



Create a strategic platform, not stand alone products

Design for Reliability

Design for Scalability

Design for Data Privacy & Security

Everbridge's Key Competitive Strengths

1. Unified and Comprehensive, Enterprise-Scale Platform
2. Out-of-the-Box, No Developers Needed
3. Large, Dynamic and Rich Communications Data Asset
4. Robust Security, Industry Certification and Compliance
5. Globally Local
6. Next-Generation, Open Architecture

Global Product Organization

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Everbridge Platform: High Availability, Scale, Redundancy & Secure

Transactional Availability / “First Responder Grade”

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

MULTIPLE LIVE SUPPORT TEAMS

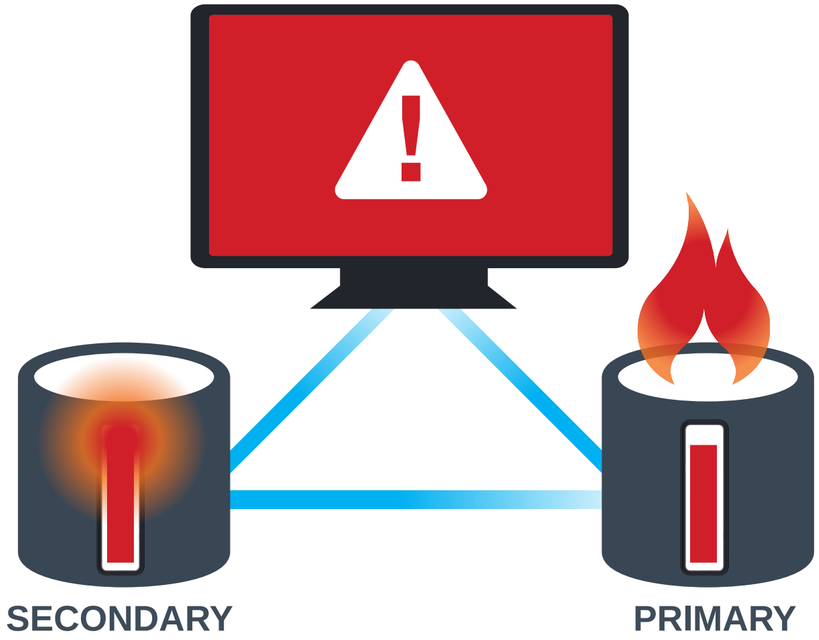
Global live support team with 24x7x365 tier 1 and tier 2 staffing and live operator service

LEADING SECURITY & COMPLIANCE

Multiple certifications confirmed by accredited 3rd party auditors

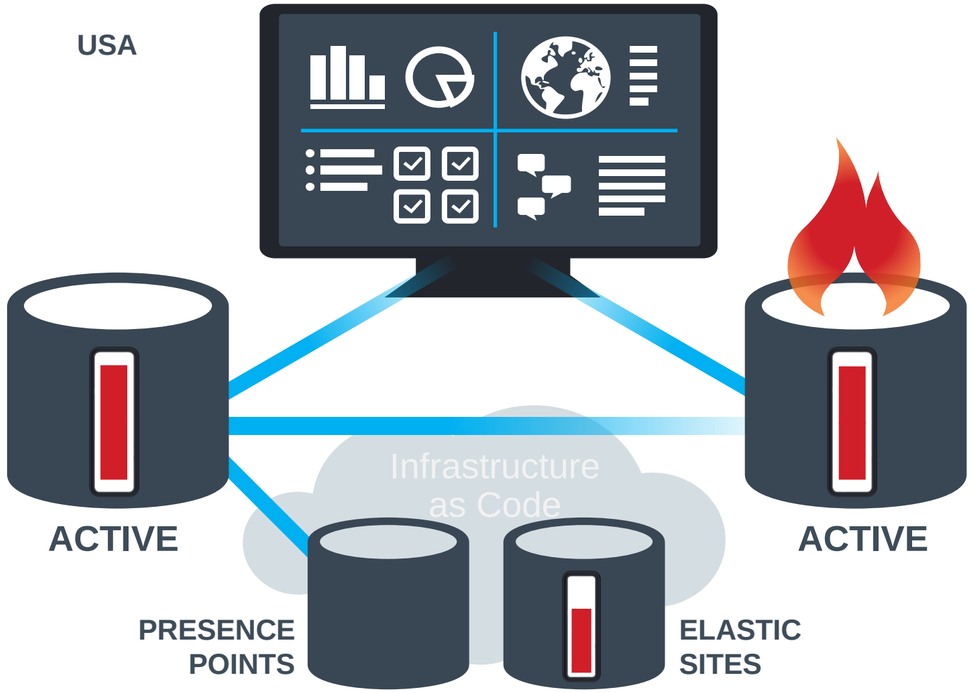
Infrastructure Matters

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 Next Generation Critical Events Platform



- Infrastructure as Code deployment
- ‘Full stack’ scaling across geographies and for simultaneous major events
- Geographic distribution for privacy and regulatory needs
- **On-demand Message Capacity**

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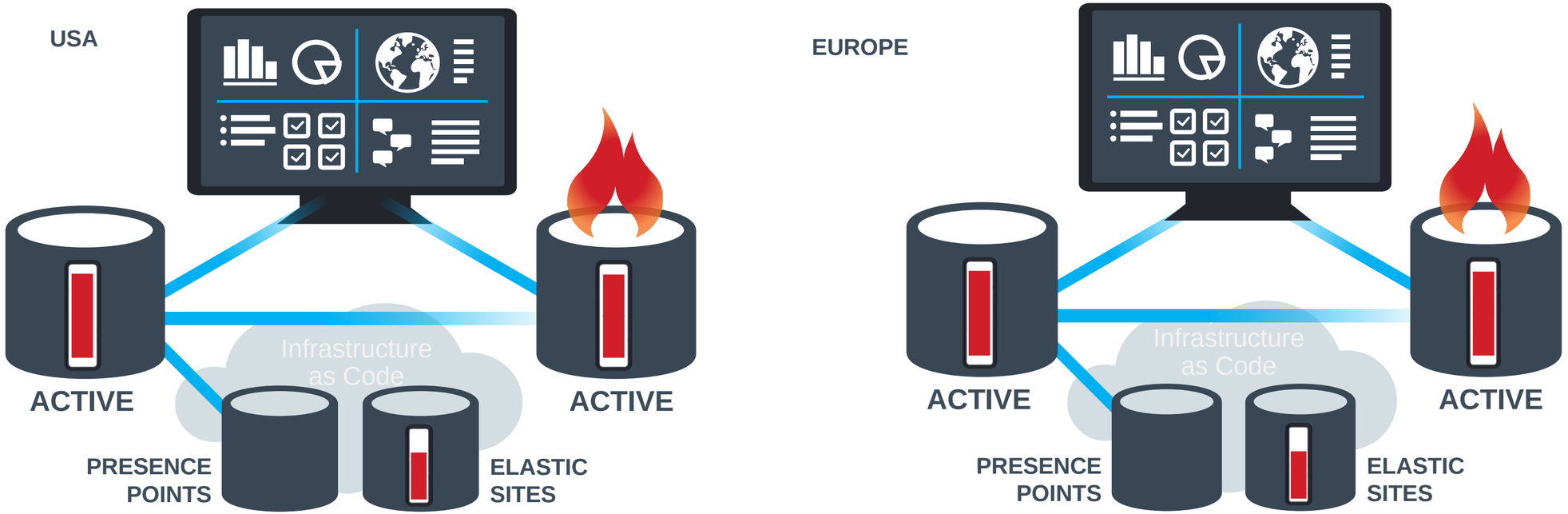
Infrastructure Matters

