Welcome

Everbridge Analyst Day 2018

Ken Goldman – *SVP & Chief Financial Officer*

- 35+ years financial, corporate strategy, M&A and operations experience
- CFO roles with three public companies plus a multi-billion dollar division of a Fortune 100 company
- CFO at Fiksu
- CFO Black Duck Software
- CFO and Director for Salary.com (successful IPO)
- CFO at Lodestar Corporation, Student Advantage, MediaMap, Shoplink.com and Goldweitz & Company, Inc.
- CPA KPMG
- Syracuse University's Martin J. Whitman School of Management

Safe Harbor

This presentation contains forward-looking statements about Everbridge, Inc. ("Everbridge" or the "Company") within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, based on management's current expectation. These statements are often identified by the use of words such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "plan," "project," "will," "would" or the negative or plural of these words or similar expressions or variations. Such forward-looking statements are subject to a number of risks, uncertainties, assumptions and other factors that could cause actual results and the timing of certain events to differ materially from future results expressed or implied by the forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to: our ability to attract new customers and retain and increase sales to existing customers; developments in the market for critical communications and enterprise safety applications and the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to successfully integrate businesses and assets that we may acquire; our ability to maintain successful relationships with our partners; our ability to respond to competitive pressures; potential liability related to data privacy and security; our ability to protect our intellectual property rights; and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission. Moreover, Everbridge operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for the Company's management to predict all risks, nor can it assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statement. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied.

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This presentation also contains estimates and other statistical data made by independent parties and by Everbridge relating to market size and growth and other data about the Company's industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Neither Everbridge nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of the Company's 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.

Everbridge has filed a registration statement on Form S-1 (including a preliminary prospectus) with the Securities and Exchange Commission (the "SEC") for the offering to which this communication relates. The registration statement has not yet become effective. Shares of Everbridge's common stock may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective. Before you invest, you should read the preliminary prospectus and the other documents Everbridge files with the SEC for more complete information about Everbridge and this offering. You can obtain these documents for free by visiting EDGAR on the SEC website at www.sec.gov. Alternatively, copies of the preliminary prospectus may be obtained from Credit Suisse (USA) LLC, Attention: Prospectus Department, One Madison Avenue, New York, New York, 10010, or by email at newyork.prospectus@credit-suisse.com; or from BofA Merrill Lynch, NC1-004-03-43, 200 North College Street, 3rd floor, Charlotte NC 28255-0001, Attn: Prospectus Department, or by email at dg.prospectus_requests@baml.com.

Agenda

Time	Session	Speakers
10:30AM	Review of Agenda / Safe Harbor	Ken Goldman – SVP & CFO
10:35AM	Welcome and Overview	Jaime Ellertson - Chairman & CEO
11:15AM	Product Overview	Imad Mouline - CTO
11:45AM	Go to Market Strategy	Bob Hughes – President MJ McCarthy – Vice President Sales Riz Karim – Vice President Services
12:20PM	Q&A	
12:30PM	Lunch	
12:45PM	Engineering & Operations	Everbridge Operations Center Video Jim Totton - EVP Product Management, Engineering, and Ops Todd Kokoszka – Vice President Engineering
1:30PM	Product Demonstrations	Claudia Dent – SVP Product Management Greg Mummah – Senior Solutions Consultant
2:15PM	Visual Command Center & IT Alerting	Vick Vaishnavi – General Manager IT Alerting & Visual Command Center
2:35PM	Convergence of the CISO and CSO	Tracy Reinhold - CSO
2:50PM	Q&A	
3:00PM	Financial Review	Ken Goldman – SVP & CFO Patrick Brickley – VP Finance
3:20PM	Wrap Up	Jaime Ellertson - Chairman & CEO

Housekeeping

1. As Everbridge is a secure facility, we ask that you not wander through our office space.
2. We will be posting a copy of today's slides to our IR website and filing them with the SEC under a Form 8-K.
3. There are administrative staff outside this room who can direct you to restrooms or assist you with other matters.
4. We ask that you not approach Everbridge employees in the hallways or at their desks to speak with them about the company – they are not authorized to speak on behalf of Everbridge.
5. There is Wi-Fi access available – the logon details are on the bottom of your printed agenda.
6. We have a very full agenda and as such we will not be stopping for breaks other than to quickly grab food for a working lunch session – if you need a break please take one as needed outside this room. Coffee and water are available at tables outside the room.
7. There will be three Q&A sessions during today's program. Please hold your questions until that time.

Thank you for your attendance and participation.

Today Video

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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)
- 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)

Everbridge

We provide enterprise software applications

to improve organizational response for critical events

to keep people safe and businesses running. Faster.

750+
Employees

3,800+
Enterprise customers

Adjusted
EBITDA Positive

200+ Million
Contacts

10
Enterprise Applications

$45+ Billion
market opportunity in 2020

Revenue in millions of dollars

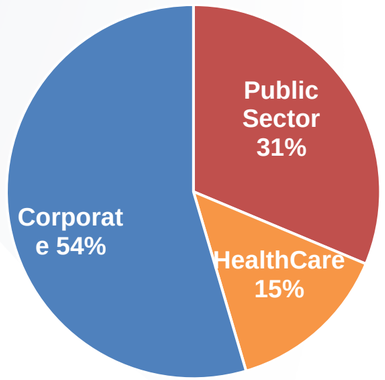
Everbridge Market Leadership

9 OF THE 10
largest investment banks

6 OF THE 10
largest global auto makers

6 OF THE 10
largest global consulting firms

4 OF THE 4
largest global CPA firms



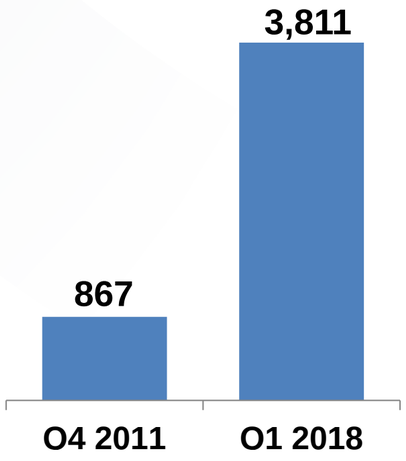
Verticals[1]

9 OF THE 10
largest U.S. cities

25 OF THE 25
busiest North American airports

5 OF THE 10
largest health insurers

6 OF THE 10
Largest High Tech companies



Number of customers[2]

(1) Verticals are based on trailing 12-month revenue as of March 31, 2018.
(2) As of December 31, 2011 and March 31, 2018.

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2018 Analyst Day

Products and Markets

Product Segments

Critical Event Management

- Critical Event Data
- Visual Command Center
- Crisis Commander
- Safety Connection

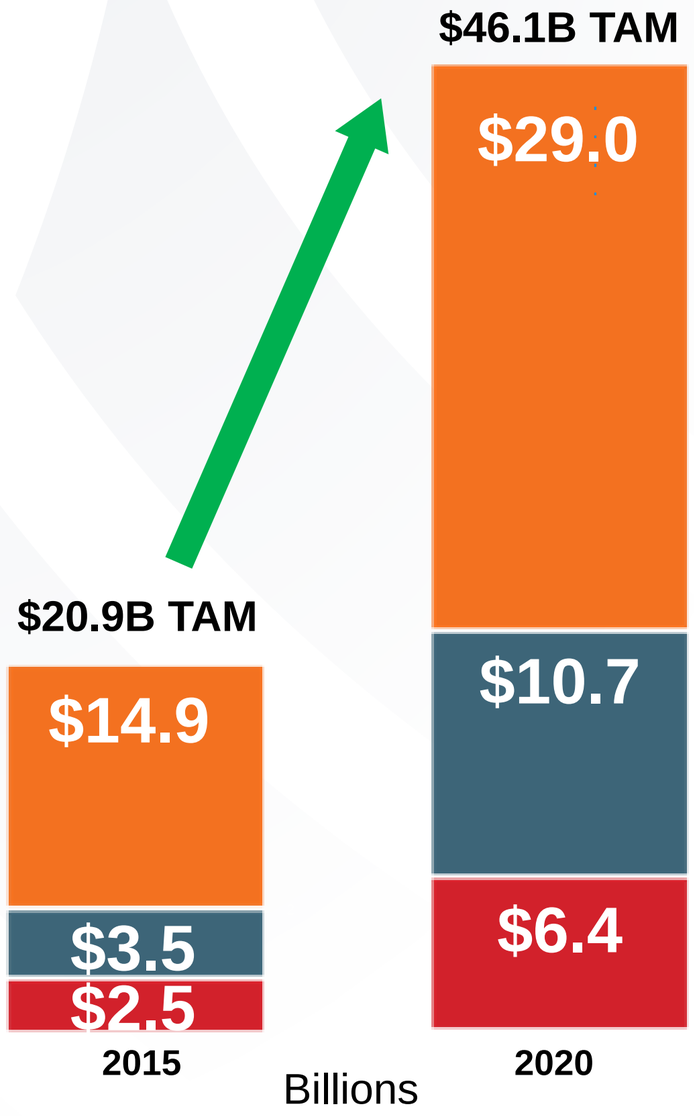
IT and IoT Alerting

- IT Alerting
- IoT

Mass Notification & Incident Management

- Mass Notification
- Incident Management
- Secure Messaging
- Community Engagement
- UMS LBAS

Critical Event Management (CEM) $45+ Billion TAM



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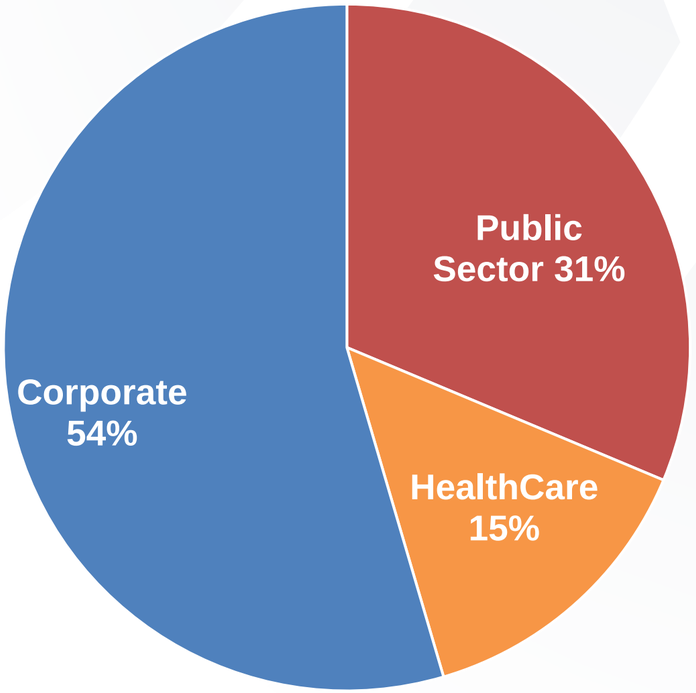
Critical Event Management Opportunity

- Organic upsell potential with Everbridge Customers
- 3,800 Customers



Verticals[1]

Target Customers:	2,660 Current Corporate & HealthCare Customers
CEM Deal Range:	$210k to $1,400k
CEM Value for Current Customers:	**$1.8 Billion**

(1) Verticals are based on trailing 12-month revenue as of March 31, 2018.

Market Leading Differentiation

everbridge®

THE COMPANY

CEM Critical Event Management PLATFORM

THE SOLUTION

PEOPLE
Highly skilled and highly passionate employees that are dedicated to customer success.

TRUST
Proven track record with over 3,800 customers globally.

SCALE
As a public company, we have the resources to support organizations of all sizes on a global scale.

DATA
Automated real-time threat detection through comprehensive data for over 100 different risk types.

PLATFORM
Robust communications and delivery platform that supports you anytime, anywhere globally.

PRODUCTS
Integrated suite of applications that help manage critical events throughout the entire process.

Market Leading Differentiation

99.99%
Transactional Uptime

20+ MILLION
Critical Events since Q2 2017

200+
Countries & Territories

80+
Worldwide Core Patents

Competition

for Mass Notification

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

Across our Platform

	Competitive Landscape	Everbridge
CEM	No Competition	New Category
VCC	Only In-House Builds	Clear Market Leader
Safety Connection	Mainly Mobile Apps	Clear Market Leader
IT Alerting	4-5 NA Competitors	Cross Enterprise Leader
PAS/LBAS	Only Cell Broadcasting Vendors	Population Alerting – 70+ Patents
Mass Notification	Regional Notification Vendors	Clear Market Leader

Platform & Products

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Long-Term Core Growth Strategy

Increase the ASP thru Multi-product Sales

Add 1 new product every 12-18 months

Drive "best in class" renewals across the 3,800+ customer base

95%+/110%±
Gross / Net Renewals

1

Maximize Net Retention and Cross-Sell into the Base

Expand Internationally & win entire countries with LBAS

UMS
AN EVERBRIDGE COMPANY

Expand into Federal Market with FedRAMP

FedRAMP

Continue to execute our Large City & State and Enterprise Strategy

2

Grow our MN/IC Business by Increasing ASP & New Markets

Add new CEM Products to drive greater value and increase ASP

Expand CEM to include Physical, Human and IT Assets

Deliver CEM Suite to provide enterprise-wide platform for Critical Events

CEM Critical Event Management PLATFORM

3

Drive our Strategic Enterprise Value CEM

Growth Strategy

- Dedicated activities to drive contract renewals
  - Customer Success Team
  - Automated risk identification
  - Everbridge University
- Cross-selling multiple products to enterprise customer base
  - Account Management Team
- Adding 1 new application on the Platform every 12-18 months
  - Leverage Platform Across the Enterprise

1

Maximize Net Retention and Cross-Sell into the Base

Growth Strategy

- Expand Internationally
  - 2 new geographies added in 2018
- Enter Federal Market with FedRAMP
  - New certifications and partnerships to extend market reach
- Target Large City, State and *now* Country-wide deals

2

Grow our MN/IC Business by Increasing ASP & New Markets

Growth Strategy

+ Increase business value to drive higher ASP

+ Expand addressable market:
  - Risk Management
  - Operations
  - Human Resources
  - Security

+ Well positioned for Fusion Center growth

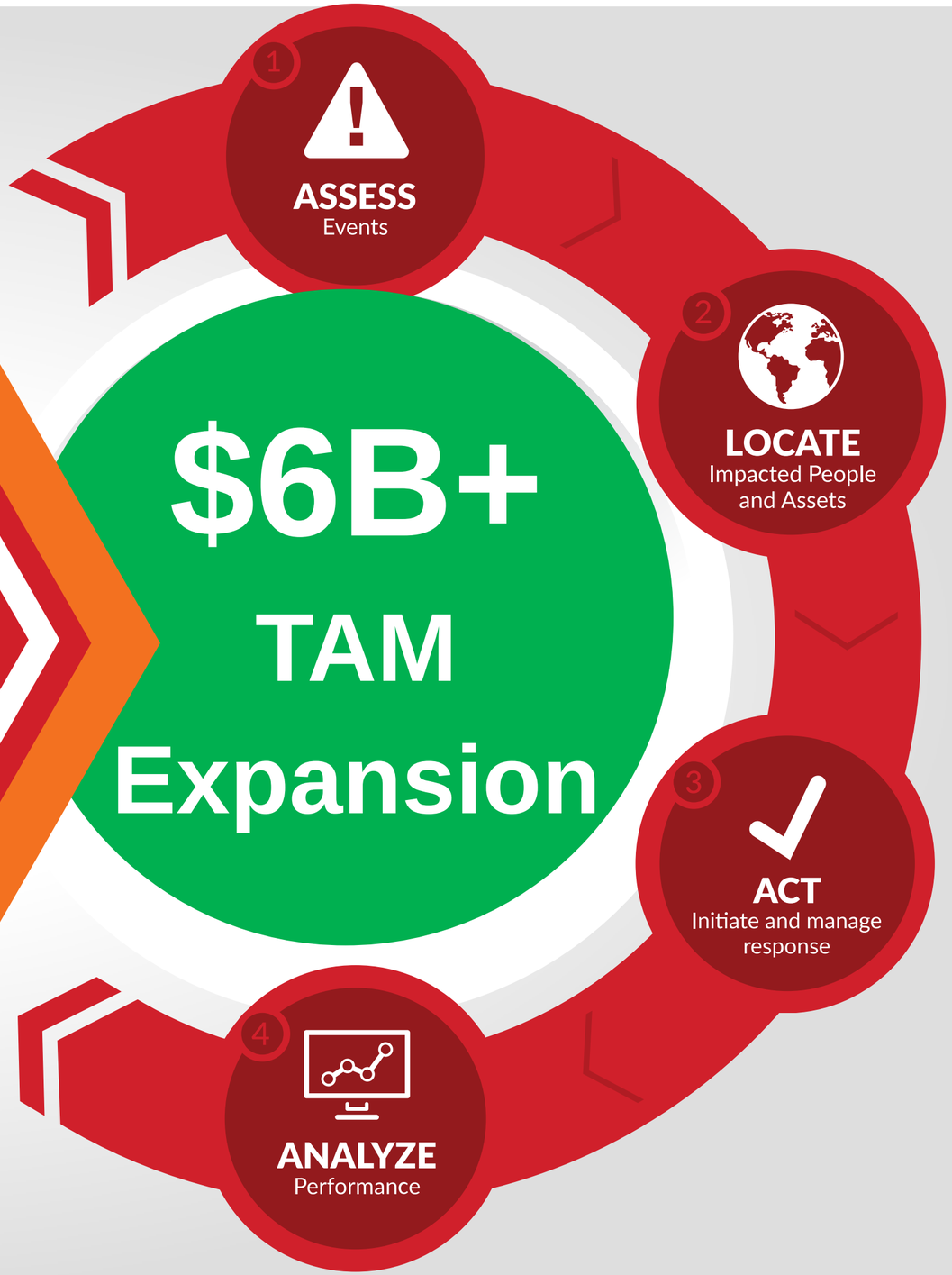
3

Drive our Strategic Enterprise Value CEM

CEM Critical Event Management PLATFORM

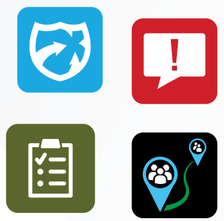
+ Multiple use cases supported
+ Multiple buyers across the organization
+ Asset-based pricing using contacts, supply chain routes, facilities IT Systems
+ Most comprehensive unified suite available
+ Primed for Fusion Center growth

+ Grows to support IT operations



CEM Growth Opportunity

- CEM for Life Safety, Security and IT (Cyber and Infrastructure)
- Deliver Crisis Management Application in 2018
- Add Analytics Application in 2019
  - Analyze past responses for patterns and anomalies
  - Predict the outcome of new incidents.



Build, Buy & Partner

Launch new applications to expand suite

Critical Event Data

Analytics

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

Everbridge Critical Event Management

Imad Mouline

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

Critical Events Happen Every Day

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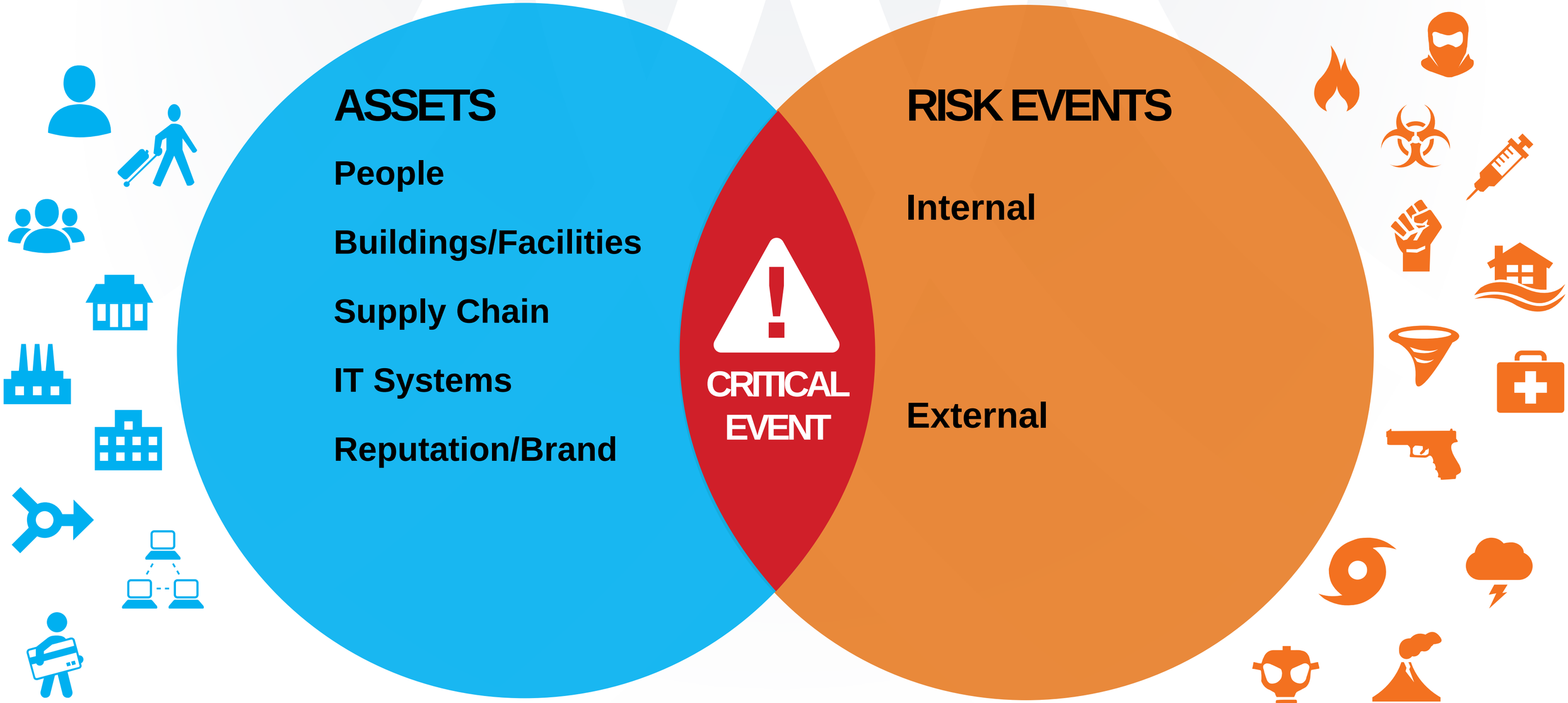
What Defines a Critical Event?



