This is a form 8-K filing by Everbridge, Inc. which is intended to satisfy the filing obligation of the registrant under any of the following provisions: Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425), Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12), Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b)), Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c)).

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter). Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Securities registered or to be registered pursuant to Section 12(b) of the Act.

<table>
<thead>
<tr>
<th>Title of each class</th>
<th>Trading symbol(s)</th>
<th>Name of each exchange on which registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock, $0.001 par value,</td>
<td>EVBG</td>
<td>The Nasdaq Stock Market</td>
</tr>
</tbody>
</table>
Item 7.01 Regulation FD Disclosure.

On March 23, 2020, the Company held an analyst and investor meeting at which members of the Company’s management team provided presentations by publicly available webcast covering the Company’s strategy, products, and markets. A copy of the presentations used at the meeting is furnished as an exhibit to this Current Report on Form 8-K.

The information included in Item 7.01 of this Current Report on Form 8-K and Exhibit 99.1 attached hereto is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Exchange Act or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

<table>
<thead>
<tr>
<th>Exhibit No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>99.1</td>
<td>Management Presentations</td>
</tr>
<tr>
<td>104</td>
<td>Cover Page Interactive Data File (embedded within the Inline XBRL document)</td>
</tr>
</tbody>
</table>
Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Everbridge, Inc.

Dated: March 23, 2020

By: /s/ Elliot J. Mark
Elliot J. Mark
Senior Vice President, General Counsel and Secretary
Welcome
Everbridge Analyst Day 2020
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 / Enterprise Sales
+ CPA – PricewaterhouseCoopers
+ MBA – University of Chicago Booth School of Business
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 expectations. These statements are often identified by the use of words such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "plan," "project," "will," or "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 or revise 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.
**Housekeeping**

1. A replay of this presentation will be available in the Events & Presentation section of our IR website at [ir.everbridge.com](http://ir.everbridge.com) until May 15th, 2020. We will be filing the slides with the SEC under a Form 8-K.

2. We have a very full agenda and as such we will not be stopping for breaks – if you need a break please take one as needed.

3. Please note that you can submit questions via the webcast platform – the “Questions & Answers” window is accessible by clicking on the blue Q&A button at the bottom of the page. We will be answering these questions during two Q&A sessions, one halfway through the event and one at the end.

4. We will be playing a few multimedia clips during the call today. They will appear in the “Video” window. You can resize and maximize any window using the buttons in the top right.

   **Thank you for your attendance and participation.**
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 AM</td>
<td>Review of Agenda / Safe Harbor</td>
<td>Patrick Brickley – SVP &amp; CFO</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>Executive Chairman Comments</td>
<td>Jaime Ellertson – Executive Chairman</td>
</tr>
<tr>
<td>11:25 AM</td>
<td>Growth Drivers, Addressable Market &amp; Vision</td>
<td>David Meredith – CEO</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>CEM Expansion for IoT &amp; New Hybrid Public Warning Platform</td>
<td>Imad Mouline – CTO</td>
</tr>
<tr>
<td>12:30 PM</td>
<td>COVID-19 Shield - Product Launch</td>
<td>Claudia Dent – SVP Product Marketing</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>EB Ecosystem</td>
<td>Ajay Nigam – Chief Product Officer</td>
</tr>
<tr>
<td>1:15 PM</td>
<td>Platform Scalability, Resiliency, and Compliance</td>
<td>Jim Tolton – EVP Chief Operations Officer</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Customer Speaker: Syuvniverse</td>
<td>Philip Celestini – Chief Security Officer, Syuvniverse</td>
</tr>
<tr>
<td>1:45 PM</td>
<td>Q&amp;A</td>
<td></td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Enterprise Transition &amp; GTM Developments</td>
<td>Vernon Irvin – EVP Chief Revenue Officer</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Partner Speaker: Control Risks</td>
<td>Eddie Everett – CEO Products, Control Risks</td>
</tr>
<tr>
<td>2:30 PM</td>
<td>Customer Success</td>
<td>MJ McCarthy – Head of Global Account Management</td>
</tr>
<tr>
<td>2:45 PM</td>
<td>Mission-Driven Culture and Employer of Choice</td>
<td>Cara Antonacci – Head of People/ HR</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Financial Review</td>
<td>Patrick Brickley – SVP &amp; CFO</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>Wrap Up</td>
<td>David Meredith – CEO</td>
</tr>
<tr>
<td>3:45 PM</td>
<td>Q&amp;A</td>
<td></td>
</tr>
</tbody>
</table>
Jaime Ellertson – Executive Chairman

+ Leads Everbridge strategic vision 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 companies
  - Founder Openware Technologies (1990-1995)
  - Founder Purview Technologies Inc. (1996-1997)
Comments on Current COVID-19 Environment

COVID-19 is one of the largest critical events to affect our world in the last century. Keeping our global customers, their employees and our employees safe during this critical event is our top priority.
Continuing Growth through Strategic Initiatives