Everbridge Adds Europe Stack



- Infrastructure as Code deployment
- ‘Full stack’ scaling across geographies and for simultaneous major events
- Geographic distribution for privacy and regulatory needs
- **On-demand Message Capacity**
- **USA and EUROPE**

Everbridge Platform: High Availability, Scale, Redundancy & Secure

Transactional Availability / "First Responder Grade"

99.99%
Transactional Uptime

25+ MILLION
Critical Events In 2018

200+
Countries & Territories

150+
Worldwide Core Patents

Market Leading Quality of Service

99.99% Transactional Service Availability

- Ability to complete tasks like sending a notification

Message Sending Performance Guarantee

- Voice
- SMS
- Email
- Smartphone Push Notifications

Measured 24x7x365

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

Global Coverage and Redundancy

200+

Countries & Territories Supported

Triple Redundant

Voice Providers

Double Redundant

Global SMS Network Providers

Global Operations & Support Centers:

Bangalore, London, Boston and Los Angeles

GLOBAL OPERATIONS CENTERS

Proactive Platform Availability & Performance Management

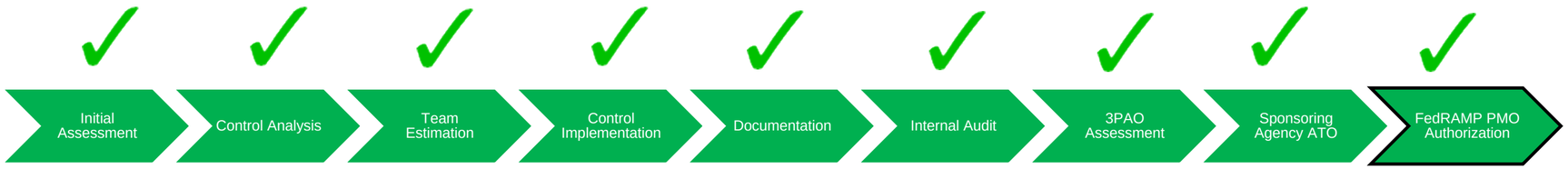
24 x 7 x 365

State of the Art Security and Compliance

Markets • Reach • Reliability

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 executive leadership scaling companies
- Former President of Worldwide Operations at Akamai – grew annual revenues from $50M to over $2B
- Led all aspects of customer experience, global sales, services and support, GTM strategy, marketing, HR
- Sales leadership at PictureTel and Boston Scientific