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What Defines a Critical Event?

ASSETS

People

- Employees
- Expatriates
- Travelers
- Visitors

Buildings/Facilities

Supply Chain

IT Systems

Reputation/Brand

CRITICAL EVENT

RISK EVENTS

Internal

- Workplace/Safety
- System Failures
- Disruptions/Process Failures
- Fraud/Theft

External

- Weather/Natural Disasters
- Terrorism/Civil Unrest
- Disease/Hazmat
- Crime

What Defines a Critical Event?

ASSETS

People

- Consumers
- Guests
- Internal Users
- Admins

Buildings/Facilities

Supply Chain

IT Systems

Reputation/Brand

CRITICAL EVENT

RISK EVENTS

Internal

- System Failures
- IT Service Disruptions
- Change/release issues
- Data Center Outage

External

- 3rd party Provider Outage
- Network Outage
- Cloud Service Outage
- Natural Disaster
- Cyber Attack

What Defines a Critical Event?

ASSETS

People

- Patients
- Staff
- Administrators
- Visitors

Buildings/Facilities

Supply Chain

IT Systems

Reputation/Brand

CRITICAL EVENT

RISK EVENTS

Clinical

- Stroke, STEMI, Trauma,
- Falls, Safety

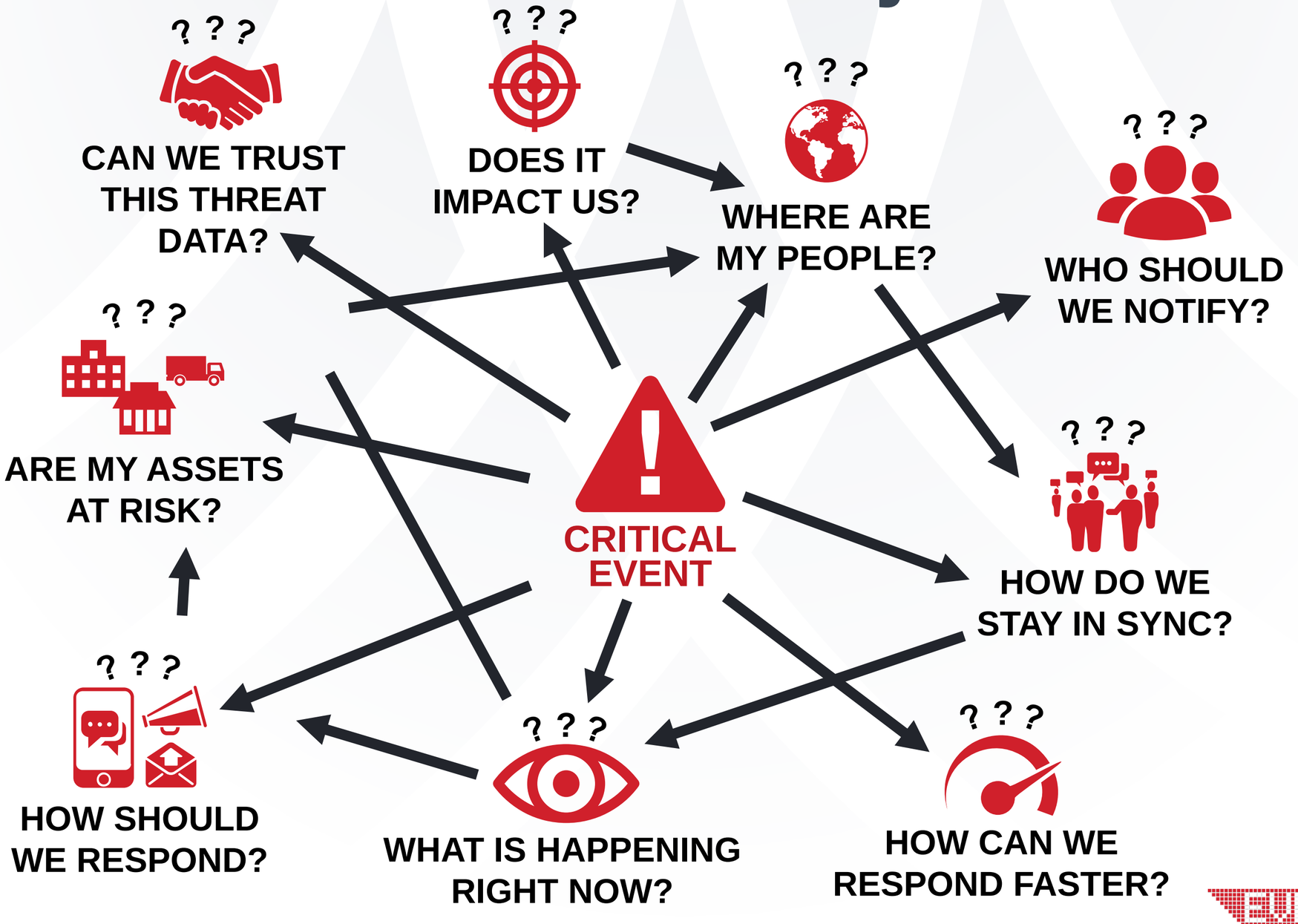
Internal

- Workplace/Safety
- System Failures
- Disruptions/Process Failures

External

- Weather/Natural Disasters
- Public Health
- Active Shooter/MCI

Typical Processes are Disjointed



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BUB Analyst Day

What often gets in the way?

Lots of noise and too much data

People and assets in transit are difficult to locate

Lack of relevant information slows decision-making

Manual processes/ silos slow response

As a result, resolution is slow, unclear and reactive

As a result…

Your employees are at risk

Operations could suffer a major disruption

Customers lose confidence

The value of your brand and revenues are at risk

As a result…

$535 BILLION

IN LOSSES IN 2016[1]

Your employees are at risk

Operations could suffer a major cyber attack

Customers lose confidence

The value of your brand and revenues are at risk

(1. Institute for Economics and Peace “Global-Terrorism-Index-2015” Swiss Re - Preliminary sigma estimates for 2015: global catastrophes cause economic losses of USD 85 billion” Lloyd’s – “Cyber attacks cost companies $400 billion every year”)

As a result…

Your patients & staff are at risk

Operations could suffer a major disruption

Physicians & patients lose confidence

The value of your brand and revenues are at risk

As a result…

1 Stroke patient - 13.4 M neurons saved ~$4,500/patient

Recover faster - $8M in patient revenue

As a result…

Customers/ employees are frustrated

Operations could suffer a major disruption

Productivity loss

Revenue loss and brand image at risk

As a result…

Avg. Cost of IT downtime

$8,900/minute[1]

[1] Ponemon Institute – Cost of IT Downtime -2016

As a result…

100 Milliseconds Slower

amazon	Google	Walmart
-1% SALES	-0.2% SEARCHES	-2% CONVERSION
$660M	$45M	$244M

H/T James Urquhart, SOASTA Data: Gartner, Walmart

Everbridge

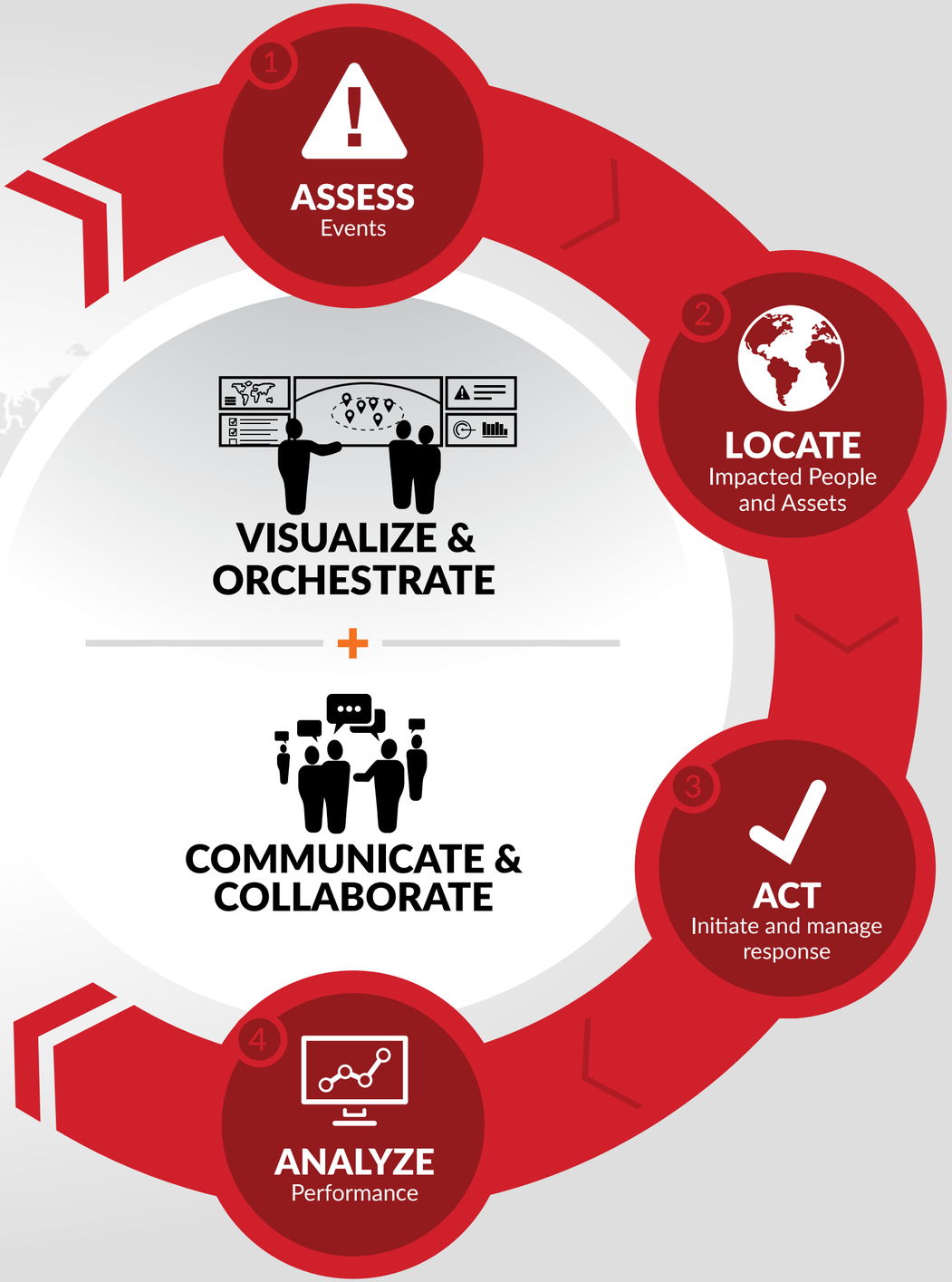
We provide enterprise software applications to improve organizational response for critical events to help

Keep People Safe and Businesses Running. Faster.

CEM

Critical Event Management

P L A T F O R M



Detect and gain situational clarity about a threat and its potential impact.

Assess: Combine *Alert* & *Context* Risk Data Sources

TERROR
PUBLIC CRISES
WILDFIRES
ACTIVISM
HURRICANE
OUTBREAK
EARTHQUAKE
TRAFFIC
WEATHER

TORNADO
DRUG INTERDICTION
WINTER INCIDENT
SYSTEM WARNING
TWITTER INCIDENT
FLOOD
HAZMAT
CAMERAS
NIXLE ADVISORY

CLINICAL DISCHARGE
SUPPLY CHAIN
IT OUTAGE
FIRE
CYBER
GANGS
VOLCANO
SOCIAL MEDIA
MAP IMAGERY

FOOD & DRUG INCIDENT
AVIATION INCIDENT
AMBER ALERT
BORDER SECURITY
IT TICKET
BEDSIDE MONITORS
PRODUCT RECALL
AIRPORT
COUNTRY RISK PROFILE

Assess

LONDON, UNITED KINGDOM
LOCAL: 9:14 AM
157 ASSETS IMPACTED
14 BUILDINGS
137 EMPLOYEES
6 ROUTES
10 HRS AGO
THOUSANDS PROTEST EU DECISION IN LONDON; DISRUPTIONS EXPECTED TO BUSINESSES, TRAVEL
COMMAND VIEW
WHAT WE'RE WATCHING
North America
Asia
Europe
GLOBAL SECURITY AND CRISIS MANAGEMENT OPERATIONS
TRAVEL WE'RE WATCHING:

Locate key stakeholders to rally, instruct, and inform.

Locate

Automatically identify and locate:

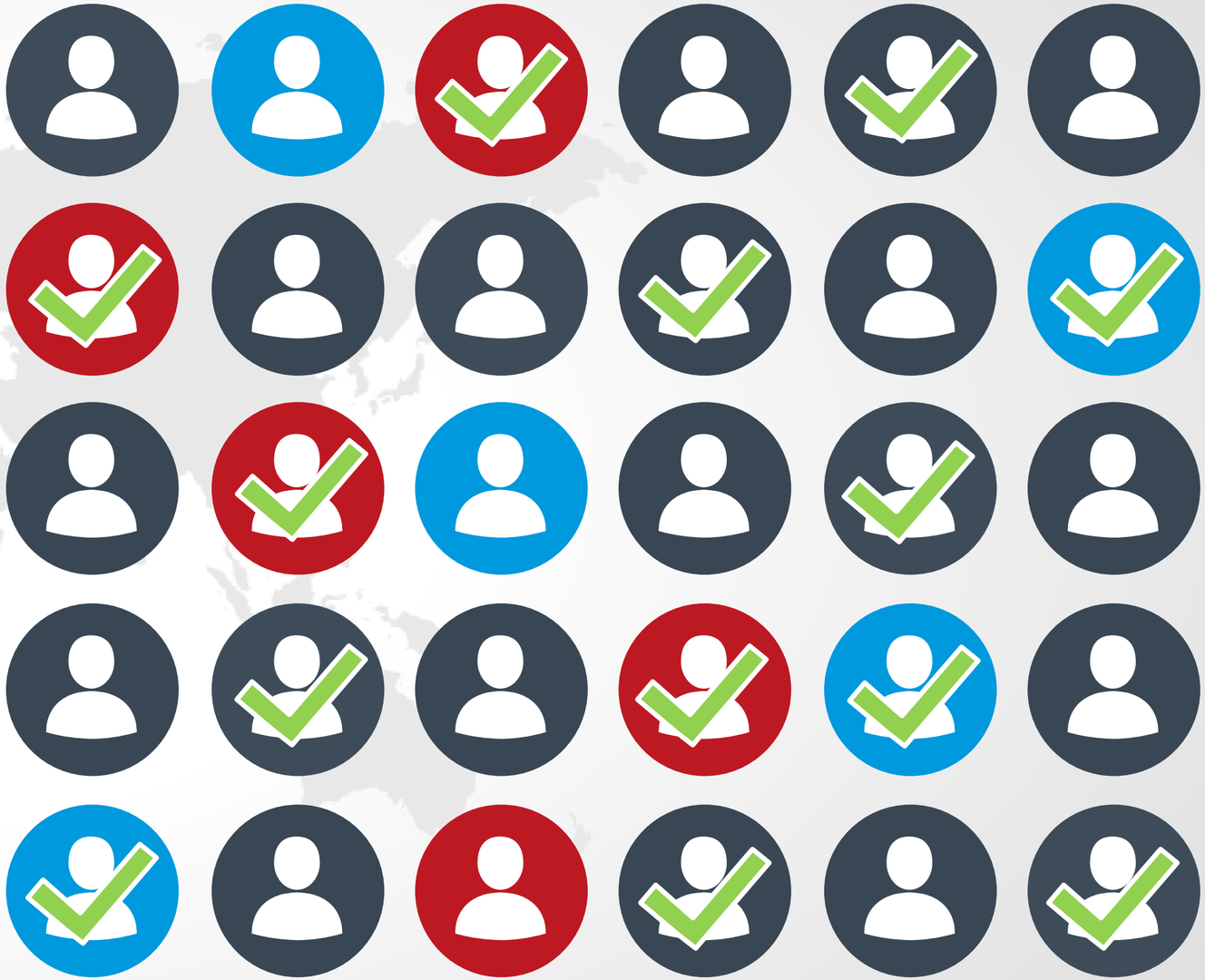
- Who can help
- Who is impacted
- Who needs to know

NAME
Chris A. Sanchez

ATTRIBUTES
Sr. DBA | HAZMAT Cert
CPR Cert | Union Member

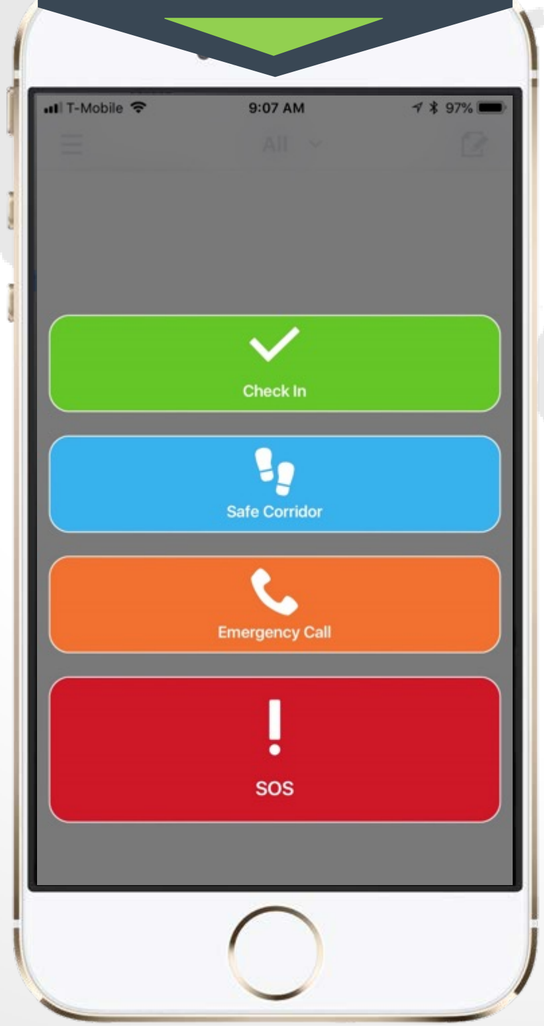
Schedules
On-duty and on-call, rotations, escalations, etc.

Location
Static and Dynamic locations

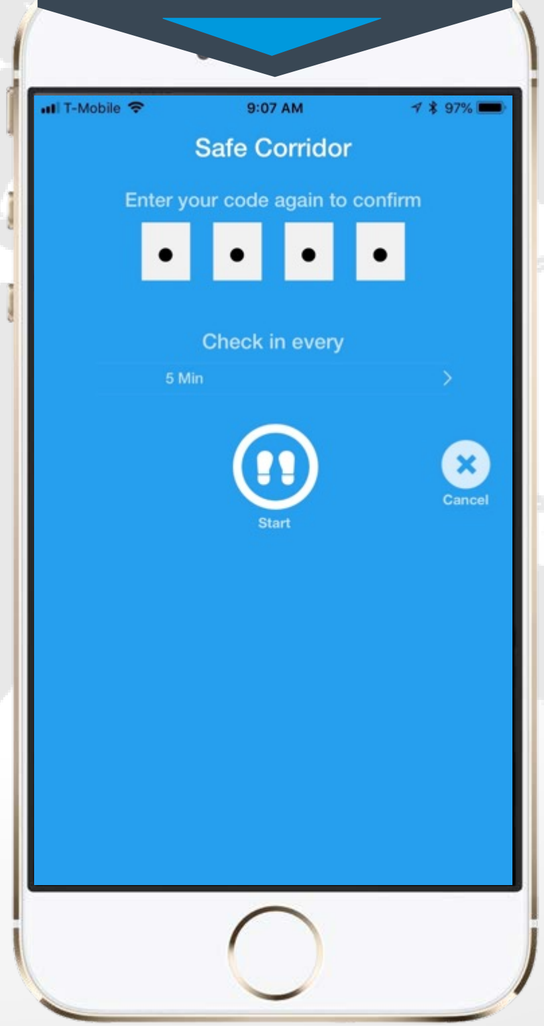


Locate

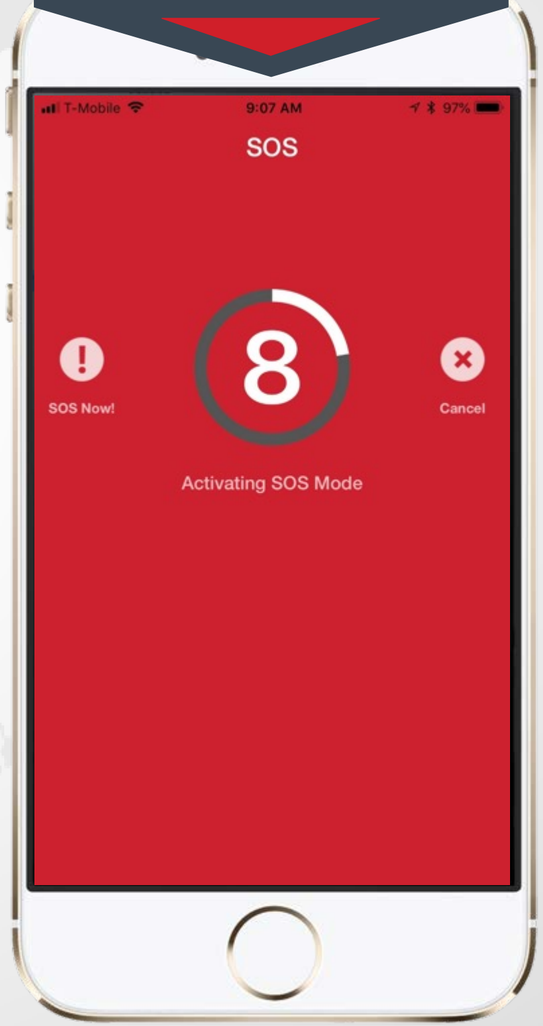
SAFETY MENU



SAFE CORRIDOR



SOS!