- Expand leadership position in Mass Notification business
- Drive CEM market leadership across new verticals and geographies
- Accelerate our platform capabilities with Public Warning & IoT
Successful Executive Team Transition

Patrick Brickley
SVP & CFO

David Meredith
CEO & Director

Vernon Irvin
EVP & Chief Revenue Officer

April 2019
July 2019
September 2019
David Meredith – CEO & Board Director

+ Leads Everbridge long-term growth and management of the business
+ 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
+ Leadership roles ranging from PE/venture firms to business units of large public companies such as Capital One, CGI and VeriSign
+ M.S. from the University of Virginia (UVA)
Updates from our Team, Customers, & Partners

Public Warning & CEM for IoT

COVID-19 Shield

EB Ecosystem & Network Effects

Resiliency & Compliance

CEM + Syniverse
Phil Celestini, CSO

Enterprise Transition

CEM + Control Risks
Eddie Everett, CEO Products

Customer Success

Employer of Choice: Mission-Driven Culture

Financial Performance

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Increasing Global Reach

Everbridge Mission: Keep People Safe & Businesses Running...Faster

3 Billion People

REACHED BY 2024
Accelerating Threats Drive Disruption

Number of terrorist incidents\(^1\) | Annual mass shootings in the US\(^1\)
---|---
6x | 27x

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

PEOPLE
Hundreds of millions working from home due to nationwide lockdowns, incl. UK, Italy, France, Spain, as well as SLG mandates in the U.S.

As of March 19, 2020

OPERATIONS & SUPPLY CHAIN
5 million companies have Tier 2 suppliers in impacted regions, including 983 of F1000

Source: Dun & Bradstreet

BRAND
18.5% decline in hospitality stocks as hotels, airlines, and other travel business see a drop in customers

Source: STR/Ibis Hotel Stock Index as of March 16, 2020

AV-Test Institute – “Total Malware” (2010 is earliest data available)
The High Cost of Disruption

ESTIMATED ECONOMIC IMPACT OF COVID-19

$2 Trillion

Cost of Terrorism
$84 Billion

Natural Disaster Losses

Cost of Malicious Cyber Activities (US)

Cost of Workplace Violence (US)

*2016 estimated
1) Institute for Economics and Peace – 2016 Global Terrorism Index
2) Munich RE – “Overview of natural catastrophe figures for 2019”
3) US Council of Economic Advisers – “The Cost of Malicious Cyber Activity to the U.S. Economy”
4) National Academies – “Costs of Violence in the Workplace”
5) United Nations – estimation given 0.5% global economic growth, as of March 9, 2020
CEM Market Drivers

BIG DATA
12% of available data is analyzed by companies. 2.5 quintillion bytes created each day.

DIGITAL TRANSFORMATION
$2 Trillion or 53% of all technology spending by 2023.

MOBILE
73.2% of US Workers will be mobile in 2020.

IoT & SMART / SAFE CITIES
74.5 Billion IoT connected devices and $158 Billion in Smart City spend by 2025.

---

1) IDC – “U.S. Mobile Worker Population to Surpass 155 Million by 2020”
3) IDC – “IDC Forecasts U.S. Mobile Worker Population to Surpass 155 Million by 2020”
4) IDC – “Virtually Here: 75 Billion Connected Devices by 2025”
7) IDC – “IDC Forecasts Smart Cities Spending to Reach $158 Billion in 2022”

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Large and Growing Addressable Market

$4.8B + $10.4B + $25.9B = $41+ Billion TAM\(^1\)

Population Alerting  IT and IoT Alerting  Critical Event Management

Mass Notification  Community Engagement  Public Warning  IT  IoT

“CAVEMAN” MATH

5 / 50 U.S. states
5 / 28 Indian states
8 / 200 Countries
250 / 1000 F1000
1.9 / 10 SaaS products per customer

From Single Product to Enterprise Suite

(1) Total Addressable Market is based on Everbridge ASPs applied to 29,000+ named accounts, including (a) CEM target customers in G2000 and companies with greater than 1,000 employees; (b) IT & IoT alerting target customers as % of employees supporting IT, and (c) 100+ target Population Alerting countries priced according to population and GDP. TAM, which is based on management estimates, is inherently subject to uncertainties and actual events or circumstances may differ materially from management estimates reflected in this presentation.

(2) Rollout in progress
Everbridge Enterprise Client Base

**Extensive customer base growth across multiple verticals**

- **8 OF THE 10** largest investment banks
- **8 OF THE 10** largest U.S. cities
- **7 OF THE 10** largest global auto makers
- **7 OF THE 195** countries
- **47 OF THE 50** busiest North American airports
- **4 OF THE 5** largest pharmaceutical companies
- **6 OF THE 10** largest high tech companies
- **4 OF THE 4** largest global CPA firms

Q4 2019

5,024

Q4 2011

867

Number of customers

---

Setting the Standard
Marquee customers leveraging EVBG to drive and protect operations
CEM “Category Creation Flywheel” Accelerating