Everbridge Market Opportunity

25% OF THE FORTUNE 1000

50% of our Fortune 1000 customers have purchased a strategic product

4 OF THE **50**
US States

7 OF THE **195**
Countries

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

27% OF THE
931,000
US Hospital Beds

30 OF THE **100**
largest US Higher Ed institutions

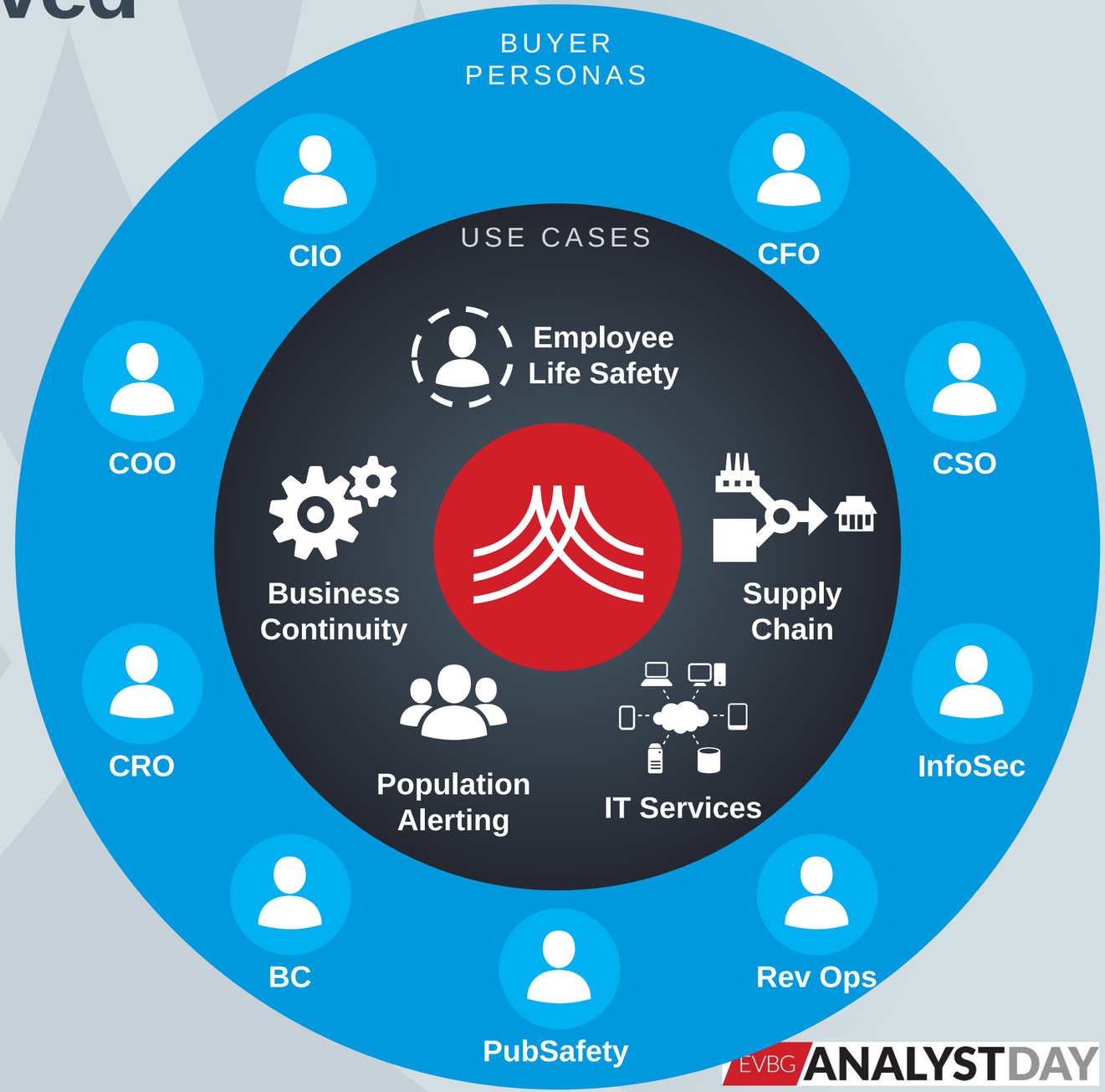
CURRENT CUSTOMERS REPRESENT

Our Approach Has Evolved

MANY USE CASES

MULTIPLE BUYERS

ONE PLATFORM



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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.

$430k

In annual travel disruption losses for a Fortune 1000 Company[1]

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 travel at $1475/day: https://www.usatoday.com/story/money/business/2014/09/24/travel-hiccups-cost-businesses-time-and-money/16156405/; Average 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…

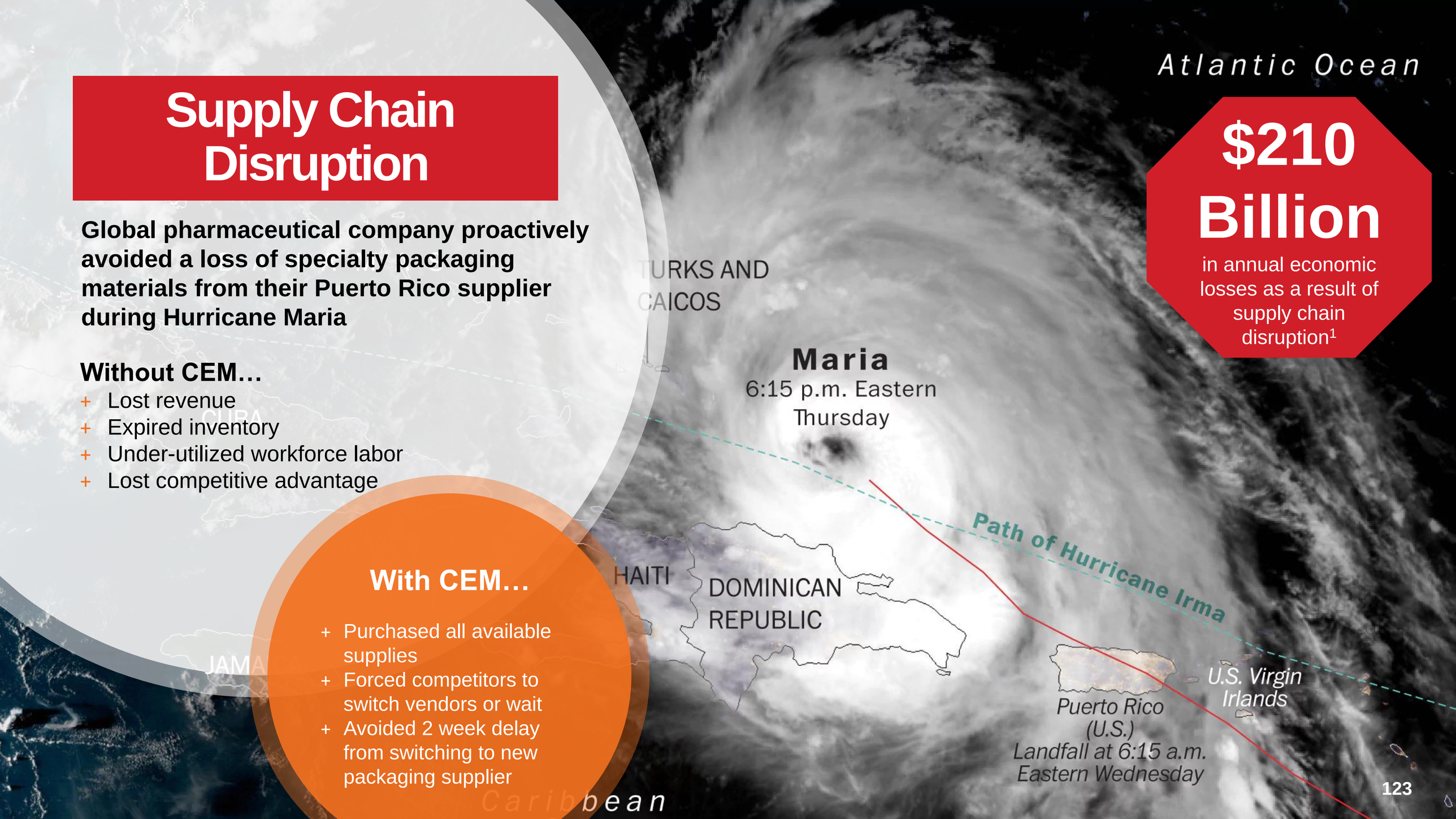
+ Lost revenue
+ Expired inventory
+ Under-utilized workforce labor
+ Lost competitive advantage

With CEM…

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

$210 Billion

in annual economic losses as a result of supply chain disruption[1]



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 and Infrastructure)
- Operationalize security, continuity, emergency and IT playbooks with Crisis Management Application
- Expand Risk Intelligence offering
- Add Analytics Application in 2020
  - Analyze past responses for patterns and anomalies
  - Predict the outcome of new incidents.