Locate

ACTUAL **DYNAMIC LOCATIONS** EXPECTED

Aggregate Location Data from Multiple Sources

MOBILE AWARE

Everbridge mobile app check-ins

ACCESS AWARE

Wire and wireless network access points like Cisco Access control and badging systems like Lenel, Tyco, and S2.

TRAVEL AWARE

Through our medical and security assistance partner International SOS

SCHEDULE AWARE

Office Hoteling systems

Locate

GLOBAL SECURITY AND CRISIS MANAGEMENT OPERATIONS
WHAT WE'RE WATCHING
North America
Asia
Europe
LONDON, UNITED KINGDOM
LOCAL: 9:14 AM
157 ASSETS IMPACTED
14 BUILDINGS
137 EMPLOYEES
6 ROUTES
10 HRS AGO
THOUSANDS PROTEST EU DECISION IN LONDON; DISRUPTIONS EXPECTED TO BUSINESSES, TRAVEL
TRAVEL WE'RE WATCHING:

Locate

STATUS: GLOBAL STATUS
RECENT ALERTS
ACTIVE NOW
39
Last 24 Hrs
ALERTS
74
GLOBAL RISK EVENTS
2188
ACKNOWLEDGED
35
TOP ALERT TYPES
TERRORISM
31
OTHER
15
HAZMAT
14
ASSETS
TOTAL ASSETS
5814
10%
OF TOTAL ASSETS
IN ALERT AREA
576
Last 24 Hrs
ASSET TYPES
EMPLOYEE
4657
FIELD TEAM
670
RETAIL
233
OFFICE
95
MANUFACTURING
87
NOTES: GLOBAL OPS
GLOBAL SECURITY AND CRISIS MANAGEMENT OPERATIONS
Our mission is to ensure the continuity of our business and the safety of our travelers and global assets by providing excellent service to our partners.
Manager on Duty: Kris Cooper, x5134
GRID MAP
Last 24 Hrs
74

SOS
SOS Now!
7
Cancel

Take quick and decisive action to mitigate or eliminate the impact of a threat.

Act: Incident Communication Workflow

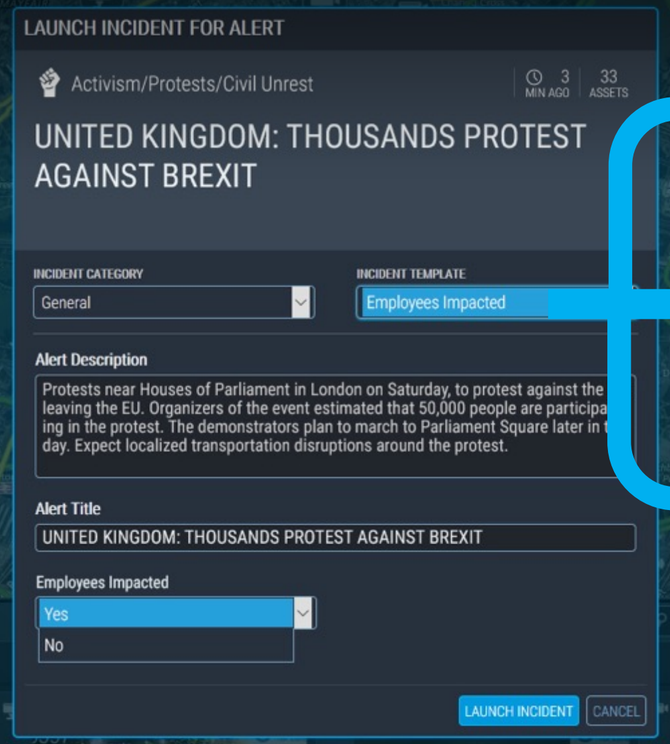
Act: Incident Communication Workflow

In the command center, the SOS alert is received and visualized.

Act: Incident Communication Workflow

The operator launches a new incident, and selects an incident template.

Act: Incident Communication Workflow



CMT NOTIFICATION → **CONFERENCE BRIDGE ACTIVATION**

ALL EMPLOYEE ACCOUNTABILITY → **IMPACTED EMPLOYEE FOLLOW UP**

EXECUTIVE SITREP → **ALL EMPLOYEE FYI**

The system automatically launches multiple workflows that can include SOP checklists, tasks, etc.

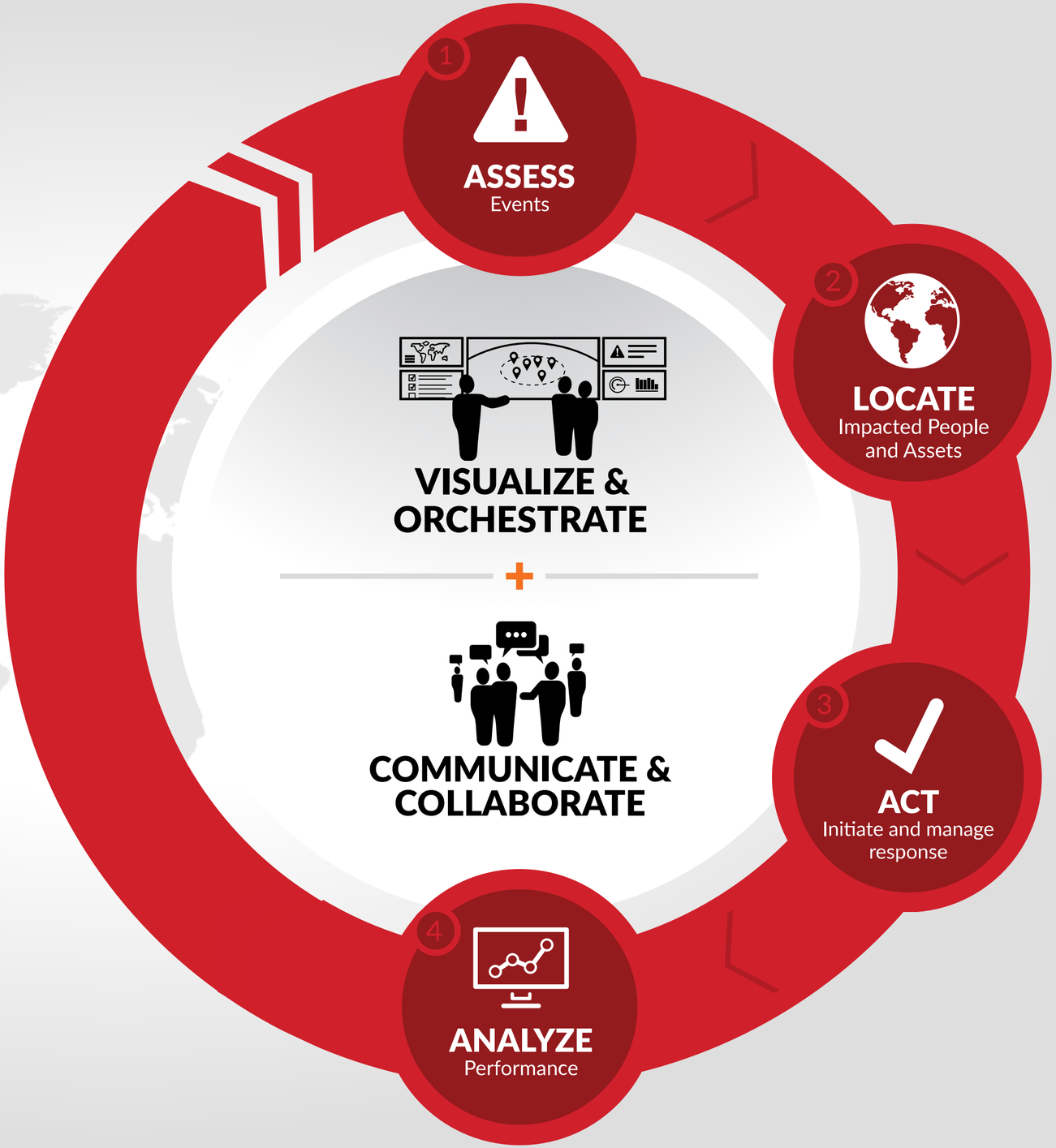
Analyze actions taken and understand patterns to improve outcomes.

Analyze

CLOSE THE LOOP

Use the analysis as part of the Assess step.

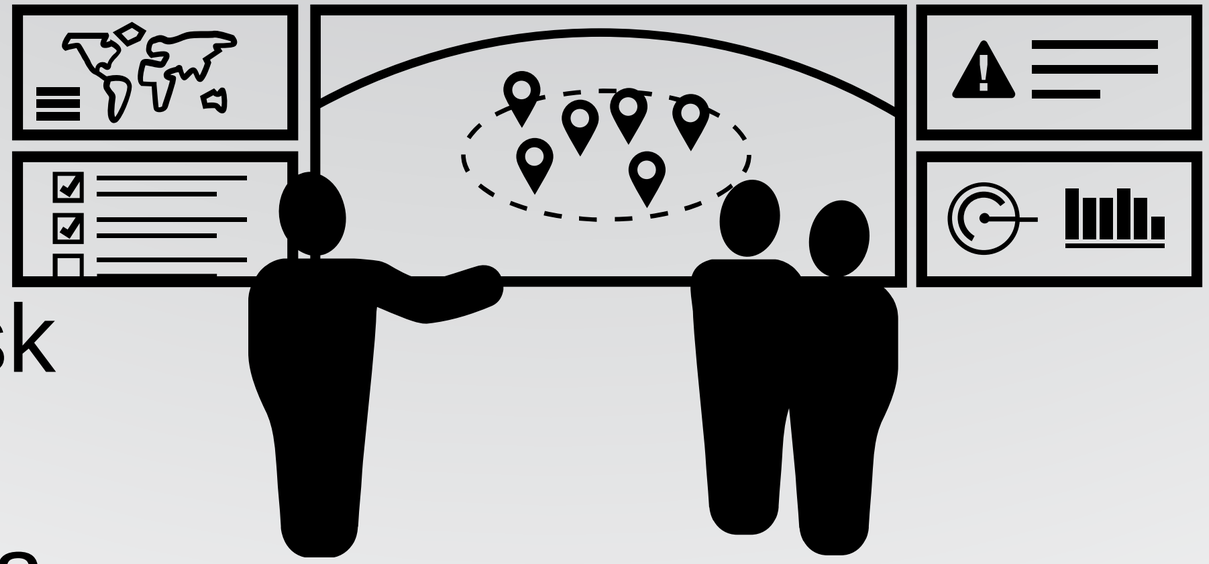
- *Has this happened before?*
- *What was the impact?*
- *What did we do well?*
- *What could we have done better?*
- *What slowed us down?*
- *Who was involved?*
- *Who responded fastest?*



Integrated communication and collaboration with all stakeholders.

COMMUNICATE & COLLABORATE

Powerful visualization for risk intelligence and response through a **Common Operating Environment**



VISUALIZE & ORCHESTRATE

CEM

Critical Event Management

P L A T F O R M

Everbridge Critical Event Management Platform

USE CASES

- Business Continuity
- IT Services
- Employee Safety & Security
- Supply Chain
- Traveling Employee
- Resident Communications

PRODUCTS

- Incident Communication
- Mass Notification
- Safety Connection
- IT Alerting
- Visual Command Center
- UMS LBAS

PLATFORM

- Visual & Collaborative
- Highly Available & Scalable
- Location & Event Aware
- Secure & Compliant
- Globally Local

Everbridge Go-to-Market

Bob Hughes

Bob Hughes – *President*

- 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
- Board of Directors of QuickBase, Inc.

Everbridge Market Leadership

9 OF THE 10
largest investment banks

6 OF THE 10
largest global auto makers

6 OF THE 10
largest global consulting firms

4 OF THE 4
largest global CPA firms

6 OF THE 10
Largest Hi-Tech companies

9 OF THE 10
largest U.S. cities

25 OF THE 25
busiest North American airports

5 OF THE 10
largest health insurers

4 OF THE 10
largest healthcare providers

6 OF THE 10
largest Higher Ed institutions

Everbridge Market Opportunity

10% OF THE FORTUNE 1000

5% OF THE Forbes 2018 GLOBAL WORLD'S LARGEST PUBLIC COMPANIES 2000

4 OF THE **50**
US States

4 OF THE **195**
Countries

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

25% OF THE
280,000
US Hospital Beds

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

CURRENT CUSTOMERS REPRESENT

2018 Enterprise Sales Evolution

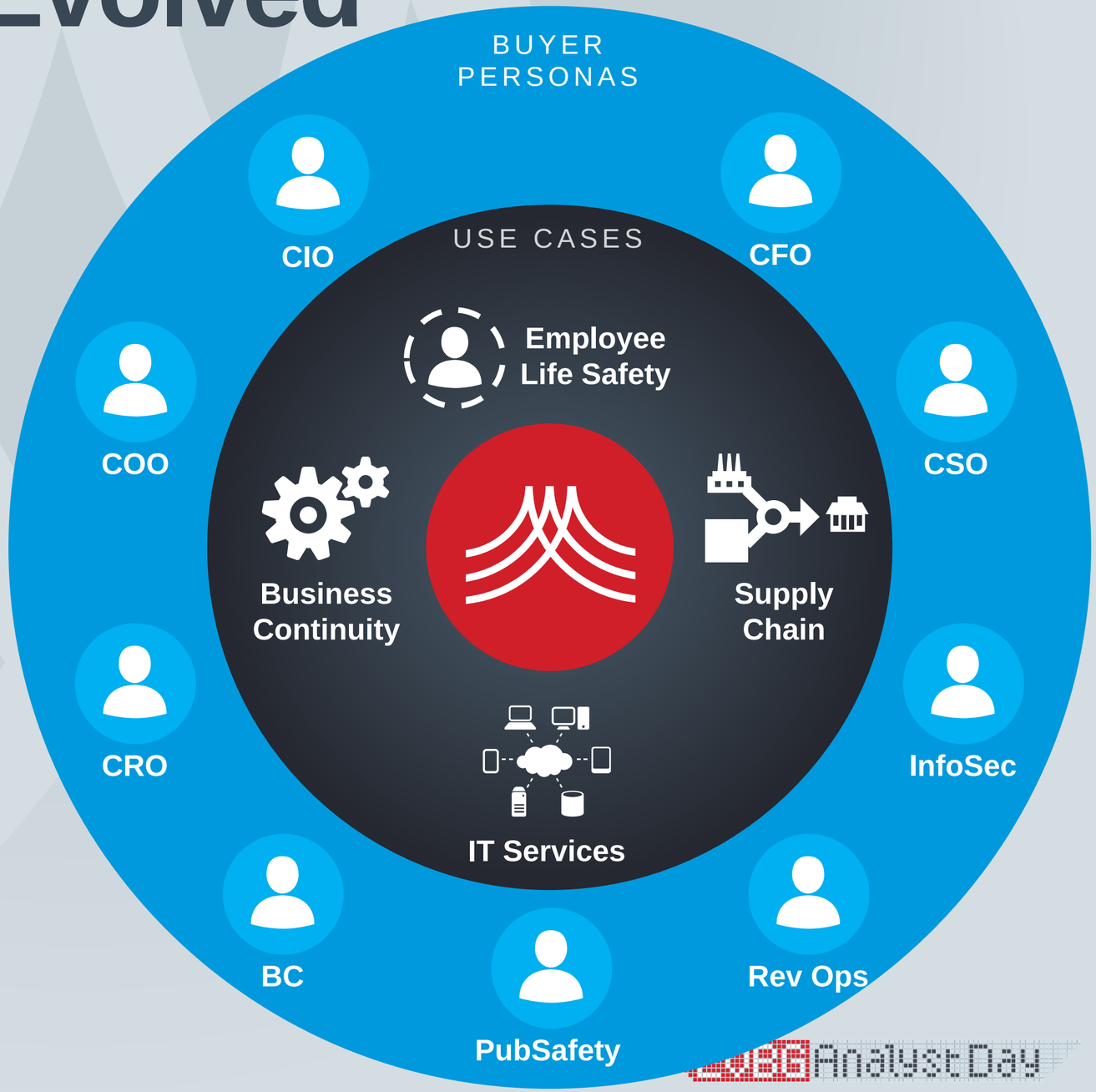
+ **Align to Business Value**
+ ***'Sell the Platform'***
+ **International and Channel Growth**
+ **Customer Success Focus**

Our Approach Has Evolved

MANY USE CASES

MULTIPLE BUYERS

ONE PLATFORM



everbridge®

Analyst Day

Our Use Cases Drive Business Value

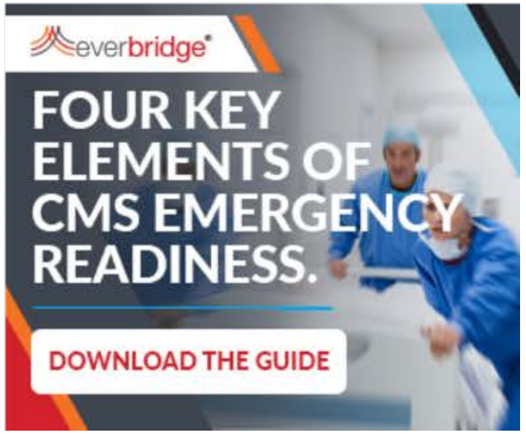
Keeping branches open and recovering faster than the competition

Mitigating supply chain risk to minimize plant downtime

Enabling additional revenue from more risky geographies

Keeping employees safe on hard-to-secure open campuses and when traveling

Our Thought Leadership Lead Generation



Rackspace

everbridge®

Expanding Vertical Market Approach

PUBLIC SECTOR

- FEDERAL*
- SLG
- HIGHER EDUCATION
- MUNICIPAL UTILITIES*
- TRANSPORTATION

HEALTHCARE

- LARGE SYSTEMS
- SMB FACILITIES

CORPORATE

- FINANCIAL SERVICES
- HIGH TECH*
- RETAIL*
- ENERGY*

*** NEW VERTICAL MARKETS IN 2018**

everbridge®

New Market Opportunity

- FedRAMP opens Federal and part of Department of Defense
- Market supports multiple use cases
- Sales team onboarded
- More SaaS experience than incumbent