CEM solves mission-critical problems that matter to the Board and C-suite of the world’s largest companies and governments.
Everbridge Network: Florida Platform Enables Ecosystem for Regional Resiliency
Country-wide Network Effects: Singapore
Platform Enables Ecosystem for Regional Resiliency
Announcing the Next Generation Public Warning System

CELL BROADCAST — HYBRID PUBLIC WARNING PLATFORM — N BASED ALERTING

- SPEED of MESSAGE DELIVERY
- CONGESTION FREE
- UNIQUE ALERT TONE
- 90%+ VERIFIABLE REACH
- MULTILINGUAL MESSAGING
- TWO-WAY ENGAGEMENT

ONE2MANY
Announcing the Next Generation Public Warning System

HYBRID PLATFORM

HYBRID PUBLIC WARNING

SMART SEND
Maximize Reach and Performance

SMART RESPONSE
Directed Two-Way Comms

SMART LOCATION
Insight to Crowd Movements
Public Warning
Video in Player
Imad Mouline – Chief Technology Officer

- Leads Everbridge market strategy, product roadmap and innovation
- CTO of Everbridge since 2011
- 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
A Simple Value Proposition

People
Assets
Operations
Supply Chain
Brand

CRITICAL
EVENT

BAD
THINGS
### Most Common Critical Events

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Impact Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural disaster/extreme weather</td>
<td>33%</td>
</tr>
<tr>
<td>Theft of physical/intangible property</td>
<td>28%</td>
</tr>
<tr>
<td>IT failure</td>
<td>25%</td>
</tr>
<tr>
<td>Cyberattack</td>
<td>24%</td>
</tr>
<tr>
<td>Utility outage</td>
<td>24%</td>
</tr>
<tr>
<td>Executive protection threat</td>
<td>23%</td>
</tr>
<tr>
<td>Brand/reputational crises</td>
<td>23%</td>
</tr>
<tr>
<td>Supply chain disruption</td>
<td>22%</td>
</tr>
<tr>
<td>Terrorism or acts of terror</td>
<td>14%</td>
</tr>
<tr>
<td>Active shooter</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Pandemic COVID-19**: 98%

*Source: A commissioned study conducted by Forrester Consulting on behalf of Everbridge, September 2019.*

*Disclaimer: This infographic is not intended to provide medical or public health advice. The information presented is for general awareness and should not be used for diagnostic or treatment purposes.*
Managing Critical Events: Why Is It So hard?

What’s happening?
- Is it a reliable source?
- What type of disruption?
- Where is it?
- When did it happen?
- How severe?

Do we/should we care?
- Employees, Visitors, Contractors, Travelers
- Buildings, Assets, Suppliers, Partners
- Impacted Customers, Brand
- Response teams, LoB

What do we/should we do?
- Identify appropriate plan
- Activate response team
- Notify impacted stakeholders, employees
- Keep execs informed

How did we do?
- Post-mortem report
- Generate RCA
- Compliance
- Performance assessment
- Identify improvements

The more time, the greater the impact to people, assets and operations
What Managing Critical Events Really Means?

1. **ASSESS**
   - Context and Severity
   - Know What Is Happening or May Happen.

2. **LOCATE**
   - Identify Stakeholders and Assets
   - Identify Who Is Impacted, Needs to Know and Can Help.

3. **ACT**
   - Manage Response
   - Inform, Notify, Rally, Collaborate, Mitigate, Fix, Recover.

4. **ANALYZE**
   - Performance
   - Report, Comply, Learn, Improve.
What Managing Critical Events Really Means?

Streamline critical event response and accelerate resolution

- **ASSESS**: Context and Severity
- **LOCATE**: Identify Stakeholders and Impact
- **ACT**: Manage Response
- **ANALYZE**: Performance
Everbridge CEM is always on.
Cross Domain Use Cases

Business Continuity
Life Safety
IT Services Disruptions
Supply Chain Risk
Emergency Communications
Expanding CEM Broader

Public Warning

Critical Events & Major Incidents
- Pandemic
- Severe Weather
- Cyber Attack
- Supply Chain Disruption
- Natural Disaster
- Any Other Major Issue
- IT System Failure
- Change Crisis
- Utility Disruption
Optimized Outreach

“For the delivery of public warning, there appears to be no single solution that fits all the requirements for the timely notification of an emergency incident or situation. Therefore, a Public Warning System (PWS) ought to be a blend of the best attributes of the existing technologies, adapted to the particular demands of the country or territory in question.”
Should You Be Alerted?

**Mobile Location**
Where you are NOW

**Static Location**
Where you LIVE

**Expected Location**
Where you go HABITUALLY
A. Children’s school
B. Parents Home
Follow-Up (1)

- An evacuation is ordered...
- The evacuation is lifted...
- Whom should you alert?

© Ev er br ridg idge, In nc. C Co on nffide iden nttial & Pr ro op pr riet ieta ry.
Follow-Up (2)

An evacuation is ordered…

The evacuation is lifted…

Whom should you alert?
Post Evacuation Search and Rescue

An evacuation is ordered...