2019 Enterprise Sales Evolution

+ **Align to Business Value**
+ ***‘Sell the Platform’***
+ **International and Channel Growth**
+ **Transitioning toward Enterprise Sales Personnel**

Expanding NA Vertical Market Approach

CORPORATE

57% of REVENUE

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

HEALTHCARE

13% of REVENUE

- LARGE SYSTEMS
- SMB FACILITIES

PUBLIC SECTOR

30% of REVENUE

- FEDERAL
- STATE AND LOCAL
- HIGHER EDUCATION
- MUNICIPAL UTILITIES

Vertical Sales Teams

Federal Market Opportunity

+ FedRAMP opens Federal and part of Department of Defense

+ 200%+ growth in Civilian and Military Federal recurring revenue

+ JARVISS Army Contract Expansion

Growth of Global Field Sales

Prior to 2018

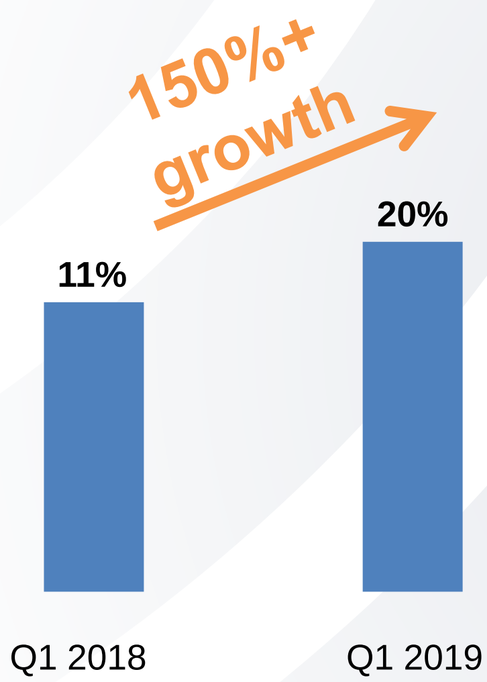
Since 2018

everbridge®

EVBG ANALYST DAY

International & Channel Expansion

International Revenue Growth



150%+ Y/Y Revenue Growth in Q1 2019

CHANNEL PARTNERS