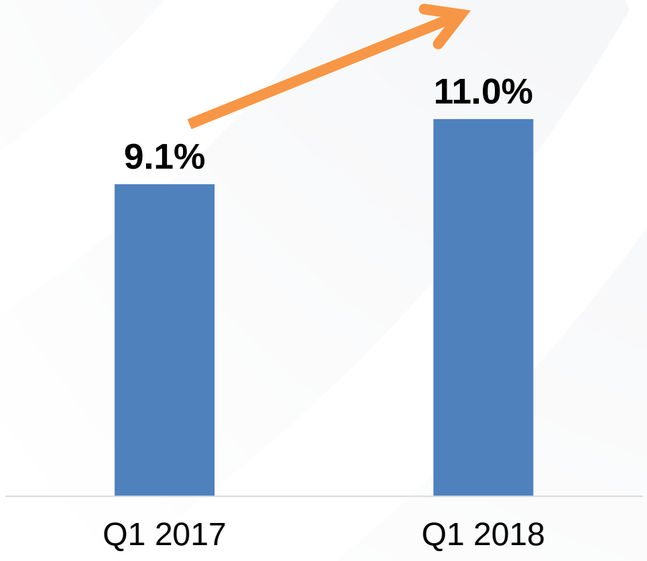
Field Sales Growth

Prior to 2017

Since 2018

International & Channel Expansion

International Revenue Growth



60% Y/Y Revenue Growth in 2017

CHANNEL PARTNERS

INTERNATIONAL SOS

LENEL United Technologies

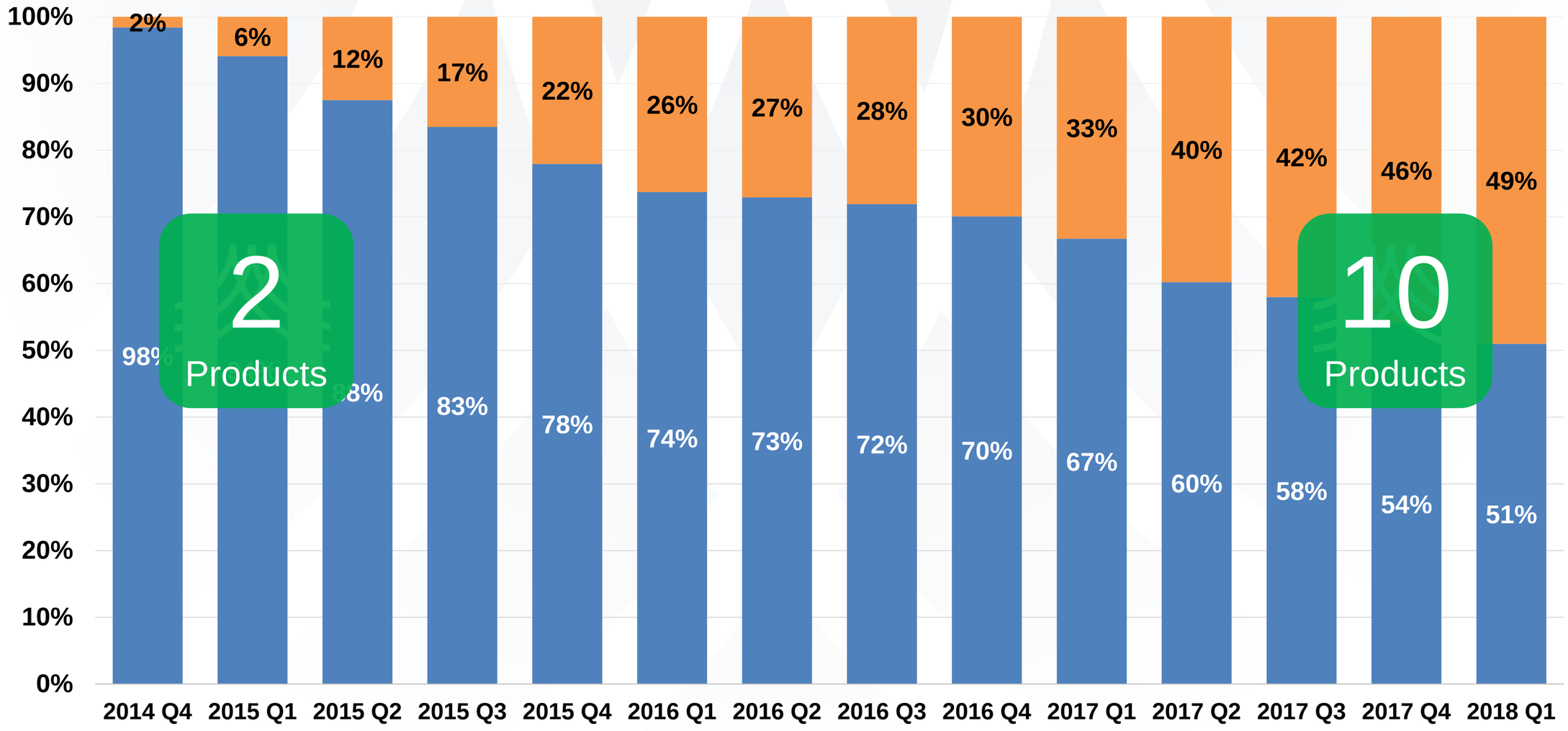
EMC²

FEDERAL SIGNAL

Johnson Controls

MetricStream

New Product Growth



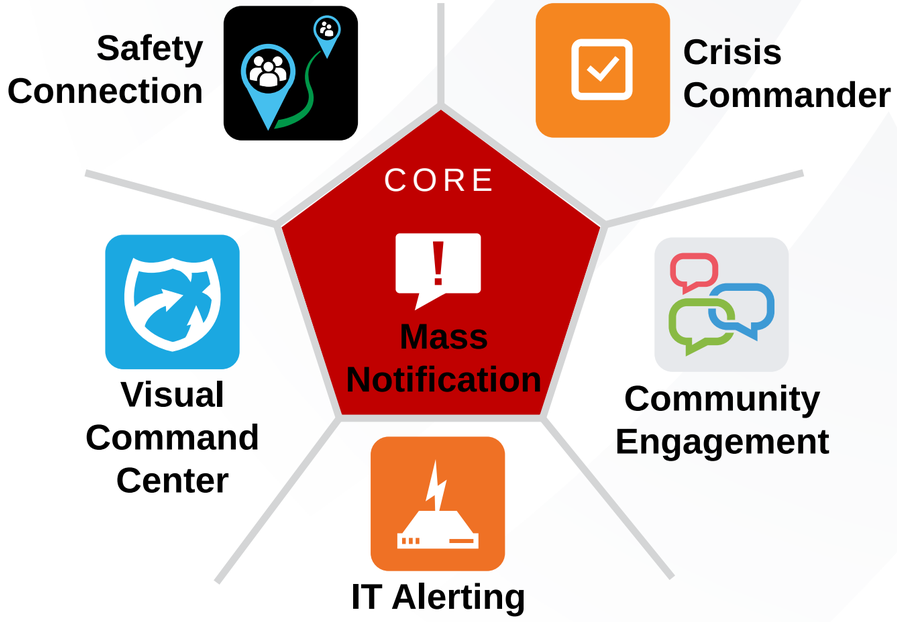
NEW PRODUCTS AS A % OF TOTAL NEW+GROWTH BOOKINGS MN New

everbridge®

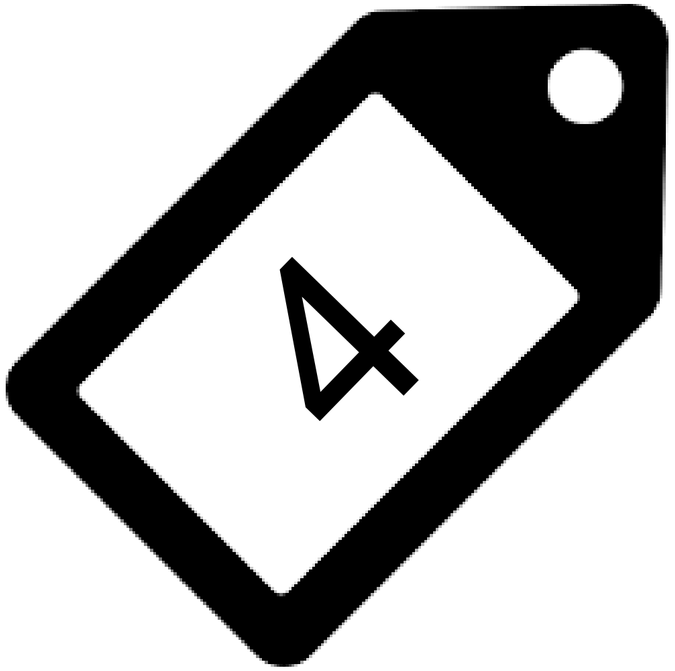
2018 Analyst Day

Multi-product Growth Strategy

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



Growth in $100,000+ Deals



Q1 2017

Q1 2018

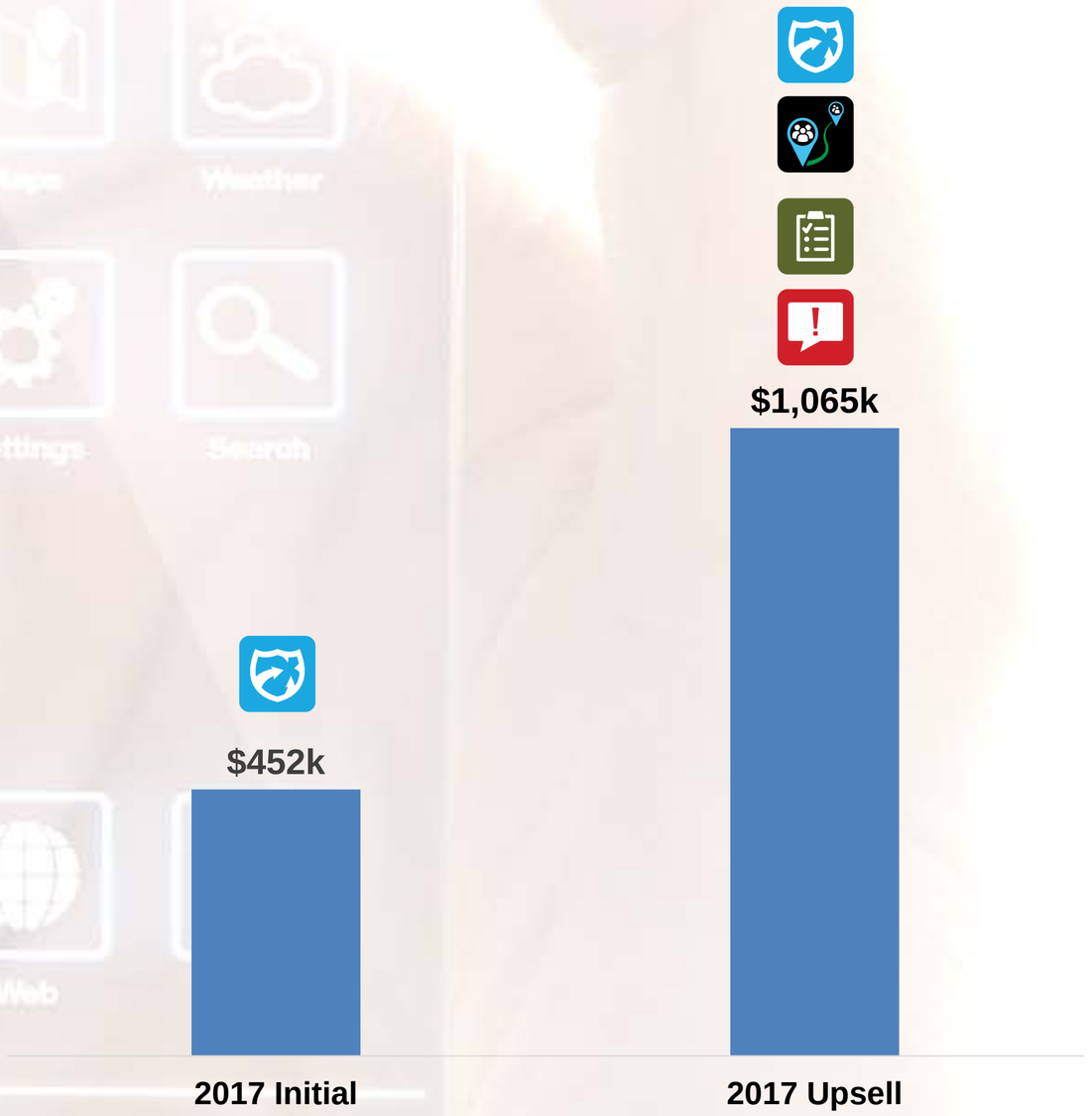
Land & Expand: Global Technology Leader

Visual Command Center

Safety Connection

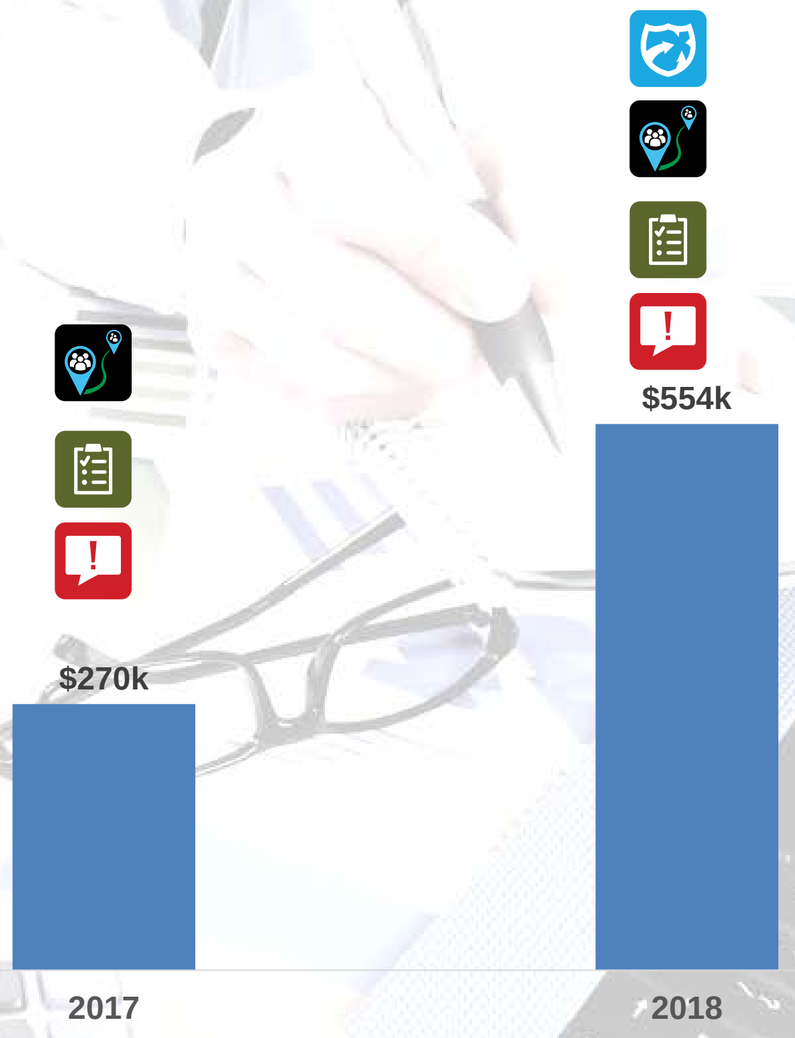
Incident Communication

Mass Notification



Land & Expand: Top 4 Global Consulting Firm

- Visual Command Center
- Safety Connection
- Incident Communication
- Mass Notification



everbridge®

MJ McCarthy – Vice President Sales

Riz Karim – Vice President Services

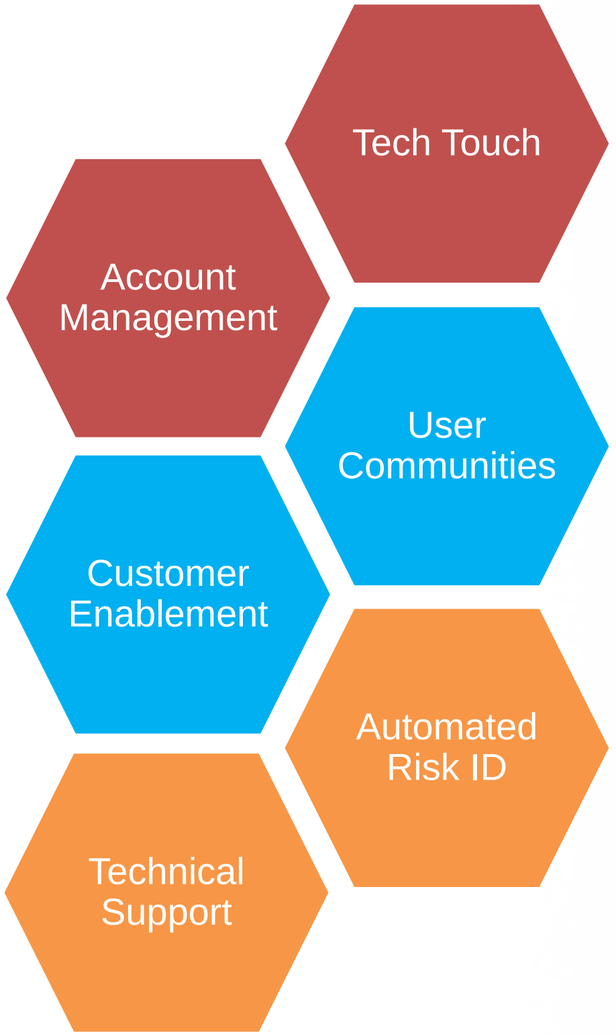
Ensuring Customer Success

ADOPT

RETAIN

GROW

DELIGHT



Customer Success

SaaS Average
90% Renewals

Everbridge
95%+ Renewals

Healthcare Customer

Customer Lifecycle

- Customer Satisfaction
- Data-Driven Insights
- Customer Maturity Score

- Best Practice Toolkits & Webinars
- Mid-Year Health Check

- Requirements analysis
- Best practices
- Seamless transition to delivery teams

- Custom On-Boarding
- Exit Criteria
- Adoption and Time-to-Value Goals

Market Leading Differentiation

everbridge®

THE COMPANY

CEM Critical Event Management PLATFORM

THE SOLUTION

PEOPLE
Highly skilled and highly passionate employees that are dedicated to customer success.

TRUST
Proven track record with over 3,800 customers globally.

SCALE
As a public company, we have the resources to support organizations of all sizes on a global scale.

DATA
Automated real-time threat detection through comprehensive data for over 100 different risk types.

PLATFORM
Robust communications and delivery platform that supports you anytime, anywhere globally.

PRODUCTS
Integrated suite of applications that help manage critical events throughout the entire process.

QUESTIONS?

VCC
PEROPTICS
NEW YORK, NY
LOCAL: 11:36 AM UTC TUE, NOVEMBER 8
37 ASSETS IMPACTED
1 BUILDING
36 EMPLOYEES
21 HRS AGO
TIMES SQUARE, NEW YORK, NY, US - PHOTO: SEVERAL FIRE TRUCKS SEEN OUTSIDE AN ENTRANCE TO THE 1, 2, 3 SUBWAY LINES IN NYC'S TIMES SQUARE - @TRACED_INC
WHAT WE'RE WATCHING
North America
Asia
Europe
GLOBAL SECURITY AND CRISIS MANAGEMENT OPERATIONS
TRAVEL WE'RE WATCHING:

Global Operations Center Video

Everbridge Technology

Jim Totton

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

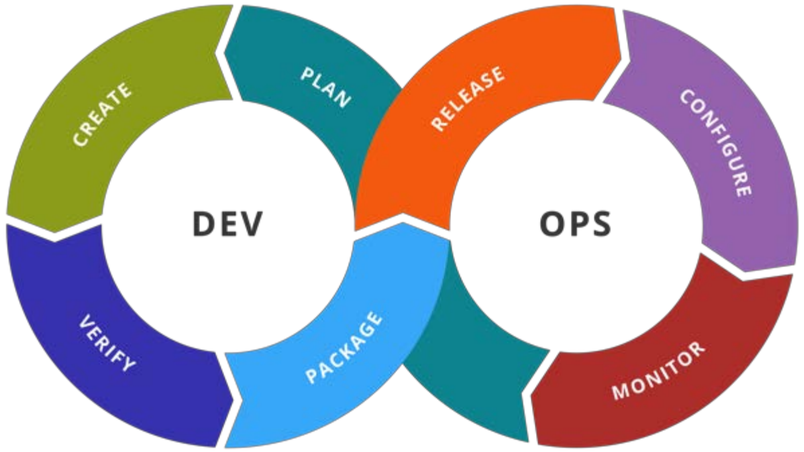
Global Product Organization

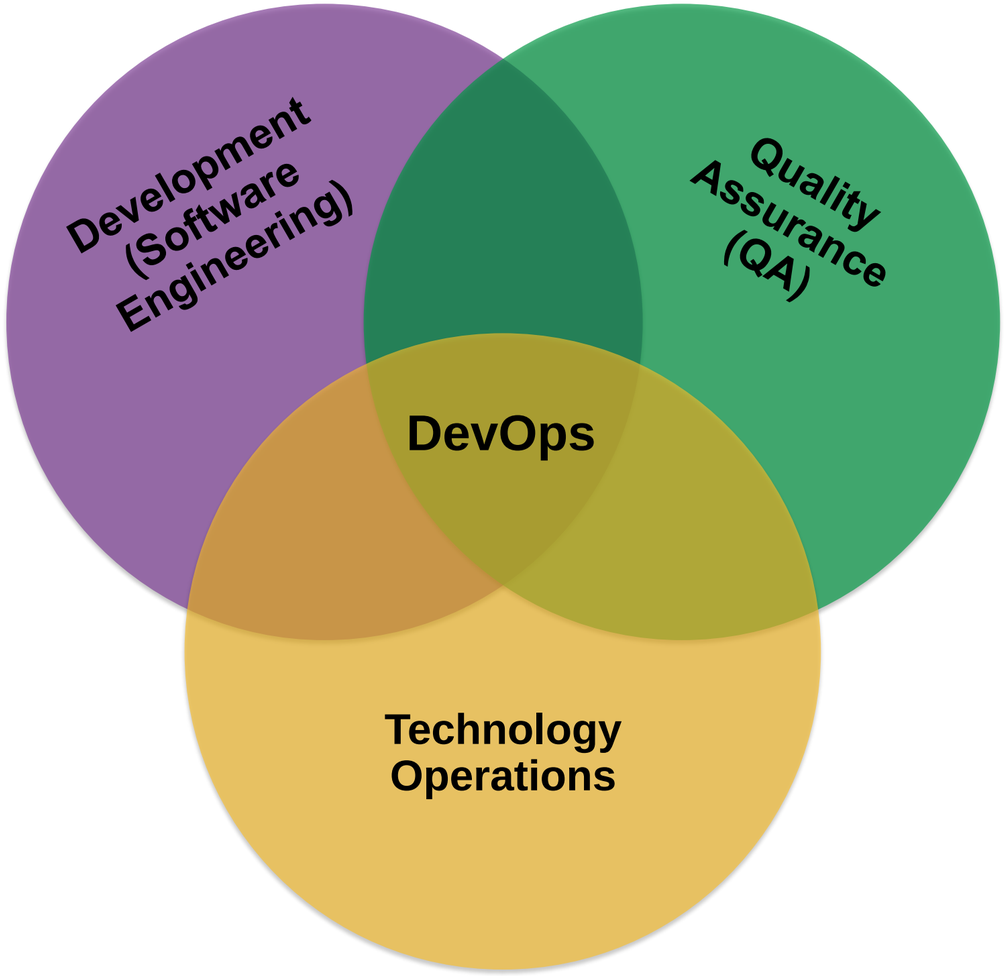
Modern Agile Organization

Multi-year organization growth and transformation

Changes across the organization

- Adopted Agile development process
- Embrace DevOps culture/process
- Continuous Integration / Continuous Deployment
- Re-Architected for the cloud





Everbridge Critical Event Management Platform

USE CASES

- Business Continuity
- IT Services
- Employee Safety & Security
- Supply Chain
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- Resident Communications

PRODUCTS

- Incident Communication
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- IT Alerting
- Visual Command Center
- UMS LBAS

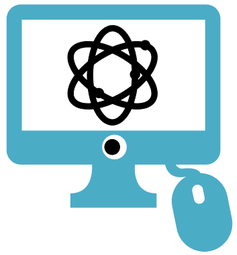
PLATFORM

- Visual & Collaborative
- Highly Available & Scalable
- Location & Event Aware
- Secure & Compliant
- Globally Local

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

Expanding IP Portfolio

80+ Worldwide Patents

Emergency and non-emergency telecommunications notification system * System and method for management of resources in emergency situations *Hybrid graphics for interactive reporting * System and Method for Permitting Geographically-Pertinent Information * Systems and methods for metric-based cloud management * System and Method for Management of Resources in Emergency and Operational * Incident Communication System * Systems and methods for distance and performance based load balancing * Management of Resources in Emergency and Operational Situations * Systems and methods for providing adaptive flow control in a notification

MRE Technology Mass Recipient Emulator

EUX Driven GSLB

Multi-Modal Multiplexer

Contacts De-Duplication

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

Everbridge Platform: High Availability, Scale, Redundancy & Secure

Transactional Availability / “First Responder Grade”