Who’s left behind?
18 Years of Experience and Expertise

**Statewide**
- 3,700+ Active Public Safety Clients in 19 Countries + 65 states/Provinces/Territories
- +60 active at some level in the government

**Countrywide**
- 3,600+ Active Public Alerting Systems
- 460+ Hybrid Cell Broadcast | WEA PWS Deployments
- 3.5 Billion Messages sent in 2019
- 550+ Million People reached

+11 active at some level in the government
Communicate across all phases of the event

**Alert**
the broadest number of people as fast as possible

**Respond**
to groups (residents, tourists, responders, etc.) in their local language with two-way communications

**Plan**
for the most likely incidents; encourage residents to prepare and publicize practice drills

**Recover**
by precisely targeting people with special skills; those who can assist and direct follow-up activities
Communicate with all stakeholders

Automatically reach:
- Who can help
- Who is impacted
- Who needs to know

Skills Needs
- NAME
  - Ed B. Bloggs
- ATTRIBUTES
  - Limited Mobility
  - Oxygen Dependent
- Schedules
  - On-duty and on-call, rotations, escalations, etc.

Public Safety; Police; Fire; Ambulance; Leadership
Residents; Visitors; Functional Needs
Residents; Students and Elderly
Fire Service; Police; First Responders; Search and Rescue
Leverage location intelligence

**STATIC LOCATION**
Where do people live and work most of the time.

**LAST KNOWN LOCATION**
Where are people now.
Historic ‘snapshots’ of where people were 6 hours ago.

**EXPECTED LOCATION**
Where do people regularly spend time outside their home such as visiting family or community activities today.
Maximize the Effectiveness of Delivery Channels

**CELL BROADCASTING**
- SPEED of MESSAGE DELIVERY
- CONGESTION FREE
- UNIQUE ALERT TONE

**LOCATION BASED ALERTING**
- 90%+ VERIFIABLE REACH
- MULTI-LINGUAL MESSAGING
- TWO-WAY ENGAGEMENT

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Maximize the Effectiveness of Delivery Channels

- **CELL BROADCASTING**
  - SPEED of MESSAGE DELIVERY
  - CONGESTION FREE
  - UNIQUE ALERT TONE

- **LOCATION BASED ALERTING**
  - HYBRID WARNING PLUS

**HYBRID PUBLIC WARNING**

- **SMART SEND**
  - Maximize Reach and Performance

- **SMART RESPONSE**
  - Directed Two-Way Comms

- **SMART LOCATION**
  - Insight to Crowd Movements
Communicate with the *right* people at the *right* time on the *right* channel.
CEM Today

Critical Events & Major Incidents

ASSESS
- Criticality and Severity

LOCATE
- Identify Stakeholders and Assets

ACT
- Manage Response

ANALYZE
- Performance

Mitigated & Resolved According to Plan!
Expanding CEM Deeper

IoT
Broadening the Scope of Coverage

- Natural Disaster
- Inclement Weather
- Political Turmoil
- Civil Unrest
- Transportation Disruption
- Utilities Disruption

- Traffic Issues
- Hazmat Incident
- Active Assailant
- Intruder Alert

- Fire Alarm
Claudia Dent – SVP Product Marketing

- Over 20 years of experience in the 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
COVID-19 Challenges

1. Protecting the safety of your employees
2. Maintaining your operations
3. Reducing costs and liability
Everbridge COVID-19 Shield: Fully Turnkey

Out-of-the-Box
- Risk Intelligence for 140+ incident types
- Specialized COVID-19 intelligence & reports
- COVID-19 Communication templates
- COVID-19 Crisis Management templates

Rapid Deployment
- Users with appropriate Role-Based Access Controls
- Organization contacts including how to reach them, office & home locations, department and other attributes
- Buildings & Assets with associated geo-location
- Key groups for response activation

Customers up and running less than 48 hours!
COVID-19 Data, Templates, Contacts & Assets
Everbridge COVID-19 Shield solutions

**Know Your Risks**
- Receive COVID-19 Alerts correlated to your assets
- Receive COVID-19 Situation Reports by e-mail
- Understand related risks & intelligence

**Protect Your People**
- Know who is impacted: at the office, working remote or traveling
- Manage wellness checks
- Know who is at risk from past travel
- Manage travel bans
- Keep people away from unsafe areas

**Protect Your Operations & Your People**
- Automatically correlate COVID-19 Alerts to operational assets
- Manage Remote worker programs
- Manage Supply Chain Disruptions
- Track and audit disruption procedures with task lists and collaboration

Customers up and running less than 48 hours!
COVID-19 Data, Templates, Contacts & Assets
Everbridge: Common Operating Environment

LOCATION & ASSET IMPACTS
People: Office, Home, Travel Itineraries, Buildings & Facilities, Your Customer Locations

CURATED THREAT INTELLIGENCE VIA NC4
22,000+ Risk Sources

EVERBRIDGE NETWORK
Private Healthcare, Public Regional, 1000+ of Everbridge customers sharing from public & private groups

YOUR INTELLIGENCE

CONTACT & ASSET MGMT
GLOBAL COLLABORATION
REPORTING & ANALYTICS
SELF-SERVICE ADMIN
LOCATION SERVICES
MOBILE SERVICES
SECURITY & DATA PRIVACY
SCALABILITY & RELIABILITY

EVERBRIDGE PLATFORM

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Everbridge COVID-19 Shield Common Operating Environment

In the Command Center....