INTERNATIONAL SOS

LENEL United Technologies

Honeywell

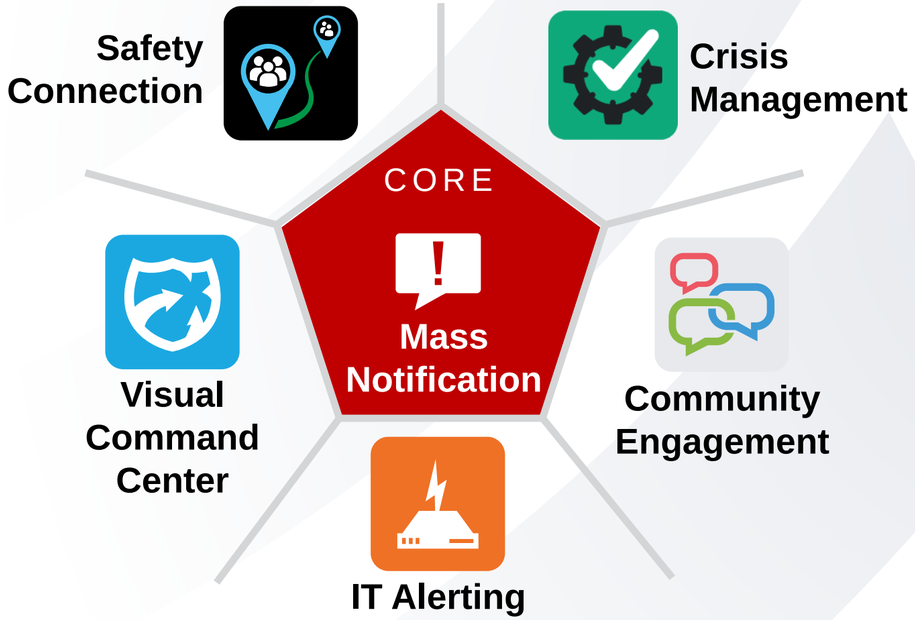
devoteam

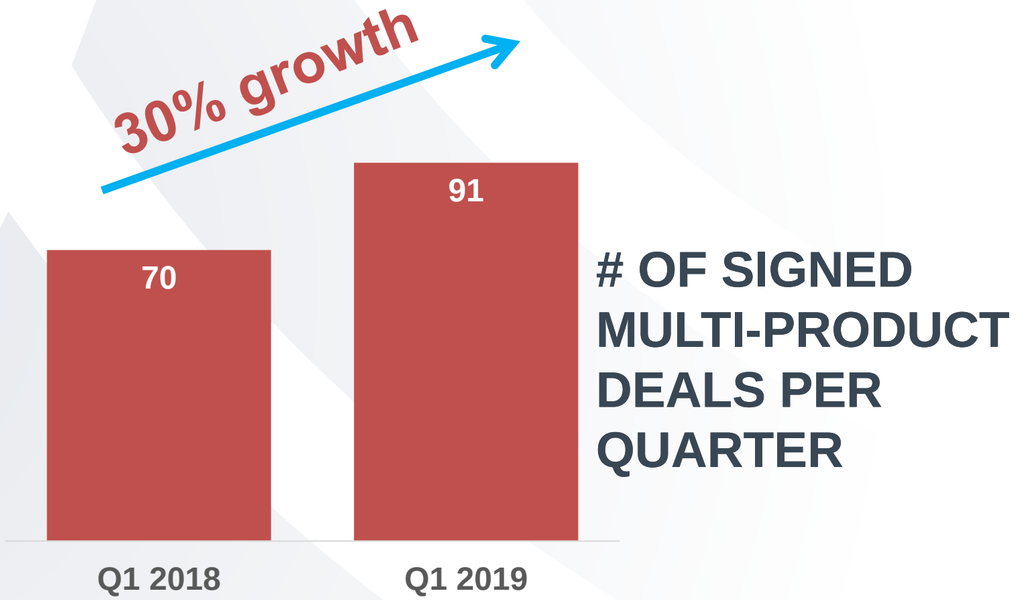
Johnson Controls

MetricStream

Multi-product Growth Strategy

EVERBRIDGE'S BROAD PRODUCT PORTFOLIO HAS **GAINED MOMENTUM…**





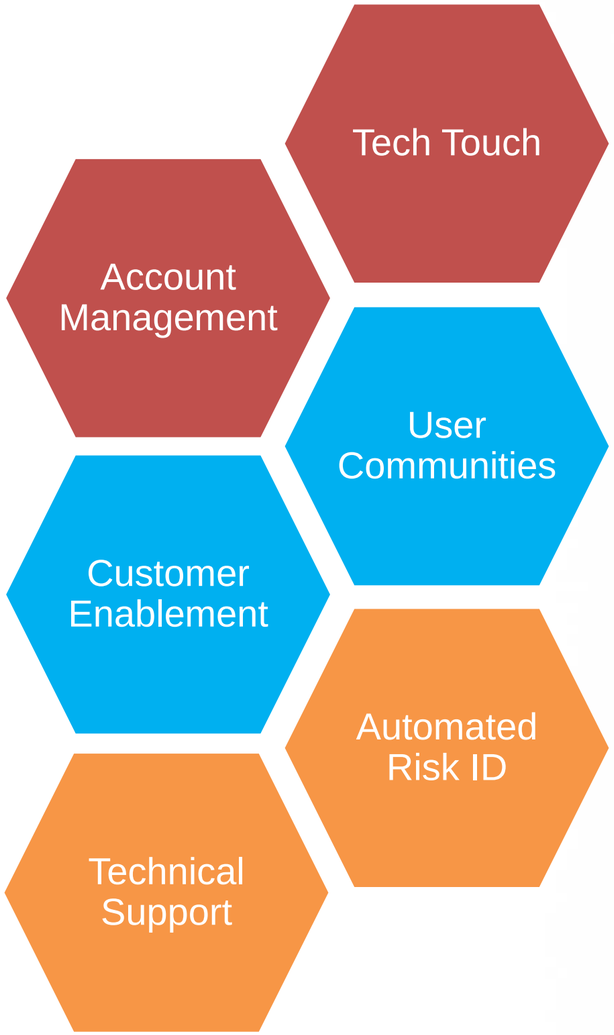
Ensuring Customer Success

ADOPT

RETAIN

GROW

DELIGHT



Customer Success

Everbridge
95%+ Renewals

everbridge®

Investment Summary

Patrick Brickley – *Chief Financial Officer*

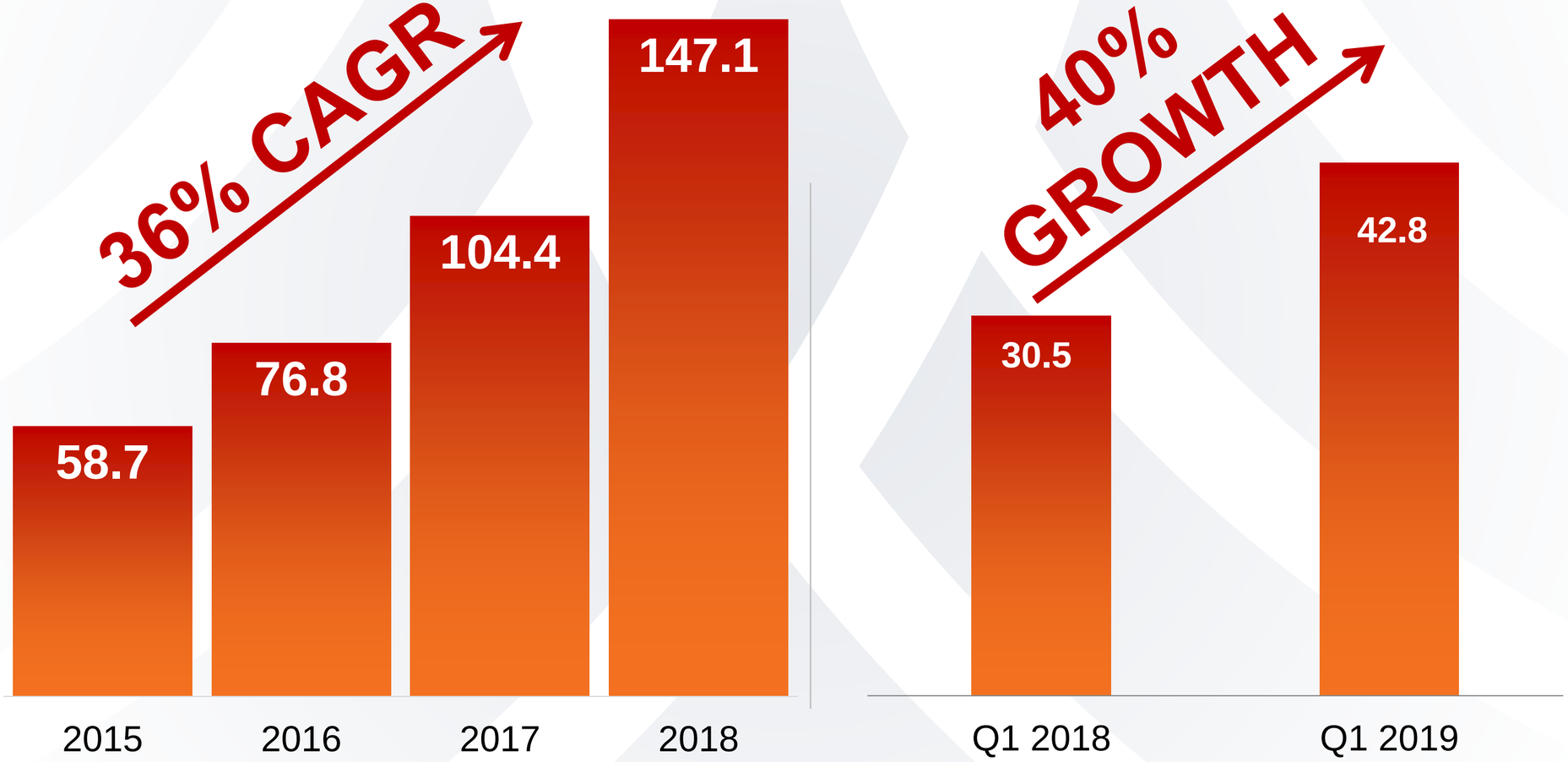
- Responsible for all Global Finance Functions
- Joined Everbridge in 2015 as VP of Finance; helped lead IPO, Capital Transactions, M&A, Investor Relations
- 20 years experience in Finance, Accounting, Sales, and Strategy
- Google – Finance Lead
- ITA Software – Revenue Operations / Financial Planning
- CPA – PricewaterhouseCoopers
- MBA – University of Chicago Booth School of Business