99.99%
Transactional Uptime

20+ MILLION
Critical Events since Q2 2017

200+
Countries & Territories

80+
Worldwide Core Patents

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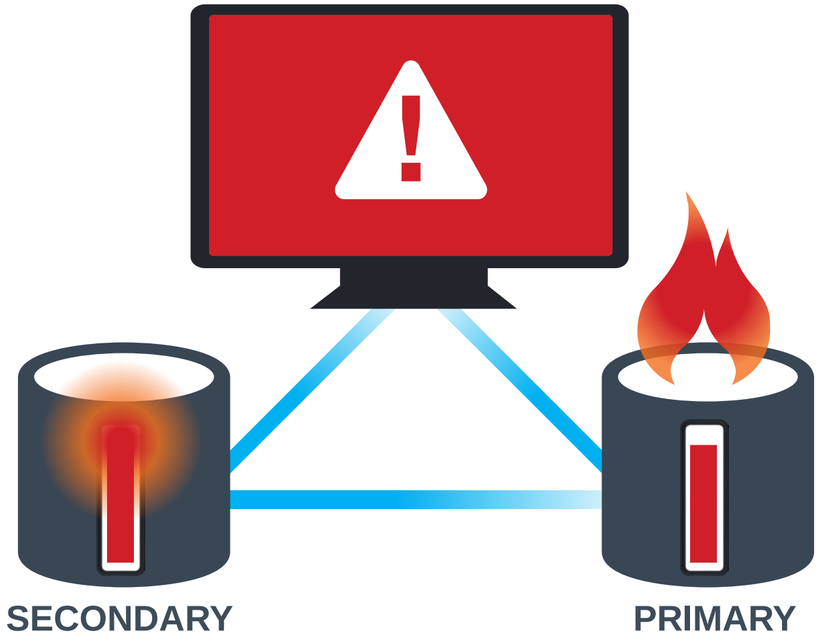
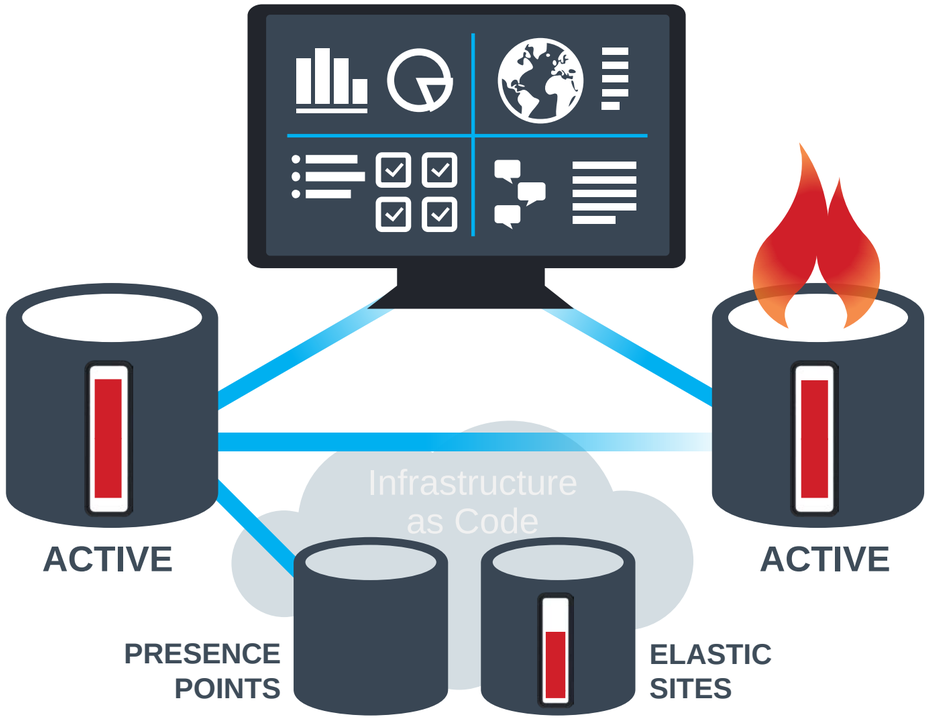
Infrastructure Matters

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**

everbridge®

2018 Analyst Day

Market Leading Quality of Service

99.99%

Service Availability

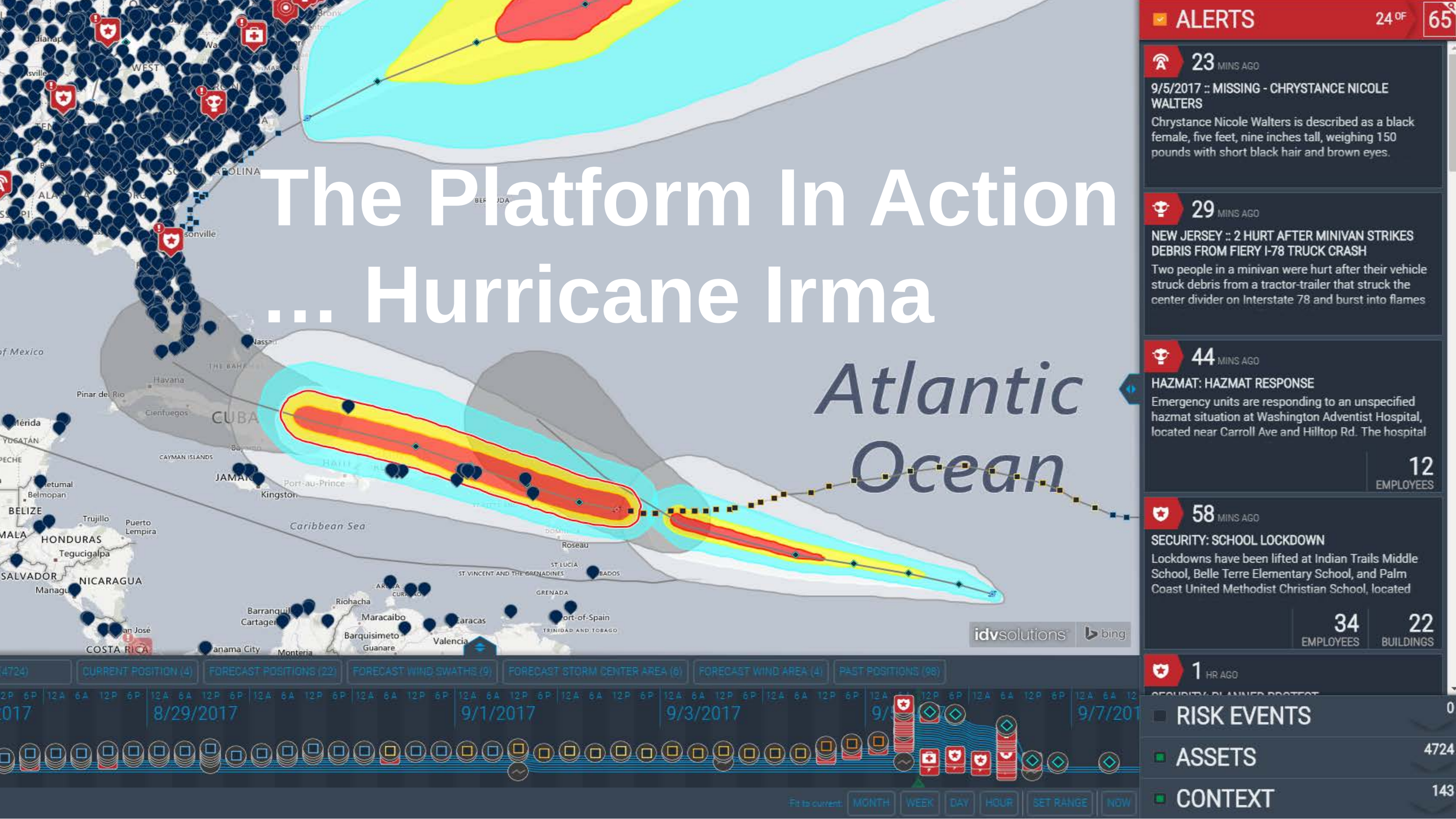
+ **99.99% Transactional Service Availability**
  - Ability to complete tasks like sending a notification

+ **Message Sending Performance Guarantee**
  - Voice
  - SMS
  - Email
  - Smartphone Push Notifications

+ **Measured 24x7x365**
  - External 3rd party monitoring service
  - 20+ globally distributed and internal locations

Monitor Name	Performance	Availability	Status	Last Response Time	Last Run Time
EB Suite API - CA Contact List			Success	0.61 s	11:38AM Dec 1
EB Suite API - DE Contact List			Success	1.64 s	11:36AM Dec 1
EB Suite API - Send BC			Success	0.51 s	11:35AM Dec 1
EB Suite API - UK Contact List			Success	0.69 s	11:37AM Dec 1
EB Suite API - US Contact List			Success	0.29 s	11:35AM Dec 1
EB Suite API - US Enc Contact List			Success	0.86 s	11:37AM Dec 1
EB Suite API - US2e Contact List			Success	1.16 s	11:37AM Dec 1
EB Suite Geolocation API			Success	0.33 s	11:36AM Dec 1
EB Suite Manager Portal Mobile URL			Success	0.25 s	11:38AM Dec 1
EB Suite Manager Portal URL			Success	1.60 s	11:37AM Dec 1
EB Suite Member Portal URL			Success	1.37 s	11:36AM Dec 1
EB Suite Send BC Transaction			Success	1.71 s	11:34AM Dec 1
EB Suite- IPaaS - Update Building Location			Success	1.00 s	10:39AM Dec 1
EB Suite- IPaaS API- Create and Close Incident			Success	1.76 s	11:24AM Dec 1
EBS Mobile Manager URL			Success	0.28 s	11:34AM Dec 1
EBS SMS E2E Launch			Success	0.50 s	10:31AM Dec 1
EBS- Member API Health Check			Success	0.56 s	11:37AM Dec 1
Everbridge Corporate Website			Success	0.35 s	11:37AM Dec 1
Everbridge Support Center			Success	0.85 s	11:33AM Dec 1
Everbridge University Course			Success	13.14 s	11:38AM Dec 1
HipaaBridge Web App			Success	0.29 s	11:34AM Dec 1
HipaaChat API Server			Success	0.34 s	11:38AM Dec 1
HipaaChat: Login and Fetch Profile			Success	1.27 s	11:37AM Dec 1
International SOS API Check			Success	0.73 s	11:36AM Dec 1

The Platform In Action … Hurricane Irma



Hurricane Irma

20+ MILLION

MESSAGES SENT

4,947

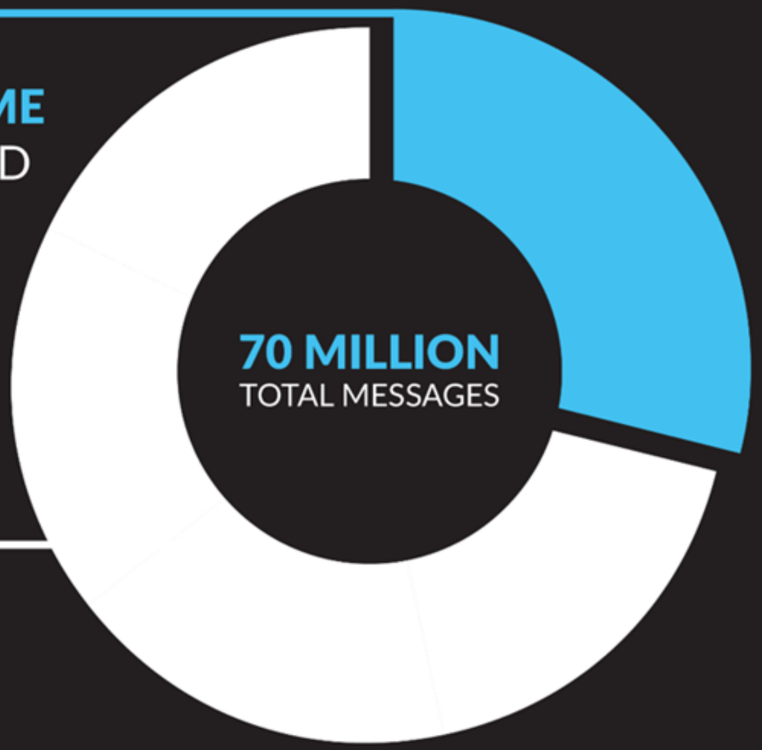
UNIQUE NOTIFICATIONS

SAMPLE MESSAGE TYPES

Platform Scalability and Reliability

When It Really Counts...

29%
OF NOTIFICATION VOLUME
HURRICANE IRMA RELATED



71%
OTHER MESSAGES
SIMULTANEOUSLY SENT:

NORTHWESTERN U.S. WILDFIRES

CODE STEMI ALERTS AND TIER ONE TRAUMAS AT HOSPITALS

IT SYSTEM OUTAGES AND CYBERSECURITY BREACHES

EARTHQUAKE IN MEXICO

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

Global Coverage and Redundancy

200+

Countries & Territories Supported

Triple Redundant Global Voice Providers

Double Redundant Global SMS Network Providers

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Global Operations & Support Centers:

Beijing, Bangalore, Amsterdam, Oslo, London, Boston and Los Angeles

GLOBAL OPERATIONS CENTERS

Proactive Platform Availability & Performance Management

24 x 7 x 365

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everbridge®

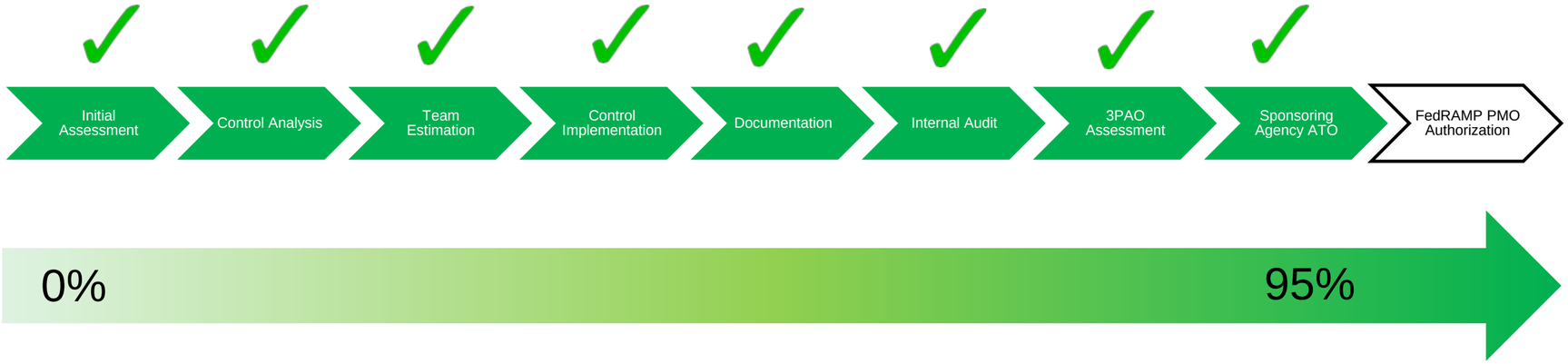
Todd Kokoszka – Vice President Engineering

State of the Art Security and Compliance

Markets, Reach, Reliability

FedRAMP - Federal Risk and Authorization Management Program

- Opens Federal Market and elements of DoD for core business
- Received FedRAMP ATO from our sponsoring Agency on June 7, 2018
- Final Review with FedRAMP PMO to become Fully Authorized – In Process



Market Leading Differentiation

everbridge®

THE COMPANY

CEM Critical Event Management PLATFORM

THE SOLUTION

PEOPLE
Highly skilled and highly passionate employees that are dedicated to customer success.

TRUST
Proven track record with over 3,800 customers globally.

SCALE
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DATA
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PLATFORM
Robust communications and delivery platform that supports you anytime, anywhere globally.

PRODUCTS
Integrated suite of applications that help manage critical events throughout the entire process.

Everbridge Products

Claudia Dent

Claudia Dent – *SVP Product Management*

- 20+ years leadership experience in technology industry
- Executive positions in product management, marketing, business development
- Background with high-growth companies from start-ups to large global enterprises including:
  - IBM / Rational Software
  - Interleaf
  - Ounce Labs
  - Compuware / DynaTrace & Gomez

Growth Strategy

everbridge®

Agenda: Everbridge Product Differentiation

Multiple Products
One Platform
Unified User Ex
Unified Contact
Unified Mobile

1

Maximize Net Retention and Cross-Sell into the Base

Multiple Verticals
Flexible Deployment
Self Service
Global Expansion

2

Grow our MN/IC Business by Increasing ASP & New Markets

CEM Automation

CEM Lifecycle
LIVE DEMO

3

Drive our Strategic Enterprise Value CEM

Agenda: Everbridge Product Differentiation

Multiple Products
One Platform
Unified User Ex
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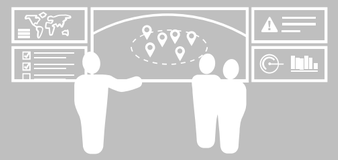
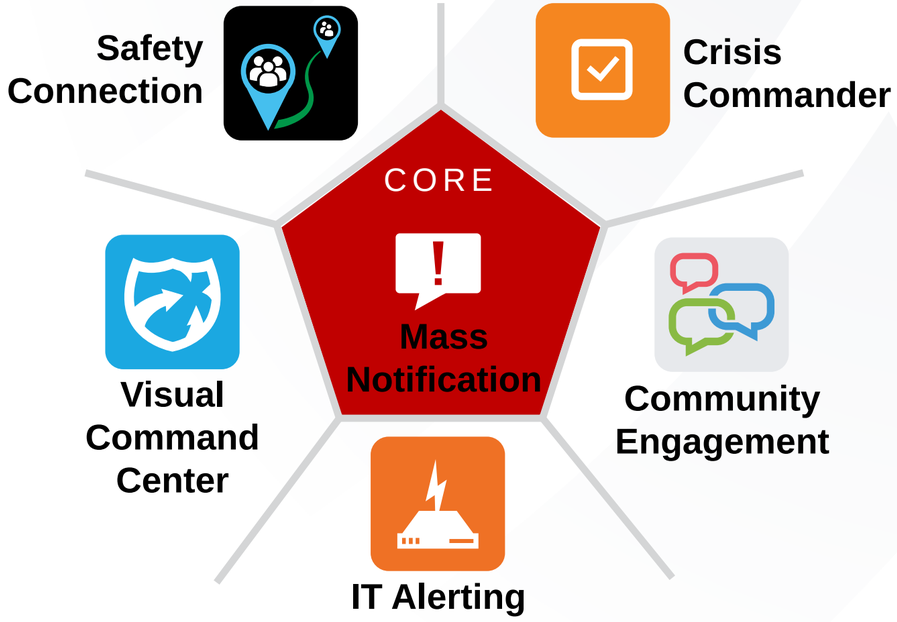


Multi-product Growth Strategy

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



Everbridge Differentiators

One Platform

Unified User Ex

Unified Contact Services

Unified Mobile

Customer Journey: User Experience

Everbridge Suite

ORG A (Organization Admin) | ? | Logout

Dashboard | Universe | Notifications | Contacts | Reports

Notifications > Active/History > **Details**

Help with this page

Evacuation Notice: Building 53

Sent Notification ID:8118798154832118

Status | **Method**

- Everbridge Mobile: 1
- e-mail: 1
- SMS: 1
- Mobile Phone: 0
- Office Phone: 0

Voice Recording: None

Message Format: Text

Escalation: No

Send Follow Up

Confirmed	3 contact(s)
Not Confirmed	1 contact(s)
Confirmed Late	0 contact(s)
Unreachable	1 contact(s)

Note: if any of these contacts have been deleted since the original notification went out, they will not be sent the follow up notification.

Next | Cancel

Auto Refresh

Rebroadcast | Send Follow Up

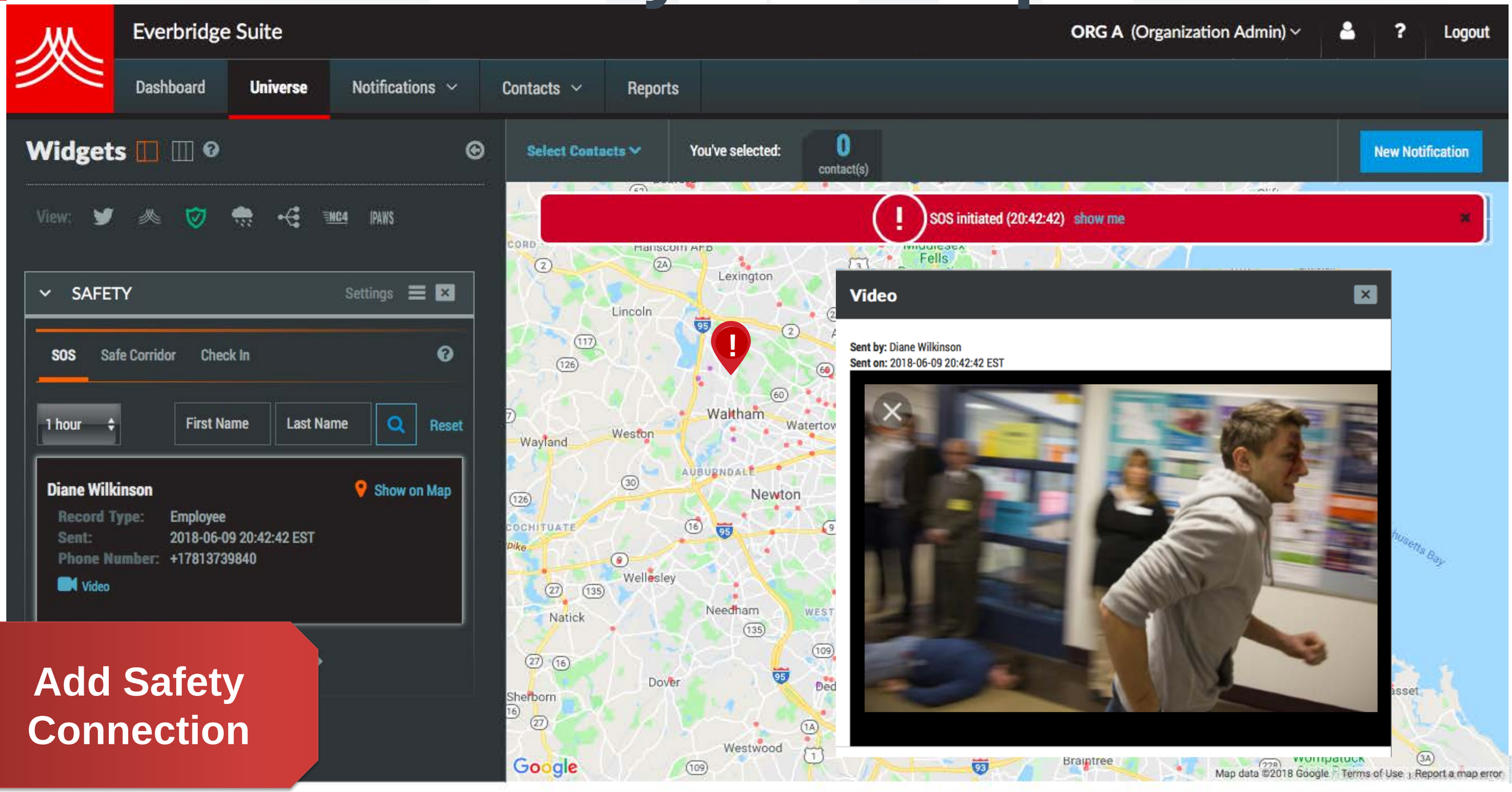
Message

Evacuation Notice: Building 53

Please evacuate Building 53 immediately. After the recent eruption the lava continues to flow from fissures in the Volcano area. Operations will be tem porarily moved to the Kona facility. Please report to Kona for further assign ments. Building 53 will be closed until further notice.