... Or Virtual “on the go”
Know Your Risks
Automatically correlate Alerts to your impacted people, assets & supply chain

Up to date risk intelligence on Coronavirus, including case statistics, travel advisories, closures and supply chain impacts.

Understand additional risk events that may impact your response to Coronavirus
Everbridge Risk Intelligence

- **Redundant Monitoring Centers** in VA & CA
- **Automated curation of risk intelligence data**
  - Verified local sources in 175+ countries
  - Artificial Intelligence analysis
  - Real-time source translation capabilities in **103 languages**

- **Analysts for validation and situation reporting**
  - **24/7/365** 50+ person analyst team
    - 60% with advanced degrees
    - Proficiency/fluency in 15 languages: Arabic, Danish, Dutch, Farsi, French, German, Hindi/Urdu, Italian, Korean, Japanese, Mandarin, Portuguese, Spanish, Swedish, and Russian
Up to date risk intelligence on Coronavirus, including case statistics, travel advisories, closures and supply chain impacts.
COVID-19 Situation Reports

Situation Report
Coronavirus Spreading Widely in Multiple Countries as Global Risk Increases

Overview
On Friday, the World Health Organization (WHO) stated that the area is increasing its spread across the globe with new cases reported daily in countries such as China and the United States. The WHO has raised the global alert level to "high," with dozens of additional cases reported in various countries, including the United States.

Mainland China and Worldwide Supply Chain Disruptions
As of Tuesday morning, China’s National Health Commission (NHC) has reported 80,557 cases of COVID-19 across mainland China, including 3,093 deaths. This is an increase of 1239 infections and 31 deaths from the previous 24-hour period. Only 11 cases were reported outside of Hubei Province, which is where the majority of cases are concentrated.

Production within Mainland China and Supply Chains Remain Severely Disrupted
- Over 90 percent of 40,000 state enterprises have resumed operations.
- Volume of exports has increased 60 percent from a week earlier.
- Increasing traffic levels in large cities suggest greater economic activity.
- Around 30 million people returned to work from their hometowns, bringing the total to around 200 million, according to Reuters.

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Everbridge Network

Private or Public Groups

Publishing Options

- Everbridge Network
- Alerts
- Social Media
- Mobile Channels

Notifications can be automatically sent to Everbridge Network appropriate Private or Public Groups stakeholders Based on Rules and Thresholds
Automatically correlate alerts to your people including office workers, remote workers and travelers.

Manage your Response Plan.

Automate all your communications to impacted people with out-of-the-box templates including advisories, travel bans and work at home directives.

Easily access travel itineraries to provide assistance to travelers.
Protect your employees: Respond to changing conditions

33 Million COVID-19 messages sent in 1 week

Launch Communications Out of the Box Templates:
- COVID-19 Leadership Update
- Senior Leadership Conference Bridge Activation
- Employee Wellness Advisory
- Work from Home Advisory
- Office Closure Notice
Incident Zones: Keep your people out of dangerous areas

Establish an Incident Zone to warn your employees they are entering a COVID-19 Containment Area
Conduct regular wellness checks

“I am not in the Boston Area”

“I am working from home”

“I may have been exposed!”

Wellness Check

“‘There is a health risk in your area!’”

AUTOMATICALLY SEND THE MESSAGE

EVALUATE RESPONSES

PRESCRIBE ACTION AS NEEDED

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Protect your travelers

Automatically correlates travelers with risk events

Integrated with travel itinerary systems
Protect your travelers

Know where and how your travelers have been impacted

- Who are in a location **NOW**
- Who were in a location in the **PAST**
- Who are expected to be in a location in the **FUTURE**

Send notifications to travelers who were expected in a location in the **PAST** where an outbreak occurred.

Send notifications to travelers who are expected in a location in the **FUTURE**.

© Everbridge, Inc. Confidential & Proprietary.
Protect your people wherever they are.

Everbridge Mobile Application

Receive critical alerts

Know where your people are located

Enable your people to request urgent help

Enable your people to call an emergency hotline

Keep your people safe when they are remote or in a dangerous area

Provide access to critical information
Healthcare: Protect your patients

COVID-19 Alerts
Screening Waypoints
Zone Based Notifications
Protect Your Operations
Initiate your standard operating procedures to quickly resolve impacted assets.

Track progress of task lists from your team.

Get real-time status on tasks that need immediate attention.