Highlights

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

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

Strong Revenue Growth



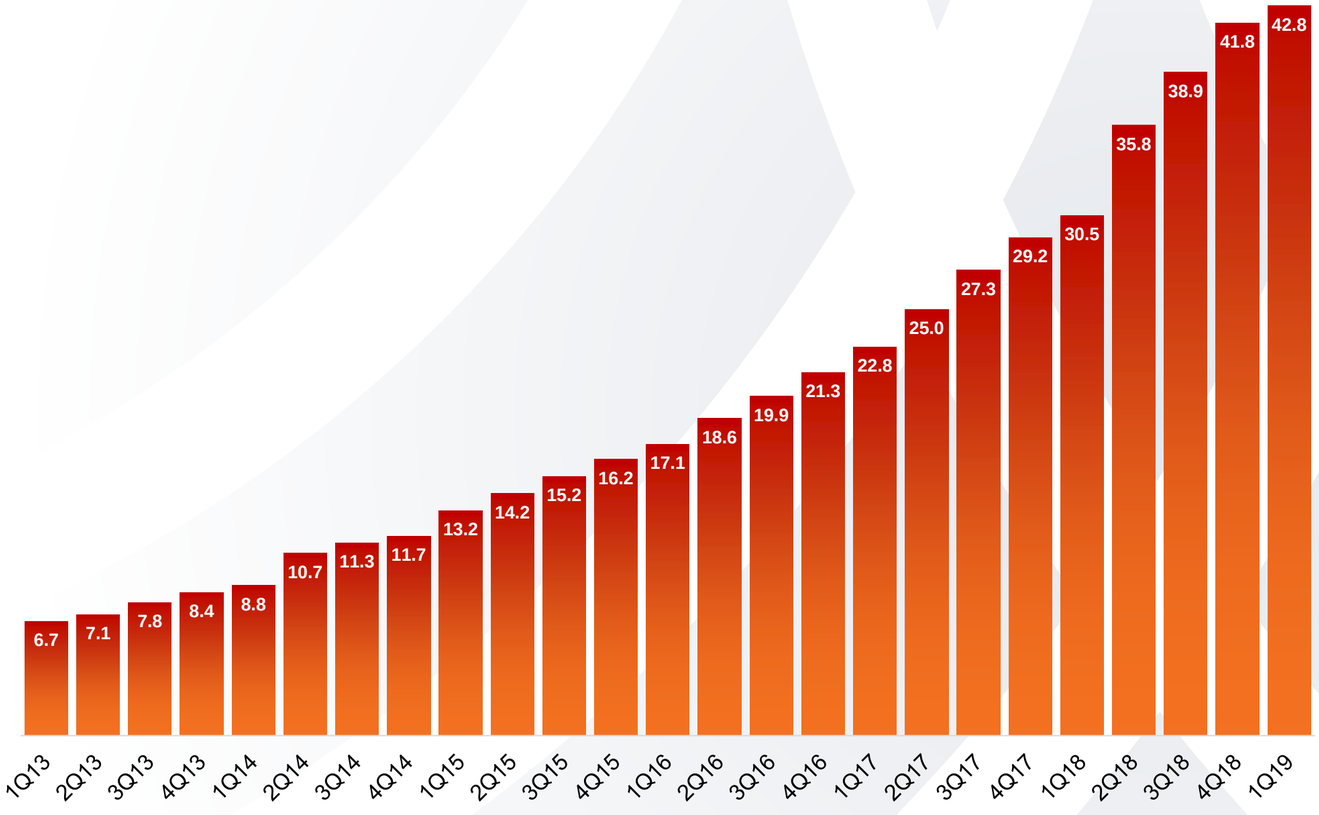
Revenue

in millions of dollars

everbridge®

EVBG ANALYST DAY

Predictable SaaS Recurring Revenue Model



Total Revenue

in millions of dollars

93%

of revenue is recurring subscription[1]

90%+

of revenue contracted prior to quarter start[2]

110+%

annual revenue retention rate[3]

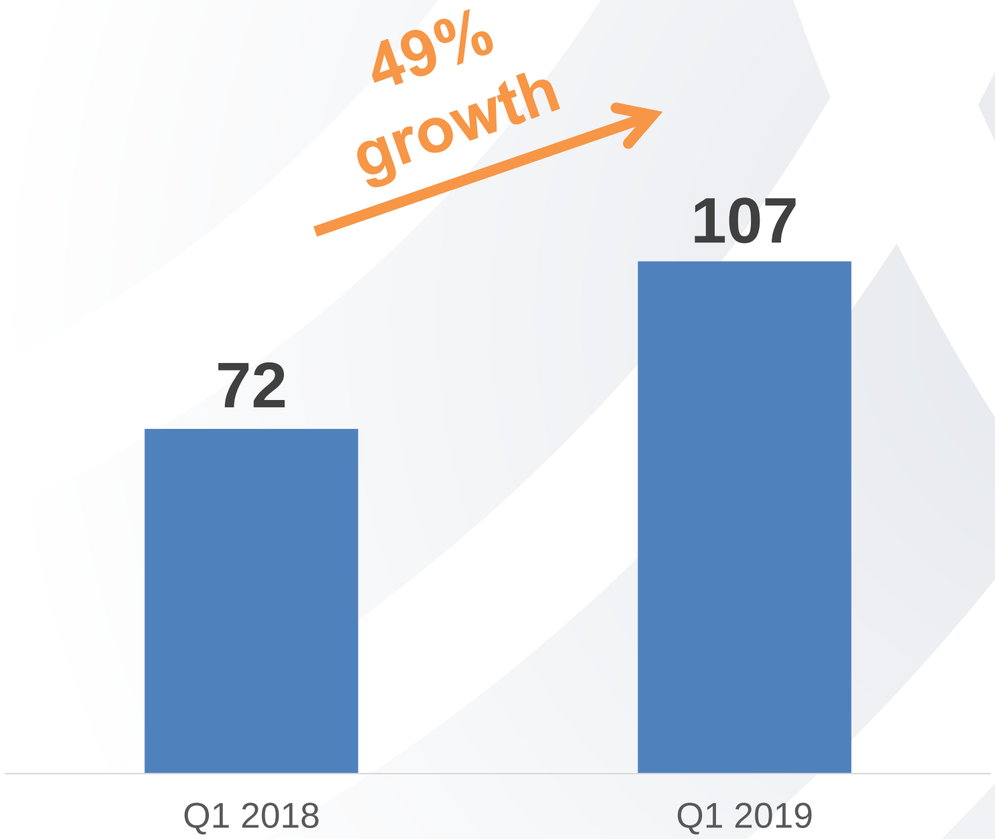
2.3

years average length of customer contract[4]