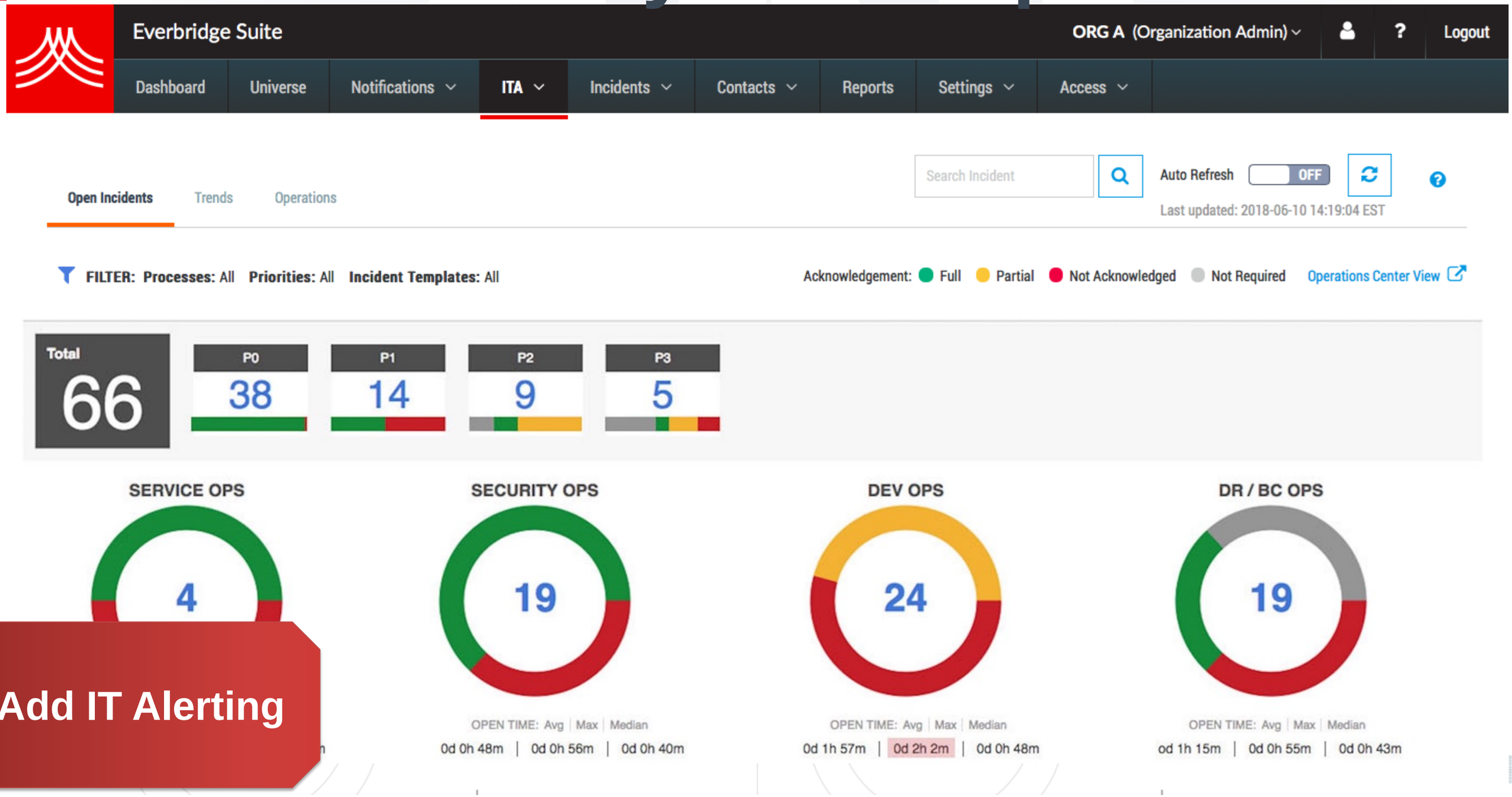
Start with Mass Notification

Customer Journey: User Experience



Add Safety Connection

Customer Journey: User Experience



Add IT Alerting

Unified Contact Profile

Diane Wilkinson

WENTWORTH, INC
25 Corporate Drive
Burlington, MA

Delivery Methods

Order	Delivery Method	Device address
1	e-mail	claudia.dent@everbridge.com
2	Mobile Member	Enable
3	SMS	978-273-2322

Additional Information

Additional Information	Possible Value(s) / Value(s)
Additional Languages	French
Department	Product
Product Skills	Communications Engine Analytics

IT Alerting Skills
On Call Schedule

Static Location(s)

* Location Name	OFFICE
	Linked to: Work Change
* Country	United States
* Address	25 Corporate Dr.
Apt/Suite/Unit	
City	Burlington
State / Province	Massachusetts
Postal Code	01803

Dynamic Location(s) - Last Known

Location Name	Last Updated Date
Location via ContactBridge	2016-12-12 17:27:10 EST

Dynamic Location(s) - Expected

Location Name	Date Range
Paris Charles de Gaulle Apt	2017-01-16 00:00:00 EST - 2017-01-20 00:00:00 EST
Beijing Capital Intl Apt	2016-12-26 00:00:00 EST - 2016-12-30 00:00:00 EST
Work-CA	2016-12-19 00:00:00 EST - 2016-12-[illegible]:00:00 EST
Los Angeles International Apt	2016-12-19 00:00:00 EST - 2016-12-23 00:00:[illegible] EST

Page 1 of 1 10 View 1 - 4 of 4

Add an expected location

Travel Arranger

First Name	M.I.	Last Name	Suffix	External ID
Claudia		Dent		1983021686511430033

Add using existing contact record

MOBILE SAFETY
CONTACTBRIDGE

NETWORK ACCESS
POINTS

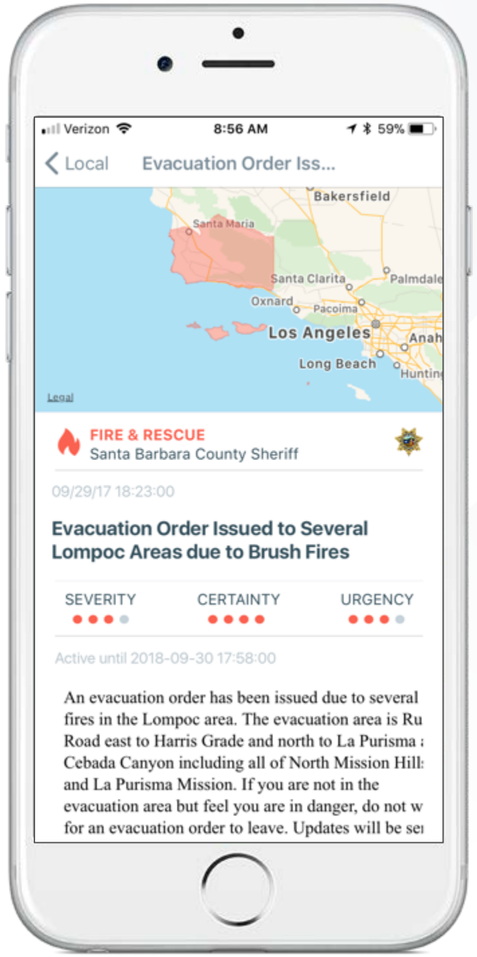
ACCESS CONTROL
Open SFTP,
LENEL CONNECTOR

TRAVEL
SYSTEMS

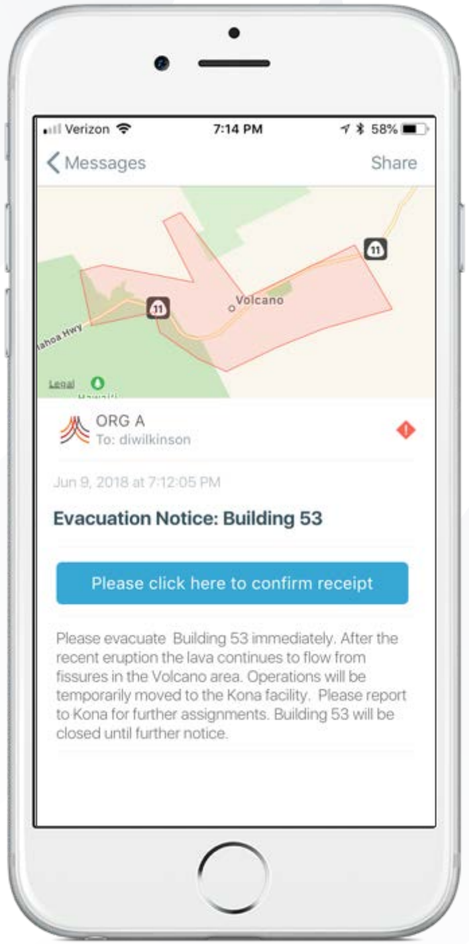
everbridge®

2016 Analyst Day

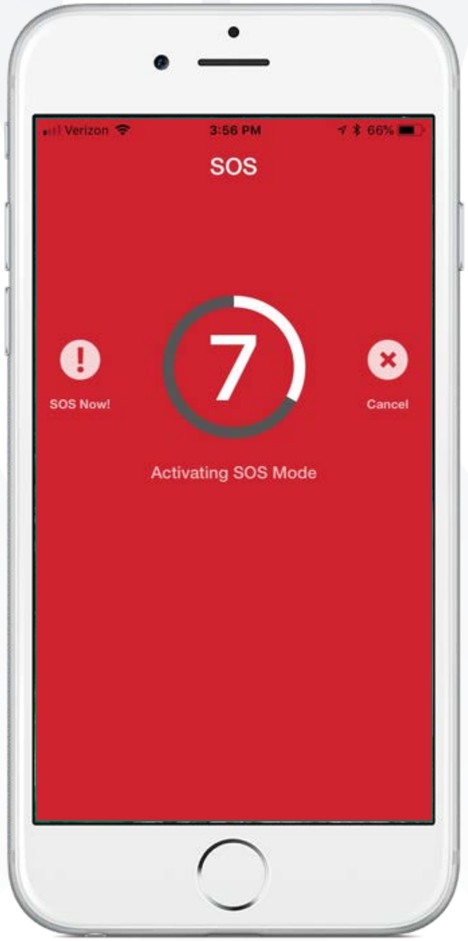
Unified Mobile Experience



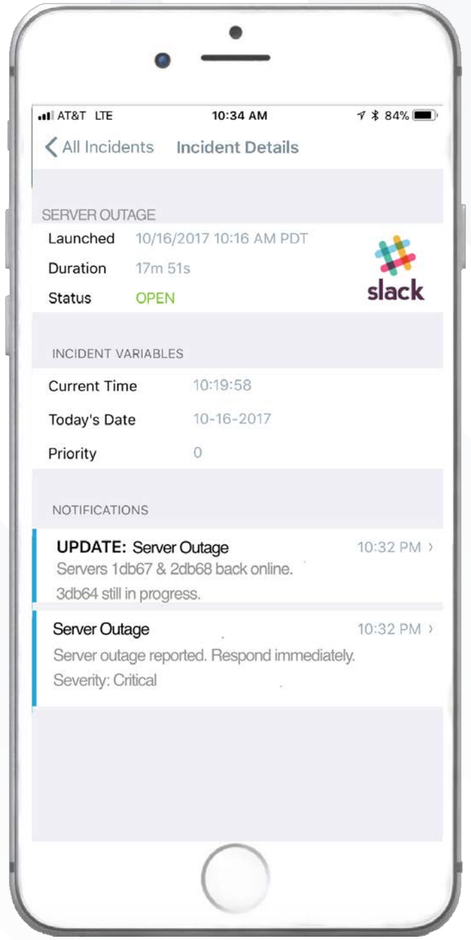
Receive Public Alerts



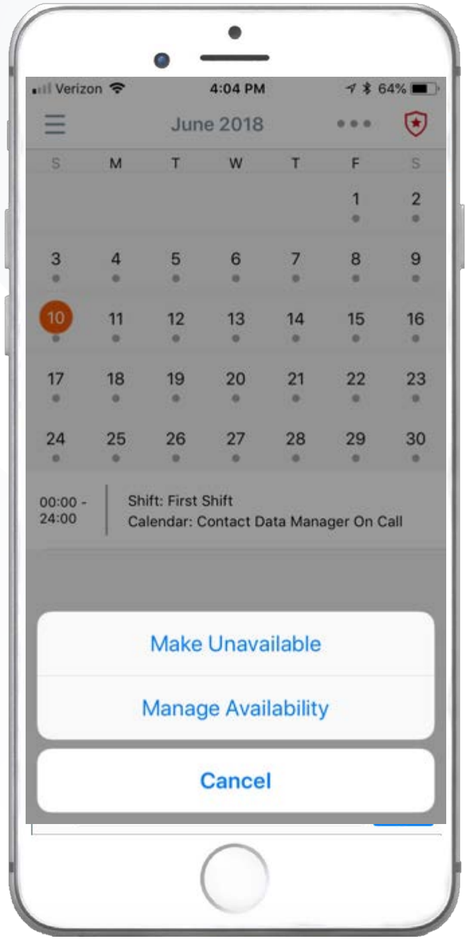
Receive Private Alerts



Stay Safe SOS Panic



Respond to IT Incident



Manage On-Call Schedule

everbridge®

Analyst Day

Agenda: Everbridge Product Differentiation

Multiple Products
One Platform
Unified User Ex
Unified Contact
Unified Mobile

1

Maximize Net Retention and Cross-Sell into the Base

Multiple Verticals
Flexible Deployment
Self Service
Global Expansion

2

Grow our MN/IC Business by Increasing ASP & New Markets

CEM Automation

CEM Lifecycle
LIVE DEMO

3

Drive our Strategic Enterprise Value CEM

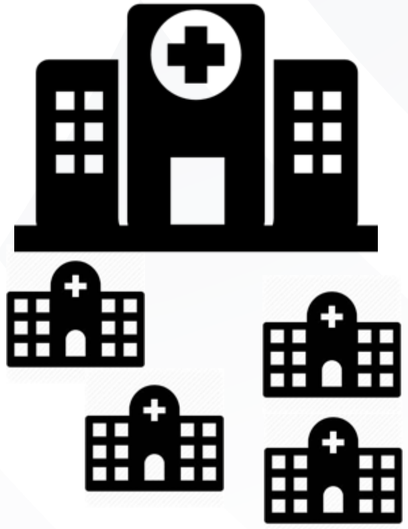
Core Market Expansion: Verticals

Flexible Self Service Administration for Different Organizations

Corporation with Centralized Administration

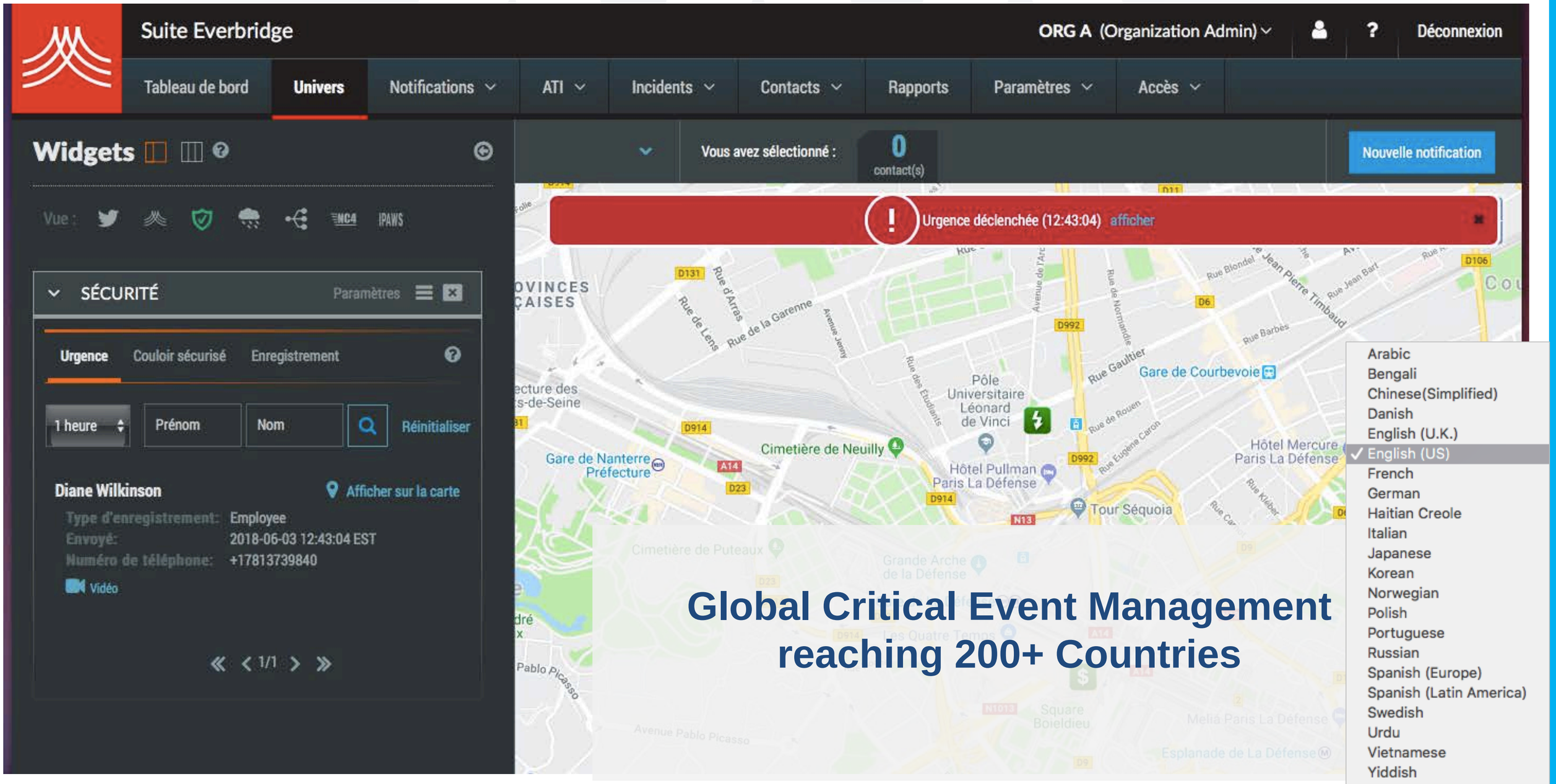
Corporation with De-Centralized Administration

Large Hospital Systems



Statewide Deployments

Core Market Expansion: Global



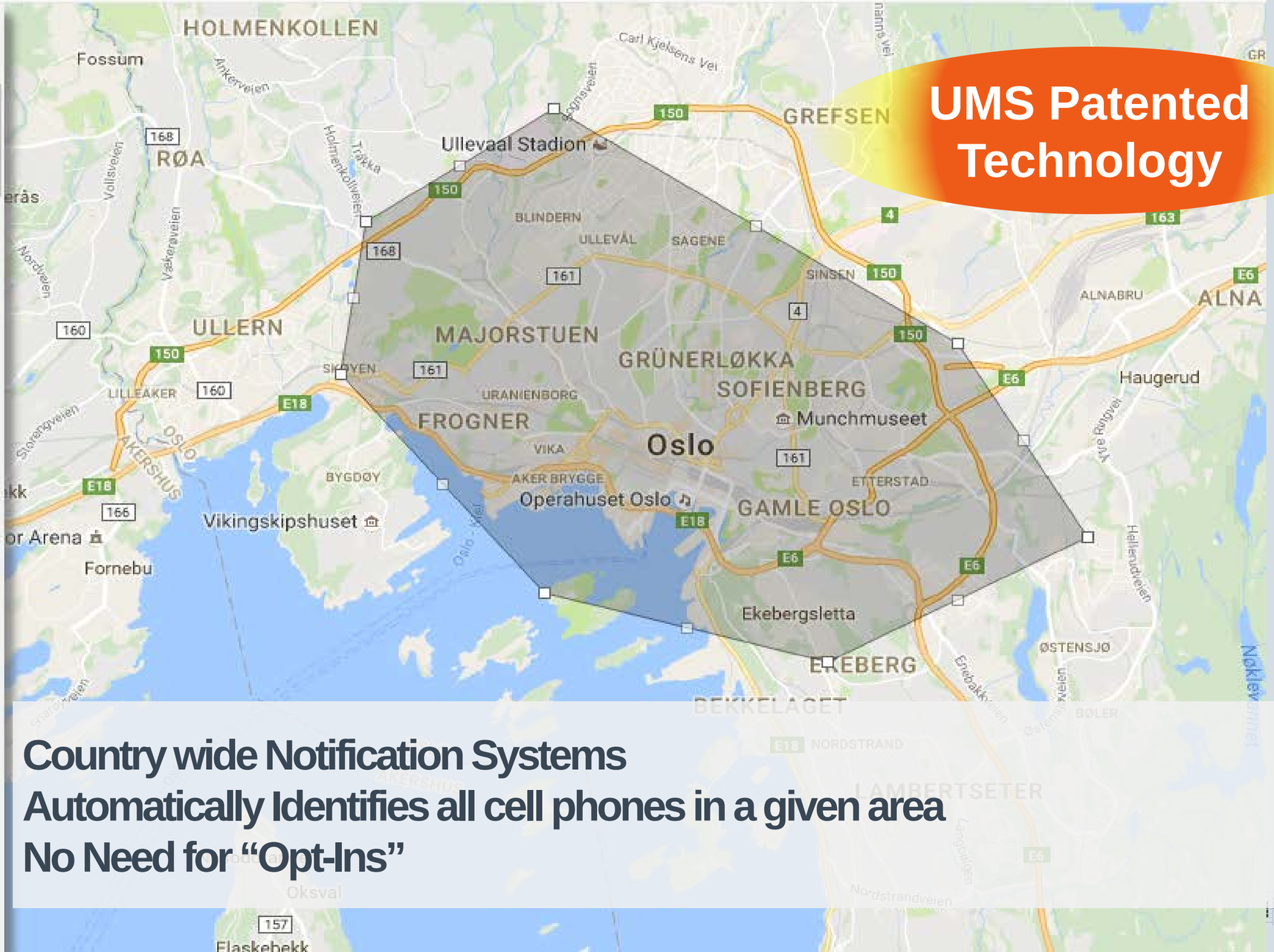
Global Critical Event Management reaching 200+ Countries

Core Market Expansion: Global

Total subscribers: 241 096

Nationalities: 111

Country	Subscribers
Norway	223340
Sweden	5407
AN	2372
Poland	1571
Denmark	1196
Germany	748
United Kingdom	704
France	510
Spain	504
Netherlands	477
United States	349
Lithuania	319
Liechtenstein	291



UMS Patented Technology

Country wide Notification Systems
Automatically Identifies all cell phones in a given area
No Need for "Opt-Ins"

Agenda: Everbridge Product Differentiation

Multiple Products
One Platform
Unified User Ex
Unified Contact
Unified Mobile

1

Maximize Net Retention and Cross-Sell into the Base

Multiple Verticals
Flexible Deployment
Self Service
Global Expansion

2

Grow our MN/IC Business by Increasing ASP & New Markets

CEM Automation

CEM Lifecycle LIVE DEMO

3

Drive our Strategic Enterprise Value CEM

Without Everbridge…

BREAKING NEWS

Active assailant reported in London. Possible hostage situation.