Automatically correlate alerts to your assets including your facilities, and your supply chain impacts.
Protect your operations: Manage “Work from Home”

When an outbreak occurs manage “Work from Home” with collaborative check lists and automated communications.
Protect your Supply Chain: Suppliers, Routes and Stops

Understand impacts to shipping lanes and ports
Protect your Supply Chain: Manage Disruption Plan

Supply Chain Disruption

Owner: Chris Rigby

Description: This is the task list associated with the disruption of a supply chain.

Tasks: 2 of 10 Completed

- **Done**: Identify the primary critical suppliers for the local corner...
- **Done**: Identify supply chain nodes within the scope of the review...
- **In Progress**: Identify alternate destinations of goods...
- **Needs Attention**: Identify infrastructure/systems supporting supply chain...

A new note is required:
We do not have a valid system. Other alternatives in China are also impacted.

- **In Progress**: Overlay key threats and hazards, and other stressors and...
- **In Progress**: Assess the capabilities of the infrastructures and orga...
- **In Progress**: Identify key stakeholders to target for engagement...

Manage Interactive Task Lists
Reduce liability: Manage and audit all responses

Full audit trail of responses, send follow on notifications and further updates ensuring people are safe

Reduce liability with audit trails and reporting
Reduce liability: Automated audit trails and reporting

Full audit logs of all response activities: what, when, who

Automated Situation and After-Action Reports

Track confirmations for compliance purposes

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Protect your operations: Accelerate resolution

Real Time Updates
Protect your employees
Resolve operations disruptions faster
Minimize shortages & business impacts
Regardless of the event, Everbridge CEM is always ON.
Ajay Nigam – SVP Chief Product Officer

- Leads Everbridge product management
- More than two decades of experience building product management organizations
- GM Cloud Security, Symantec
- SVP Products, BrightPoint Security (acquired by ServiceNOW)
- An expert in security, identity protection, privacy, mobile commerce and payments, and cloud services strategies
- Strategic advisor to several security startup companies in the San Francisco Bay area
200+ Out-of-the-Box Integrations
Situational Awareness and Risk Intelligence

Critical Events & Major Incidents

22,000+ SOURCES OF DATA

EVERBRIDGE NETWORK

Data Curation
ML/AI
Correlation

Human Analyst Contextual Enhancements

CEM ORCHESTRATION
Automation
Categorization
Deduplication
Translation

EVERBRIDGE RISK ALERT
Sources
Category
Severity
Title

Description
Location
Image
Video
Everbridge Platform Powering The Network
Cross-org collaboration and sharing for COVID-19

Everbridge Risk Intel + Custom Feeds

Control, Amplify and Disseminate the “right” information

Share & Collaborate via Private Networks of Trusted Members

3,600 Public Safety Agencies

1,000’s Corporate Security Org.
Everbridge Platform Powering The Network

Everbridge Customers Publish Notifications to Public and/or Private Groups

Stakeholders Notifications can be automatically sent to appropriate stakeholders based on Rules and Thresholds

Notifications or Incidents

Everbridge Network
Private or Public Groups

Publishing Options
- Everbridge Network
- Alerts
- Social Media
- Note Channels

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Jim Totton – EVP Chief Operations Officer

+ 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
Everbridge Suite 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

ONE
Unified and Comprehensive, Enterprise-Scale Platform

TWO
Out-of-the-Box, No Developers Needed

THREE
Large, Dynamic and Rich Communications Data Asset

FOUR
Robust Security, Industry Certification and Compliance

FIVE
Globally Local

SIX
Next-Generation, Open Architecture
Everbridge Platform: High Availability, Scale, Redundancy & Secure

Transactional Availability / “First Responder Grade”

**HIGH AVAILABILITY AND SCALABILITY**
Global Coverage: Resilient architecture, flexible capacity, and full stack redundancy

**REDUNDANCY ACROSS MAJOR MODALITIES**
Multiple SMS and voice providers 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

**LEADING SECURITY & COMPLIANCE**
Multiple certifications confirmed by accredited 3rd party auditors

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Global Operations & Support Centers:
Bangalore, London, Boston and Los Angeles

Proactive Platform Availability & Performance Management
24x7x365
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 Gen 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 Capacity
Everbridge Platform: High Availability, Scale, Redundancy & Secure Transactional Availability

- **99.99%** Transactional Uptime
- **3.1+ MILLION** Risk Events Detected in 2019
- **3.5 BILLION** Messages Sent in 2019
- **150+ Worldwide Core Patents**
Privacy, a Serious Matter

- End-user Transparency
- Progressive Disclosure
- Mutual Opt-in
- RBAC
- Implicit vs. Explicit Location Sharing
Market Leading Quality of Service

99.99% Transactional Service Availability
+ Consistent 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
State of the Art Security and Compliance
Everbridge Customer Speaker

Phil Celestini
SVP and Chief Security & Risk Officer

- Leads security and risk management across Syniverse
- 35 years executive leadership experience in security, risk, and compliance
- Served as Special Agent in the U.S. Federal Bureau of Investigation (FBI)
- Served on National Security Council Staff at the White House
- Career-long specialization in crisis response and incident management
Syniverse at a glance
When you connect to the world, the opportunities are infinite.