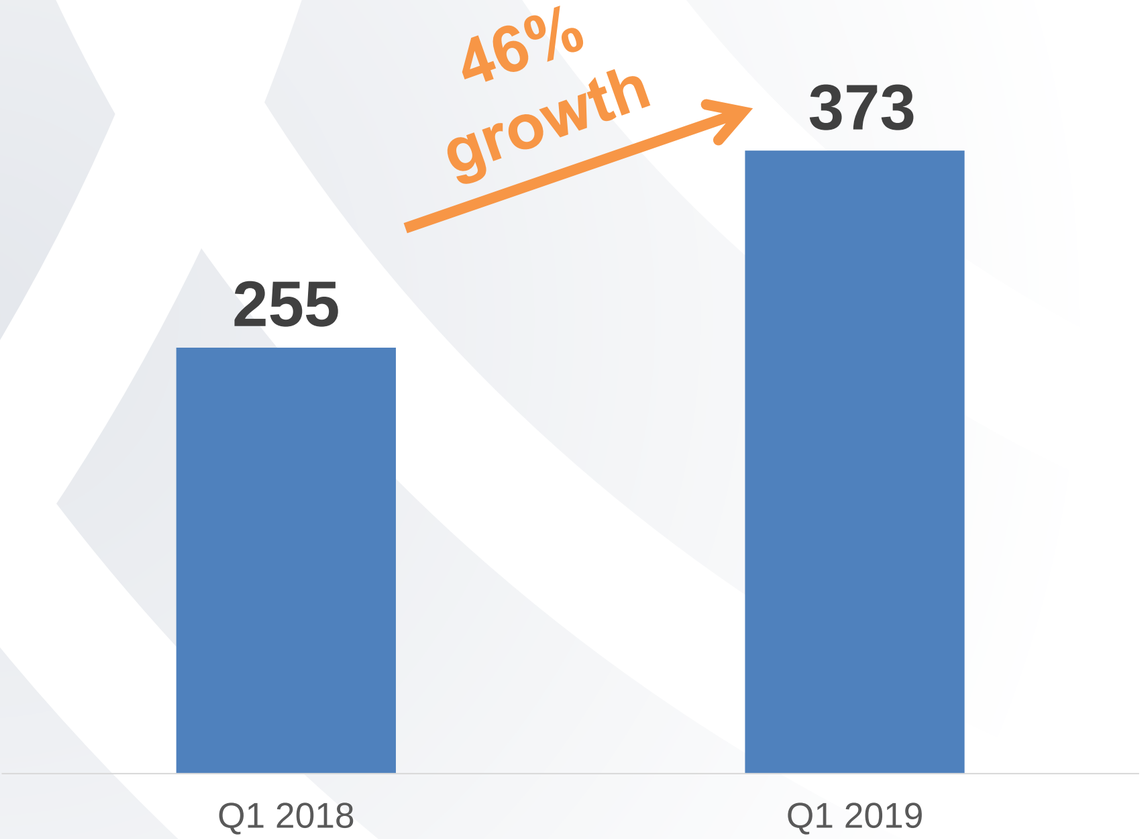
(1) Year ended December 31, 2018.
(2) Over 90% of the revenue recognized in each of the eight most recently completed quarters was generated from contracts entered into in prior quarters or renewals of those contracts, exclusive of upsells.
(3) Years ended December 31, 2016, 2017, and 2018.
(4) As of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

Continued Strong Momentum in the Business

Non-Mass Notification $100k+ deals (TTM basis) [1]



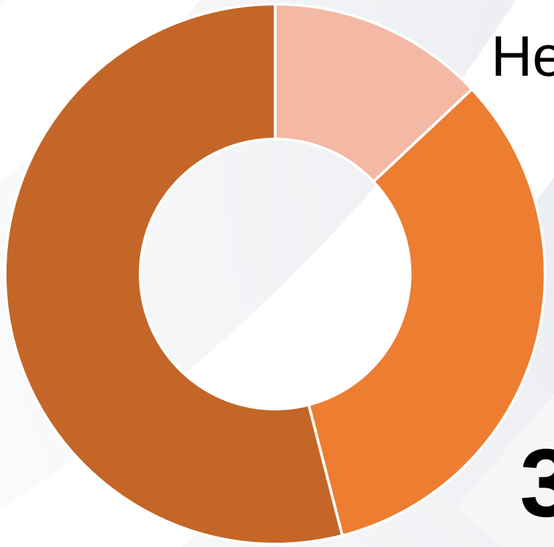
Number of multi product deals (TTM basis) [1]



(1) On a Trailing Twelve month basis.

Strong and Diversified Revenue Profile

Revenue by Sector[1]

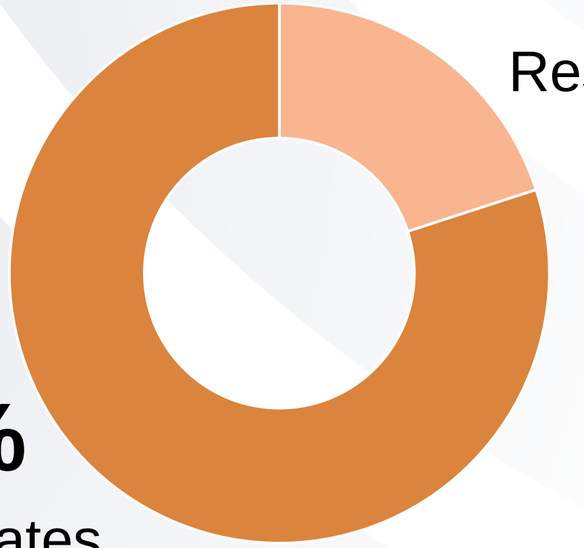


13%
Healthcare

57%
Corporate

30%
Public Sector

Revenue by Geography[2]



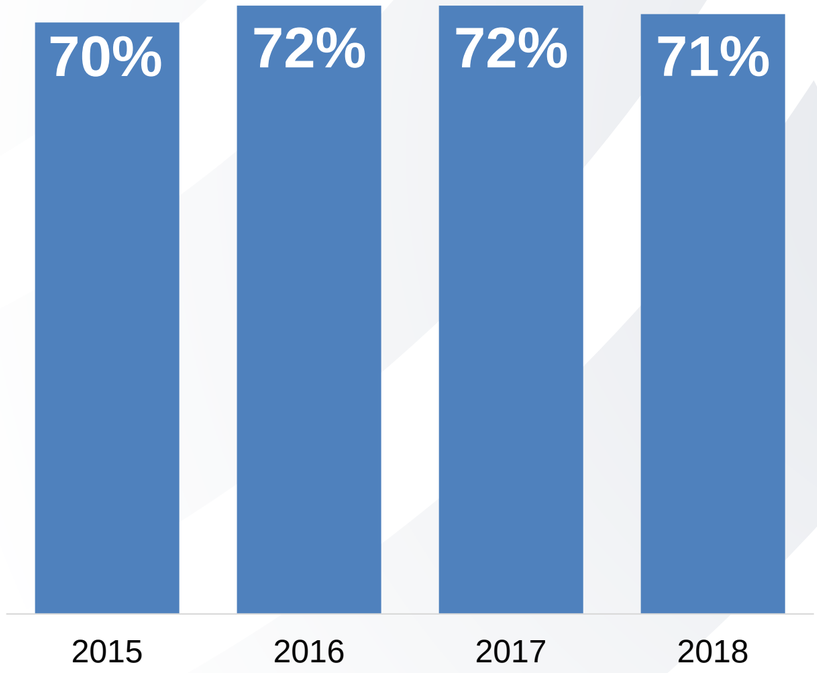
20%
Rest of World

80%
United States

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

Attractive Customer Economics

Adjusted Gross Margin Percentage[2]