1

ASSESS
Events

Where is it?
What assets?

2

LOCATE
Impacted People and Assets

Who is impacted?
Employees? Customers? Contractors? Responders?

3

ACT
Initiate and manage response

Activate Standard Operating Plans

4

ANALYZE
Performance

What happened?
Audit trail?

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everbridge®

Live Demo

Market Leading Differentiation

everbridge®

THE COMPANY

CEM Critical Event Management PLATFORM

THE SOLUTION

PEOPLE
Highly skilled and highly passionate employees that are dedicated to customer success.

TRUST
Proven track record with over 3,800 customers globally.

SCALE
As a public company, we have the resources to support organizations of all sizes on a global scale.

DATA
Automated real-time threat detection through comprehensive data for over 100 different risk types.

PLATFORM
Robust communications and delivery platform that supports you anytime, anywhere globally.

PRODUCTS
Integrated suite of applications that help manage critical events throughout the entire process.

everbridge®

Visual Command Center & IT Alerting

Vick Vaishnavi

Vick Vaishnavi – *General Manager, IT Alerting and VCC*

- 25+ years business and technology experience in Enterprise IT & Risk Management markets
- Deep experience in ITSM, ITOM, Cyber Security, Cloud, Governance & Compliance, SaaS and Mobile markets
- President & CEO of Yottaa
- SVP & GM of EMC's $1B+ RSA Security Division
- President & CEO of Aveksa
- CMO of BMC Software's $1B+ ESM Division
- CMO of BladeLogic.
- 8 patents; BSEE (I.I.T), M.S(UMass), M.B.A (BU Questrom School of Business)

Everbridge Critical Event Management Platform

USE CASES

- Business Continuity
- IT Services
- Employee Safety & Security
- Supply Chain
- Traveling Employee
- Resident Communications

PRODUCTS

- Incident Communication
- Mass Notification
- Safety Connection
- IT Alerting
- Visual Command Center
- UMS LBAS

PLATFORM

- Visual & Collaborative
- Highly Available & Scalable
- Location & Event Aware
- Secure & Compliant
- Globally Local

Critical Event Response

Multiple Events / Teams / Tools / Modalities Involved

> "Coordinating incident response across the organization is the biggest challenge for most enterprises"
>
> Gartner – *Nov 2017*

$

IMPACTED BUSINESS USERS

Supply Chain Disruption

Risk & Security
Business Continuity

App Service Down

MIM, IT Ops
Dev Ops

Cyber Security

Cyber Attack

SENIOR MANAGEMENT

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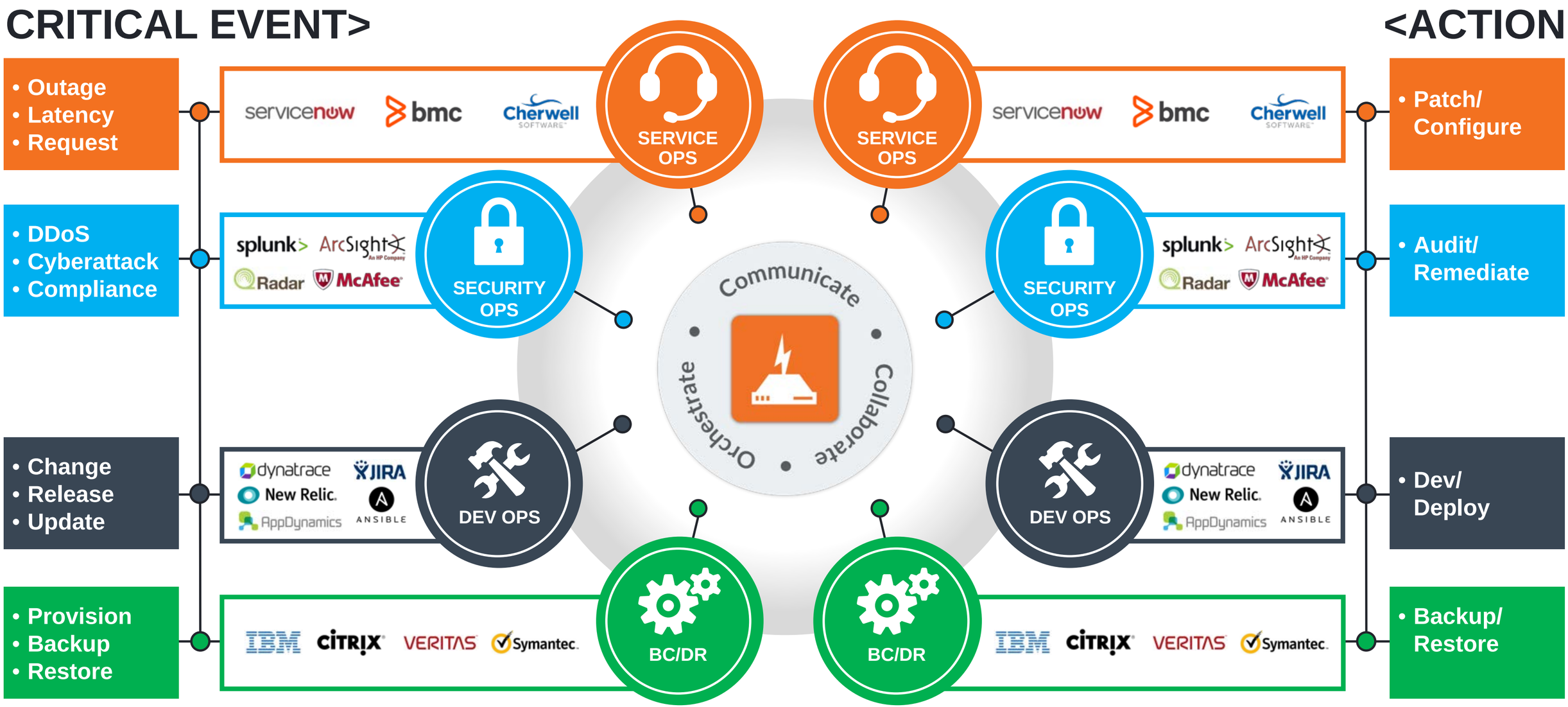
BUB Analyst Day

Operational Value Drivers

Use cases value roll up to one or more of these areas:

- Reducing lost revenue from events impacting services, assets, supply chain, personnel
- Deferring or cutting costs for response management through automation
- Reducing the worker-hours spent/wasted on manual response activities

Example: 360⁰ Coverage of IT use cases for critical response automation



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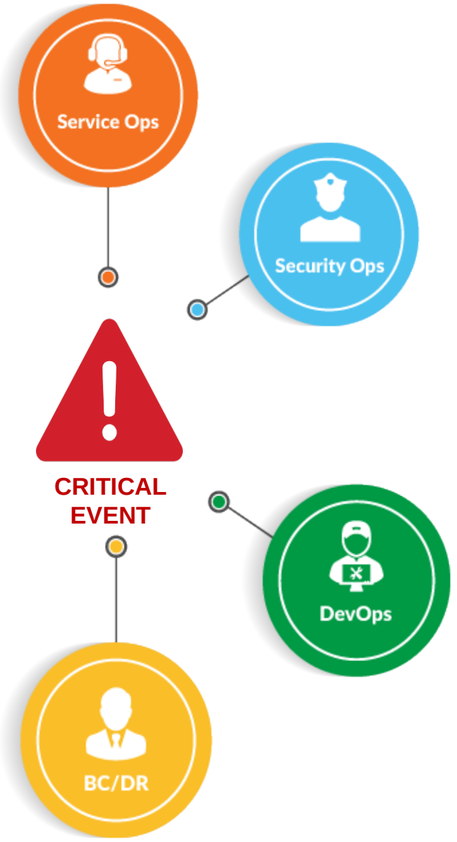
BMC Analyst Day

Integrated Enterprise Response for Business & IT

Business



IT

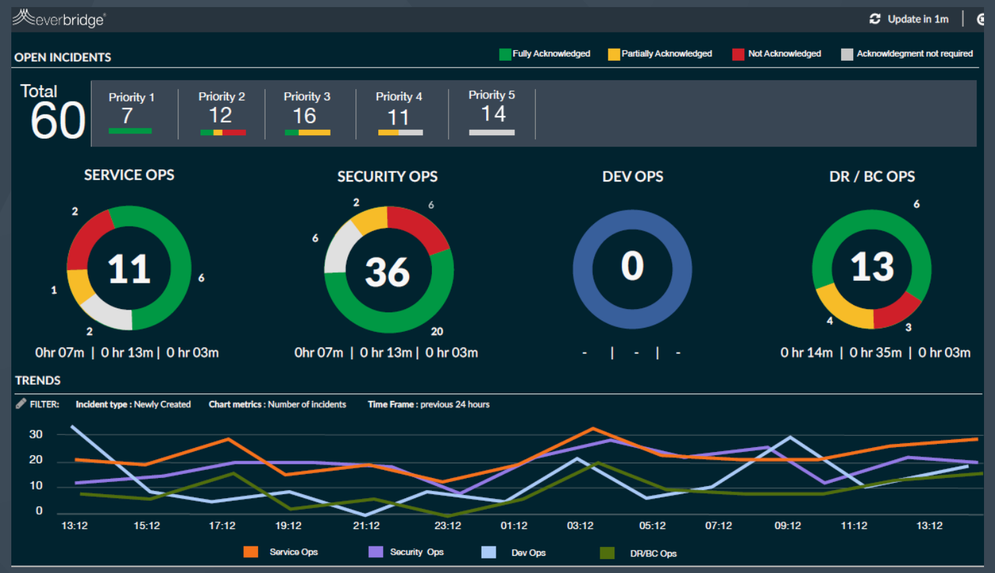
Unified Integrated Response

Next Opportunity - Risk & Response Analytics

+ Cognitive

+ Prescriptive

+ Predictive



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The Future – Enterprise Fusion Centers

- IT Operations
- Cyber Security
- Supply Chain
- Enterprise Risk & Safety

- Manage
- Control
- Automate

Market Leading Differentiation

everbridge®

THE COMPANY

CEM Critical Event Management PLATFORM

THE SOLUTION

PEOPLE
Highly skilled and highly passionate employees that are dedicated to customer success.

TRUST
Proven track record with over 3,800 customers globally.

SCALE
As a public company, we have the resources to support organizations of all sizes on a global scale.

DATA
Automated real-time threat detection through comprehensive data for over 100 different risk types.

PLATFORM
Robust communications and delivery platform that supports you anytime, anywhere globally.

PRODUCTS
Integrated suite of applications that help manage critical events throughout the entire process.

Everbridge Convergence of the CISO and CSO

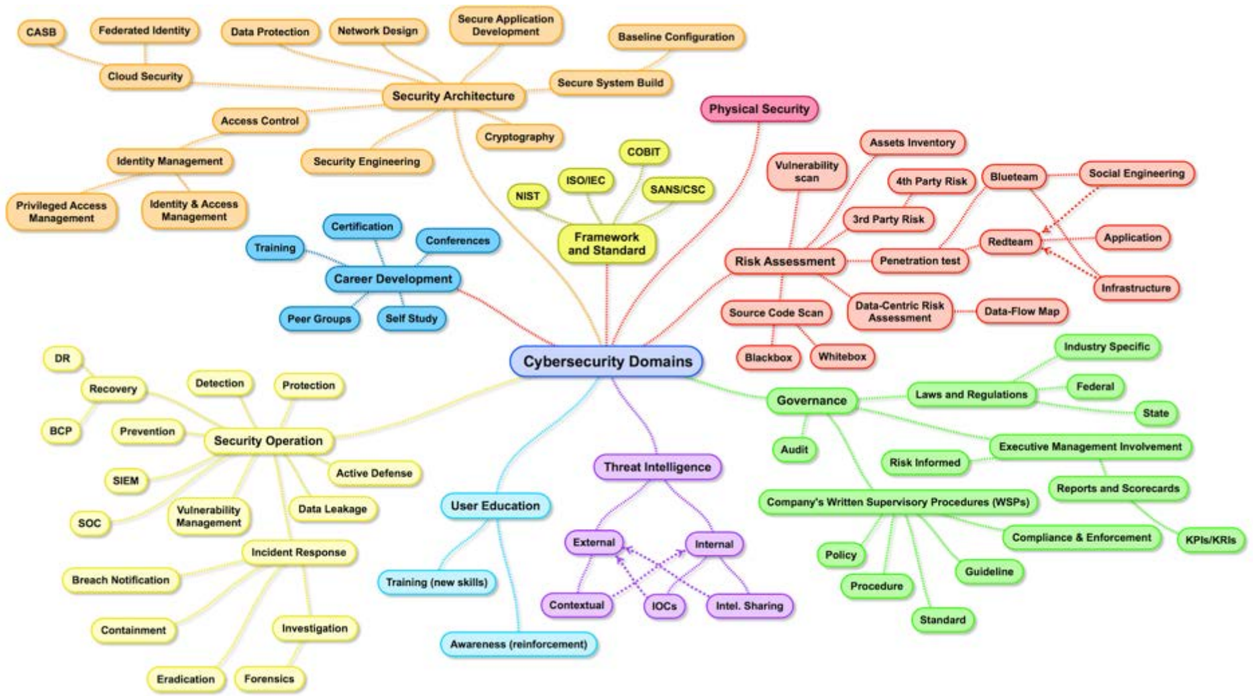
Tracy Reinhold – *Chief Security Officer*

- Former Head of the FBI's Intelligence Division
- Executive leadership in security and incident management for the world's largest brands
- Chief Security Officer at Fannie Mae
- Vice President of Global Investigations at Walmart
- 22 years of service with Federal Bureau of Investigation
- Served as Associate Executive Assistant Director for National Security

The CSO

CSO Role and CISO Partnership

- Personnel Security
- Background Investigations
- Physical Security
- Information Security
  - Partnership with separate CISO reporting to CIO
- Travel Security
- Asset Protection
- Case Investigations
- Crisis Management
- Business Continuity
- Executive Protection



Quantify your Duty of Care Responsibilities

Expand to Perimeter + Mobile + Travelers

Mobile Workforces Require a Dynamic Approach

BUILDING SAFETY

EMPLOYEE SAFETY

LONE WORKER SAFETY

EXECUTIVE TRAVEL

Gain Scale + Preparedness through Technology

Moving from Cost Center to Value Center

VCC | STATUS: GLOBAL STATUS

RECENT ALERTS

ACTIVE NOW
39

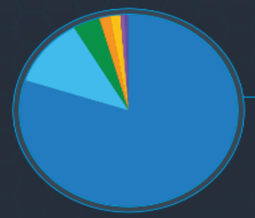
Last 24 Hrs

ALERTS	GLOBAL RISK EVENTS	ACKNOWLEDGED
74 /	2188	35

TOP ALERT TYPES

TERRORISM	31
OTHER	15
HAZMAT	14

ASSETS



TOTAL ASSETS
5814

IN ALERT AREA
576

Last 24 Hrs

ASSET TYPES

EMPLOYEE	4657
FIELD TEAM	670
RETAIL	233
OFFICE	95
MANUFACTURING	87

NOTES: GLOBAL OPS

GLOBAL SECURITY AND CRISIS MANAGEMENT OPERATIONS

Our mission is to ensure the continuity of our business and the safety of our travelers and global assets by providing excellent service to our partners.

Manager on Duty: Kris Cooper, x5134

GRID MAP

Last 24 Hrs
74

Questions

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Investment Summary

Patrick Brickley – *VP Finance & Accounting*

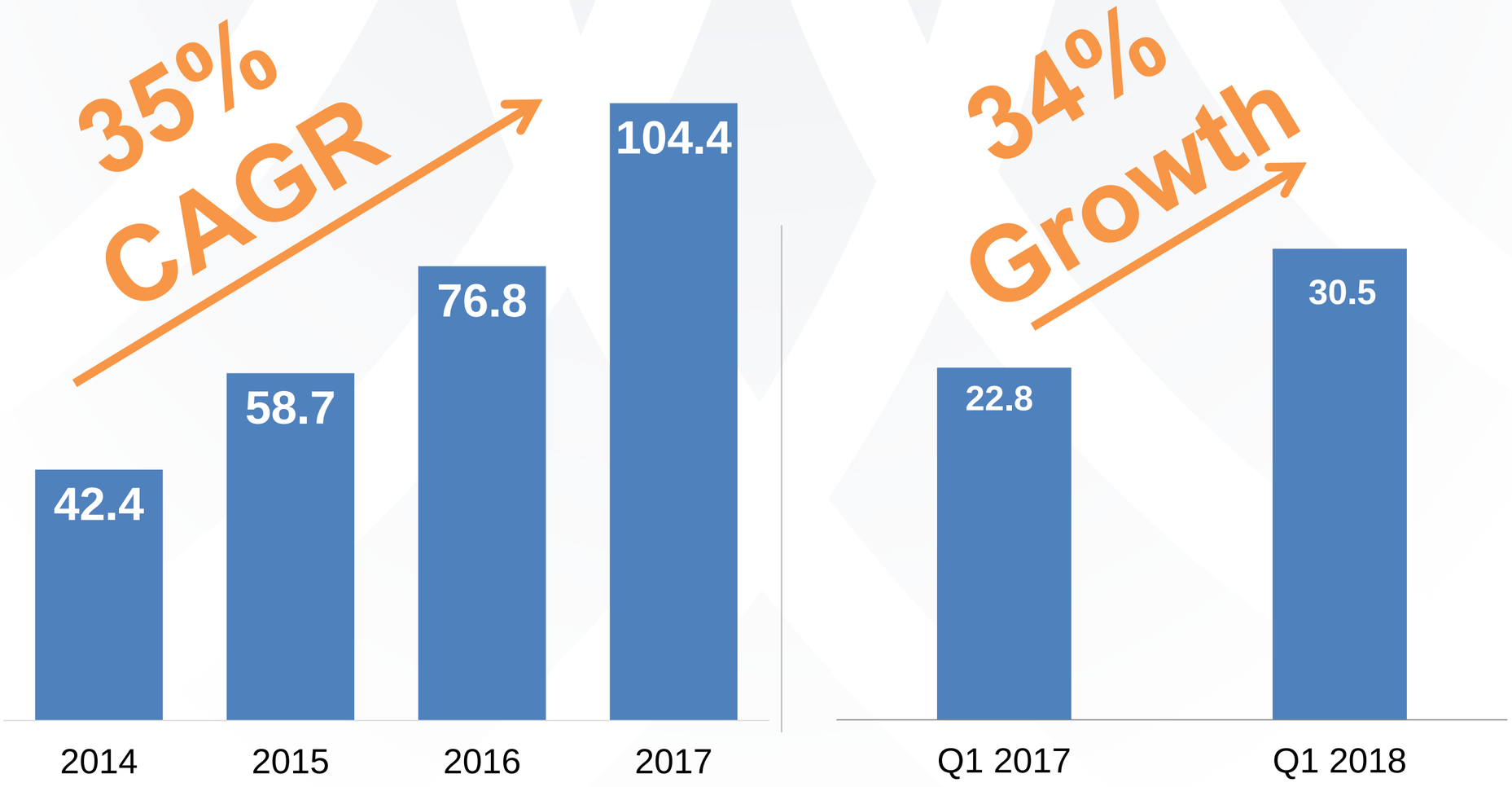
- 20 years experience in Finance, Accounting, Sales, and Strategy
- Google – Finance Business Partner and Lead
- ITA Software – Revenue Operations, Financial Planning
- CPA – PricewaterhouseCoopers
- MBA – University of Chicago Booth School of Business