Internet-isolated network linking billions of people and devices

Partnerships with the Top 5 global card issuers and 8 out of 10 US banks

1,800 team members in over 30 countries

4 billion billable transactions a day

60 billion messages delivered every month

7 billion devices reached

Relationships with Thousands of businesses and communications providers across the globe

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The world’s most connected company™
We’re driving the world of communications forward.

The largest private network ever built for connecting mobile ecosystems.

Our secure, global network connects you to billions of people and devices, protecting your critical assets—and creating a channel for you to harness the potential of emerging technologies.

Intelligent engagement solutions with immense reach.

Our engagement platform reaches a majority of the people and countries on Earth. Together with our customers, we power hundreds of billions of messages each year—messages that move people to act.

High-horsepower clearing and settlement.

Our clearing and settlement solutions help companies securely clear, validate, rate and reconcile over $3T every year. For organizations ready to go big, they provide the speed, clarity and intelligence to run more efficiently and make smarter decisions.

Note: Syniverse processes $3T billion in gross transactions. Subsequently, some transactions are rerated (discounted), rejected, discounted or invoiced at a later stage, and/or settled later as a bulk payment. Most are netted through Syniverse’s Multilateral Settlement Pool or bilaterally. This process leads to about $1T billion in settlement.

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Syniverse Situational Awareness & Response Needs

**Information**
used risk intelligence product that couldn’t correlate risk events to assets

- other telecoms/operators
- power/service outages
- press reporting
- world events

**Communications**
around critical events are manual using email and phone trees

- notify employees and executives traveling
- visitor notifications
- customer notifications

**Time value of information**
Crisis response playbooks are in paper format, which was recently highlighted as a potential risk for the business

- SLA maintenance
- risks to workforce
- governance

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One system to operationalize response

Right information

Right people

Right information to the right people at the right time

Customer Experience Center

Show customers ability to maintain service delivery
- Global presence
- Resiliency
- 24x7 monitoring
Vernon Irvin – EVP Chief Revenue Officer

+ Over 30 years of enterprise and SaaS sales leadership experience
+ Led enterprise sales organizations covering 60 countries, leveraging indirect channels, partners and alliances to grow deal flow and book orders
+ Prior to Everbridge, served as EVP and President at CenturyLink, responsible for leading a $3.5 billion business operation
+ Also held executive roles at VeriSign, SiriusXM Satellite Radio, and BT, where he served as President, Content Hosting and Media Services
Multiple Vectors of Growth

- **10**
  Total Enterprise Applications
  NEW PRODUCT INTRODUCTIONS

- **110%+**
  Net Revenue Retention Rate
  UPSELL / CROSS-SELL CUSTOMERS

- **700%+**
  ASP Growth with Enterprise CEM Accounts
  CEM GROWTH

- **2x**
  Public Markets Opportunity
  SELLING INTO NEW MARKETS

---

1) Years ended December 31, 2018-2019
2) All of September 30, 2018, compared to three months ended September 30, 2017
3) Opportunity in U.S. and EU markets due to FedRAMP certification and Public Warning product capabilities
New improvements to our GTM Strategy
Accelerate Enterprise Transition and Enablement

Growing Routes to Market

Direct New
US INTERNATIONAL

Growth
GLOBAL ACCOUNT MANAGEMENT

Channel Partners
SYSTEM INTEGRATORS CONSULTING FIRMS OEMs

Solution Selling

- Global Center of Excellence organization helps drive CEM Bookings across GEOs, Products & Verticals
- World Class Sales Enablement, Training and Collateral
- More prescriptive approach in Enterprise G2000 Lead Generation
Project Alert: Driving Rapid Response
Mobilizing our global teams to support and drive customer growth

Natural Disasters
Pandemics & Biohazards
Manmade Disasters
Geopolitical Events
High-impact Cyber Events
Rapid Response – Coronavirus Case Study
Mobilizing our cross-functional teams to support customers

Product | Launched COVID19 Data feed

Customer Success | Coronavirus Webinars with up to date and best practices

PR | Share best practices on national TV Broadcast, Digital Press

Communications | Campaigns to enable our customers to leverage the platform benefits of CEM

Demand Generation | SEO, Advanced Digital Marketing, Predictive Engagement

Account Based Management | Enable reps to reduce cycles by activating around mission critical events
Services Partnerships: Value Proposition
Solving Customer Challenges with Consulting Expertise

1. A lack of in-house expertise and technology focused on critical event management or a capability that is not effectively integrated with the business.

2. Establishing a common, comprehensive operating procedure that draws on all data sources to correctly prioritize actions.