FIRST YEAR

$1.00

spent to acquire $1 of recurring revenue[1]

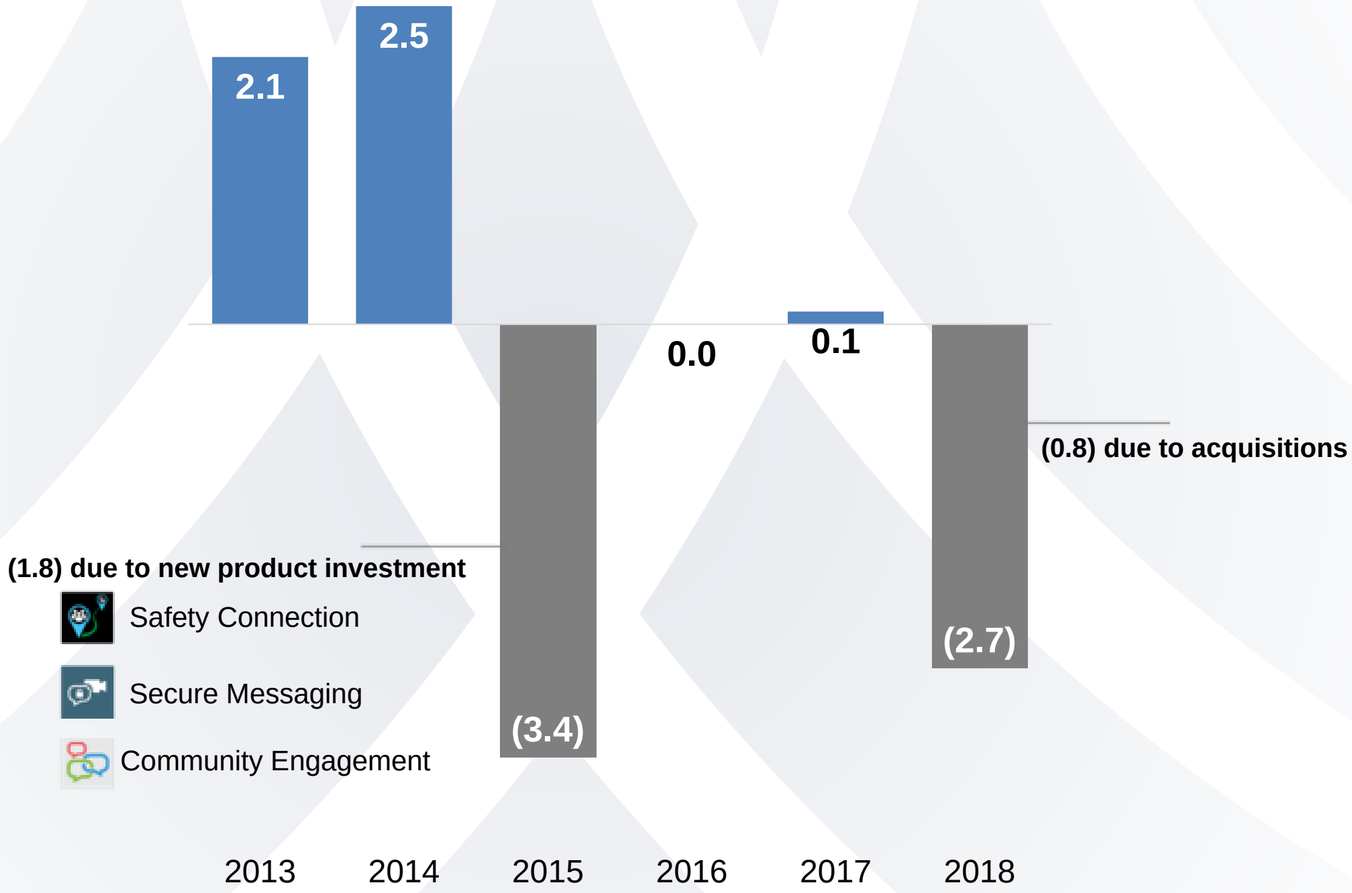
SUBSEQUENT YEARS

6¢

spent to retain $1 of recurring revenue[1]

(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, and $0.06 to renew each $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. GAAP.

History of Positive Adjusted EBITDA

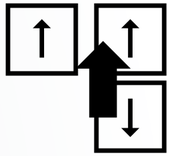


Full-Year Adjusted EBITDA[1]

in millions of dollars

(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 % of Revenue					
	2015	2016	2017	2018	2019[2]	2020
Adjusted Gross Margin %[1]	70%	72%	72%	71%	71%	
Sales & Marketing[1]	44%	44%	43%	41%	41%	
Research & Development[1]	19%	19%	20%	23%	22%	
General & Administrative[1]	18%	15%	15%	17%	16%	
Adjusted EBITDA Margin[1]	(6%)	0%	0%	(2%)	2%	

(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 Subscription Model

Growing Enterprise Software Suite

$41+ Billion TAM in 2020[4]

36% Revenue CAGR[2]

110%+ annual revenue retention rate[3]

Disruptive in Physical Safety & Security Market

(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 RECONCILIATION

$millions	For the 12 months ended December 31,					For the three months ended				
	2014	**2015**	**2016**	**2017**	**2018**	31-Mar-2017	30-Jun-2018	30-Sep-2018	31-Dec-2018	31-Mar-2019
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)	$ (16.9)	$ (8.5)	$ (9.8)	$ (14.1)
Interest expense, net	$ 0.3	$ 0.5	$ 0.5	$ 0.2	$ 4.5	$ 1.1	$ 1.2	$ 1.1	$ 1.1	$ 0.5
Tax expense, net	$ (0.1)	$ (0.6)	$ (0.0)	$ 0.0	$ 0.8	$ 0.1	$ 0.2	$ 0.1	$ 0.4	$ 0.3
Depreciation & Amortization	$ 2.5	$ 6.0	$ 7.7	$ 10.2	$ 13.7	$ 2.6	$ 3.7	$ 3.8	$ 3.5	$ 3.7
Stock-based compensation	$ (0.4)	$ 1.5	$ 3.1	$ 9.3	$ 25.8	$ 6.7	$ 10.0	$ 3.5	$ 5.6	$ 7.8
Adjusted EBITDA	**$ 2.5**	**$ (3.4)**	**$ -**	**$ 0.1**	**$ (2.7)**	**$ (1.8)**	**$ (1.8)**	**$ 0.2**	**$ 0.8**	**$ (1.9)**

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Questions

Thank You

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