Highlights

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

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

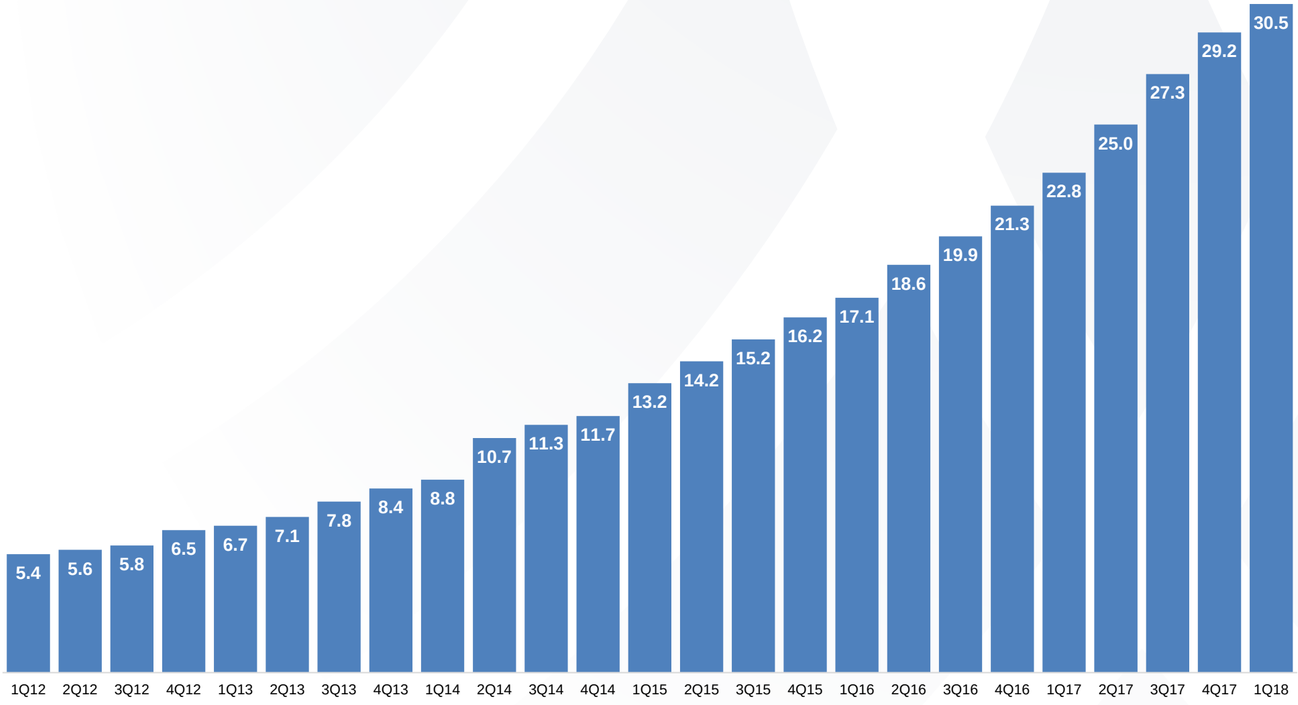
Strong Revenue Growth



Revenue

in millions of dollars

Predictable SaaS Recurring Revenue Model



Total Revenue

in millions of dollars

96%

of revenue is recurring subscription[1]

90%+

of revenue contracted prior to quarter start[2]

110+%

annual revenue retention rate[3]

2

years average length of customer contract[4]

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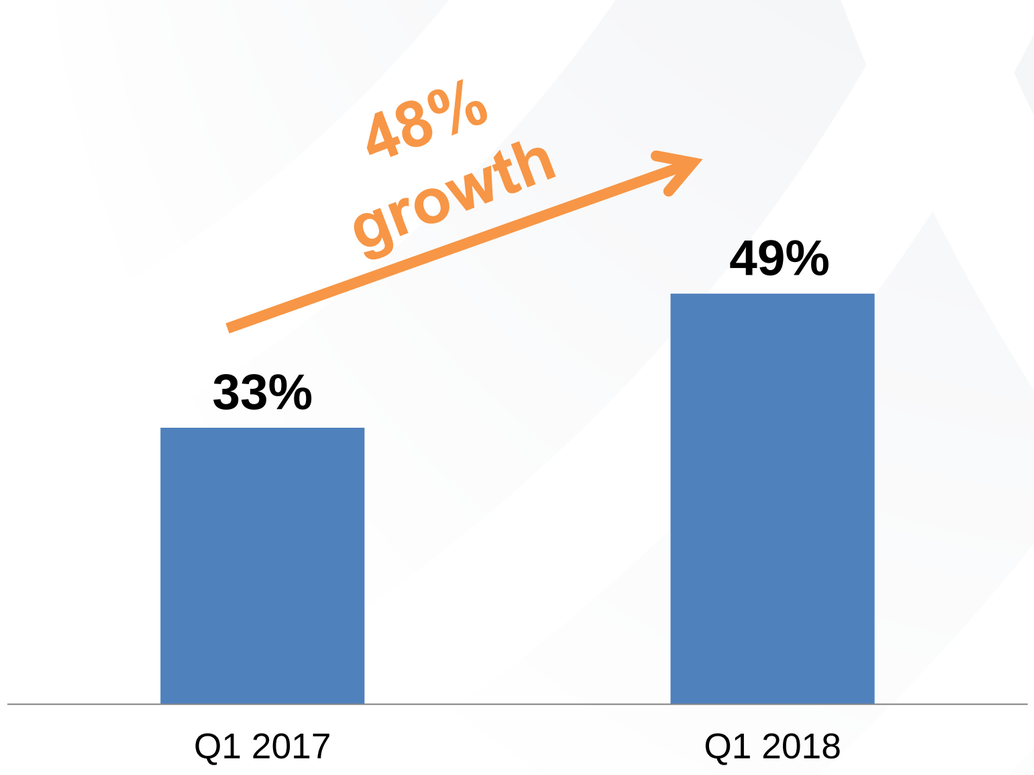
(1) Years ended December 31, 2016 and 2017.
(2) Over 90% of the revenue recognized in each of the eight most recently completed quarters was generated from contracts entered into in prior quarters or renewals of those contracts, exclusive of upsells.
(3) Years ended December 31, 2015, 2016, and 2017.
(4) As of December 31, 2017.

Continued Strong Momentum in the Business

Non-Mass Notification bookings (TTM basis) [1]



Number of multi product deals signed

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(1) On a Trailing Twelve month basis.
(2) At midpoint of guidance.

Strong and Diversified Revenue Profile

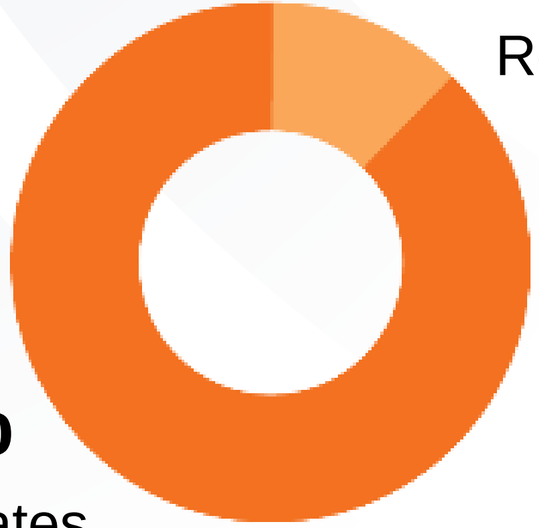
Revenue by Sector[1]

15%
Healthcare

54%
Corporate

31%
Public Sector

Revenue by Geography[2]



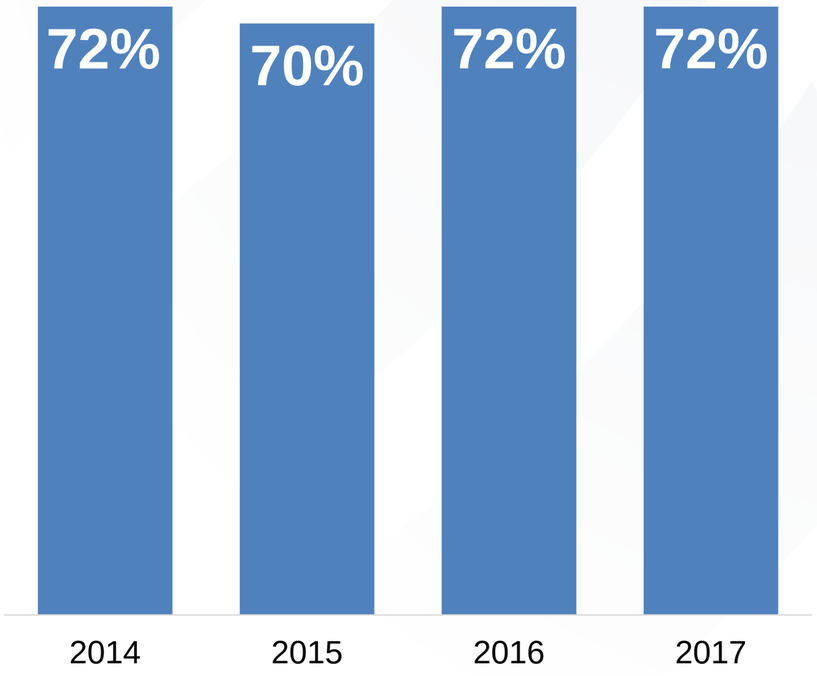
11%
Rest of World

89%
United States

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

Attractive Customer Economics

Adjusted Gross Margin Percentage[2]



FIRST YEAR

$1.00

spent to acquire $1 of recurring revenue[1]

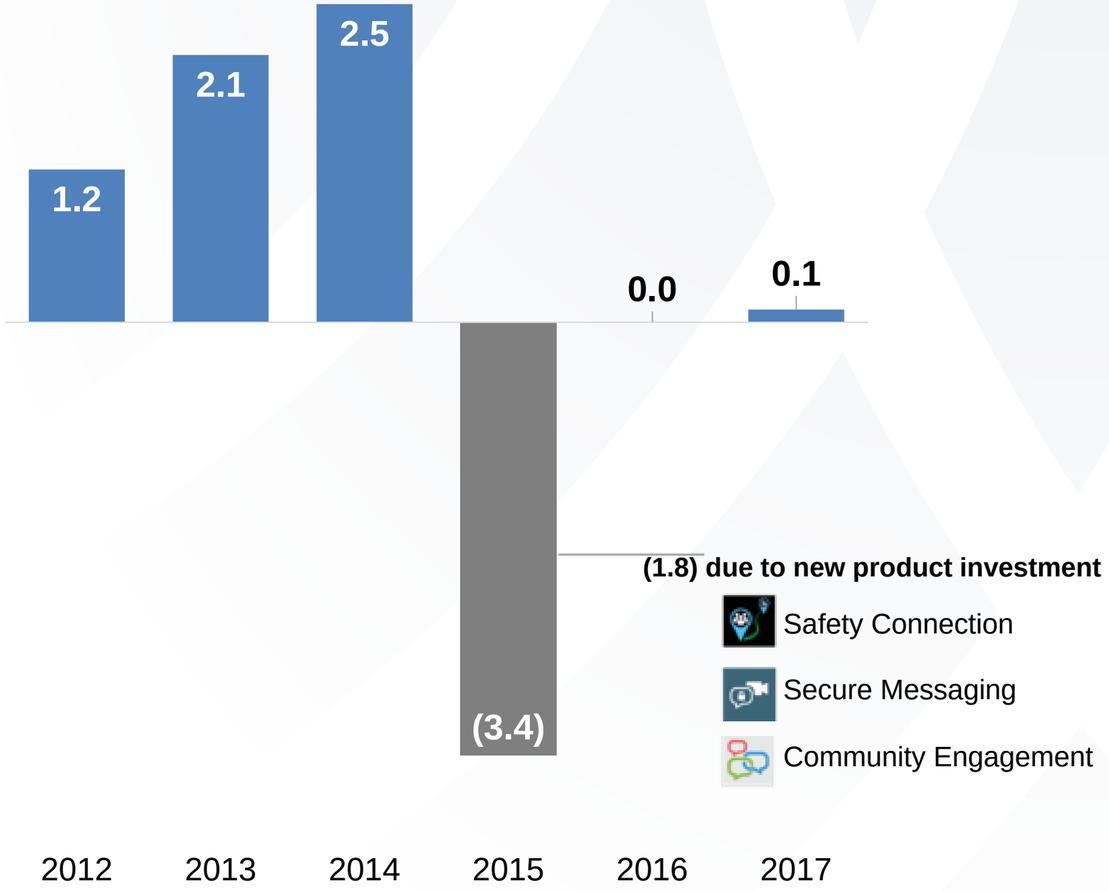
SUBSEQUENT YEARS

6¢

spent to retain $1 of recurring revenue[1]

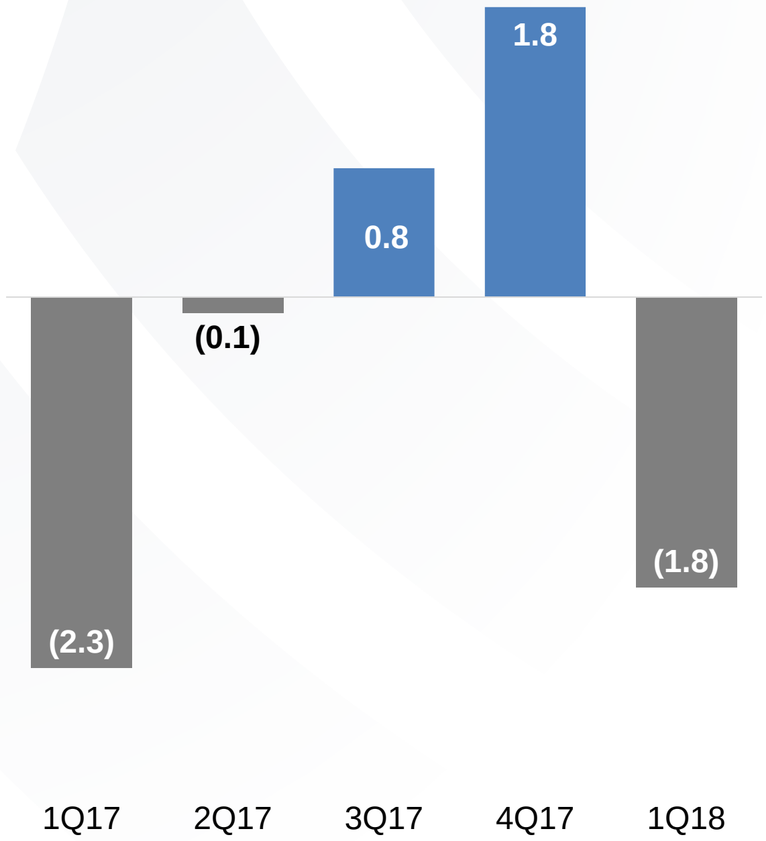
(1) Reflects $1.00 spent to generate each $1.00 of new sales in 2017, compared to 12 months of contract value for contracts entered into in 2017, and $0.06 to renew each $1.00 of renewal sales in 2017, compared to 12 months of contract value for contracts renewed in 2017.
(2) See slide 76 for a reconciliation 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



Quarterly Adjusted EBITDA[1]

in millions of dollars

(1) See slide 76 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				
	2013	2014	2015	2016	2017
Adjusted Gross Margin %[1]	71%	72%	70%	72%	72%
Sales & Marketing[1]	39%	37%	44%	44%	43%
Research & Development[1]	19%	17%	19%	19%	20%
General & Administrative[1]	14%	16%	18%	15%	15%
Adjusted EBITDA Margin[1]	7%	6%	(6%)	0%	0%

(1) See slide 76 for a reconciliation of non-GAAP metrics to the most comparable metrics calculated in accordance with U.S. GAAP.

Investment Summary

Experienced Public Company Management Team

Adjusted EBITDA **Positive**[1]

SaaS Subscription Model

Growing Enterprise Software Suite

$45 Billion
TAM in 2020[4]

35%
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) 35% compound annual growth rate is for 2014-2017.
(3) Years ended December 31, 2017, 2016, and 2015.
(4) Everbridge estimates based on data from Frost & Sullivan and Markets and Markets

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BWB Analyst Day

ENDNOTES – NON-GAAP RECONCILITATION

$millions	For the 12 months ended December 31,						For the three months ended				
	2012	2013	2014	2015	2016	2017	31-Mar 2017	30-Jun 2017	30-Sep 2017	31-Dec 2017	31-Mar 2018
Gross Profit	$ 15.8	$ 21.3	$ 30.3	$ 38.9	$ 53.1	$ 72.8					
Amortization of acquired intangibles	$ 0.2	$ 0.0	$ 0.2	$ 2.0	$ 2.3	$ 1.6					
Stock-based compensation	$ 0.0	$ 0.0	$ 0.1	$ 0.1	$ 0.2	$ 0.6					
Adjusted Gross Margin	**$ 16.0**	**$ 21.4**	**$ 30.7**	**$ 41.1**	**$ 55.6**	**$ 75.0**					
Sales & Marketing	$ 8.0	$ 11.7	$ 15.8	$ 25.9	$ 34.8	$ 47.0					
Stock-based compensation	$ (0.0)	$ (0.1)	$ (0.1)	$ (0.3)	$ (0.7)	$ (2.4)					
non-GAAP Sales & Marketing	**$ 8.0**	**$ 11.6**	**$ 15.7**	**$ 25.6**	**$ 34.1**	**$ 44.6**					
Research & Development	$ 5.1	$ 5.7	$ 7.4	$ 11.5	$ 14.8	$ 22.2					
Stock-based compensation	$ (0.6)	$ (0.0)	$ (0.1)	$ (0.3)	$ (0.3)	$ (1.5)					
non-GAAP Research and Development	**$ 4.4**	**$ 5.7**	**$ 7.2**	**$ 11.2**	**$ 14.4**	**$ 20.7**					
General & Administrative	$ 7.4	$ 4.4	$ 7.4	$ 12.3	$ 14.3	$ 22.9					
Amortization of acquired intangibles	$ -	$ -	$ (0.7)	$ (1.1)	$ (0.9)	$ (2.2)					
Stock-based compensation	$ (2.7)	$ (0.0)	$ (0.0)	$ (0.8)	$ (1.9)	$ (4.8)					
non-GAAP General & Administrative	**$ 4.7**	**$ 4.3**	**$ 6.7**	**$ 10.4**	**$ 11.5**	**$ 15.9**					
Net Income/(Loss)	$ (5.1)	$ (0.9)	$ (0.6)	$ (10.8)	$ (11.3)	$ (19.6)	$ (6.2)	$ (3.4)	$ (4.2)	$ (5.8)	$ (12.3)
Interest expense, net	$ 0.3	$ 0.3	$ 0.3	$ 0.5	$ 0.5	$ 0.2	$ (0.1)	$ (0.1)	$ (0.1)	$ 0.4	$ 1.1
Tax expense, net	$ 0.1	$ 0.1	$ (0.1)	$ (0.6)	$ (0.0)	$ 0.0	$ 0.0	$ (0.0)	$ (0.1)	$ 0.1	$ 0.1
Depreciation & Amortization	$ 2.5	$ 2.5	$ 2.5	$ 6.0	$ 7.7	$ 10.2	$ 2.9	$ 2.3	$ 2.4	$ 2.6	$ 2.6
Stock-based compensation	$ 3.4	$ 0.2	$ 0.4	$ 1.5	$ 3.1	$ 9.3	$ 1.0	$ 1.1	$ 2.8	$ 4.4	$ 6.7
Adjusted EBITDA	**$ 1.2**	**$ 2.1**	**$ 2.5**	**$ (3.4)**	**$ -**	**$ 0.1**	**$ (2.3)**	**$ (0.1)**	**$ 0.8**	**$ 1.8**	**$ (1.8)**

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Summary

Market Leading Differentiation

- Clear market leader in Mass Notification business with 3800+ customer base
- A scaled platform that supports 20+ million critical events annually with daily use and delivers billions of messages
- Successfully expand from a single product company to now 10 products
- Addition of Safety Connection and Visual Command Center which have demonstrated very strong growth to now contribute 50% of new and growth sales
- Accelerating international and partner relationships to support CEM

Long-Term Core Growth Strategy

- Best in class net retention and cross sell to base
- Grow MN by increasing ASP and expanding into new Federal and International markets
- Drive the strategic enterprise value of CEM
- Supplemented by our Build, Buy & Partner strategy
- All supported by a strong global Go-to-Market organization and process

1

Maximize Net Retention and Cross-Sell into the Base

2

Grow our MN/IC Business by Increasing ASP & New Markets

3

Drive our Strategic Enterprise Value CEM

Proven Executive Team

Experienced Management Team: Expanded in last 2 years to provide leadership for the future

Strong Operational Execution: IPO, Secondary, Convertible and 7 straight quarters of exceeding guidance and our own plans

Successful M&A Transactions: Accelerating new product development and expanding to new geographies

Continued Momentum: Strong growth with integrated Critical Event Management Suite

Transitions: My transition to Executive Chairman in 2019

Team has executed growth strategies across multiple public companies.

8 of the team members have worked together previously.

Questions