3. Digitizing critical event management plans from documents to dynamic methodologies that work in real time situations. Aligning processes, people, technology and training so that businesses are ready to reduce the impact of a crisis.
Eddie Everett
Chief Executive Officer, Products
Control Risks Client Management

+ Over 20 years of security, crisis and Critical Event Management experience.
+ Oversight of the company’s business development and account management activities worldwide
+ Leads Control Risks product innovation and partnerships strategy
+ Oversight of Control Risks global intelligence (CORE) and compliance (VANTAGE) products
+ Member of Control Risks Executive Committee since 2011
About Control Risks
Unrivaled experience and reach

- More than 40 years of experience in 178 countries
- Unique global reach and expertise
- Insights and strategies led by intelligence
- 2500 people in 37 offices around the world
- Truly one firm, across disciplines and geographies
- Technology in everything we do
Value Proposition for our Customers

Most Comprehensive Critical Event Management Platform

Industry-Leading Security, Risk & Crisis Mgmt. Consulting & Intelligence

Premiere Solution for Managing Critical Events

Digitally Transforming how Businesses Achieve Organizational Resiliency

SCOTT WELCHEL, Chief Security Officer at Dow

The two companies will provide strategic and operational expertise, visualization and analysis for protecting employees and business assets amid unplanned critical events.
Launching a CEM Practice
Why Control Risks launched a global dedicated practice

Everbridge Critical Event Management solutions and Control Risks “3R” methodology are complimentary

“Control Risks and Everbridge together ensure that thousands of clients are ready to respond and recover. faster

“All hazards readiness, response and recovery powered through critical event management technology
Control Risks CEM Practice Engagement

BEFORE
A CRITICAL EVENT

- Contextualize and operationalize security and crisis management plans in CEM for clients
- Full-scale risk assessments

DURING
A CRITICAL EVENT

- Design and staff GSOCs for clients
- Embed analysts who: operate CEM and can deploy resources to respond, resolve and recover from critical events

AFTER
A CRITICAL EVENT

- Perform health checks
- Review SOP’s for clients
- Make refinements to CEM as the delivery engine for evolving security and crisis management plans and procedures
Customers

Video in Player
MJ McCarthy – Head of Global Account Management

+ Responsible for the success, retention and growth of the Everbridge global client base
+ Joined Everbridge in 2012 and built out the account management team, achieving 95%+ retention rates consistently
+ Prior to Everbridge held Sales and Business Development Director roles at Thomson Financial
+ Everbridge CEO Award recipient and Multi-year President’s Club recipient for strong retention and growth results
Core Tenets of EVBG Customer Success
Strong fundamentals drive best-in-class retention

ADOPTION
2x
Enterprise CEM customers vs. 2018

GROWTH
110%+
Net revenue retention

RETENTION
95%+
Gross retention

CUSTOMER SATISFACTION
2x
NPS vs. SaaS peers
Hear from our Customers

The product offers a wide variety of features and support is outstanding.

Everbridge has been more than easy to use and the support has been phenomenal.

Impeccable customer service, especially with the 24/7 Everbridge Customer Support line and our assigned representatives.

Ease of use, quality of customer support

Very friendly service and support.

“Customer support and service is 2nd to none.”

Support is excellent. I get live tech support who works with me to fix the issue, not just open a ticket. Majority of my service issues are resolved in the first contact. And, the tech support staff are very well trained.

It is used by county and every time I have had even a small issue tech support always takes care of me.

Great product and customer support.

Everbridge provides a high level of customer support and a product that is consistently useful and user friendly.

Customer support has been flawless with immediate response

Product support, application functionality, great customer service.

Our account rep is outstanding and support is too.

Everbridge’s customer support is phenomenal

Hey NC4 Analyst!
You guys are kicking ass. Keep it up. All of these Manila, India, and State updates are so vital to keeping our teams focused on the work.

HEAD OF GLOBAL SECURITY, Global Healthcare Technology Provider

Very good product, excellent customer support and service!
Land and Expand

Tier 1 Payment Processor

- Significantly increase response capabilities without increasing staff
- Additional deployment of ITA to integrate with ServiceNow and reduce downtime
- Enhance employee and traveler safety and establish a Customer Relief program
- Enhance functionality via multiple discretionary add-ons

Tier 1 Pharmaceuticals

- Establish common operating picture throughout enterprise
- Additional deployment of ITA to integrate with ServiceNow and reduce downtime
- Operationable notification of travelers, and integrate with fire panels and vendor logistics systems
- Empower communication across the enterprise during critical events (e.g., weather)
Trusted Advisor to Customers for COVID-19 Response
Partnering with our customers to support real-time response

Our employees in Asia are auto-sharing their locations so we know where they are at all times. Our CEO and CIO want everyone using the mobile app, particularly employees who are now working from home away from their clients.

I want to begin by asking everyone to take out their phones and text TAMPAREADY to 888777. There are and will continue to be a lot of rumors going around and it’s vitally important that all residents get their news from a viable source... Again, please text TAMPAREADY to 888777.

We are going to accelerate a roll out in Italy because of the Coronavirus outbreak there... Can you talk first thing tomorrow so we can talk about details and plan?

GLOBAL MANAGEMENT CONSULTING COMPANY

GLOBAL MANUFACTURER

GLOBAL TELECOM PROVIDER

Mayor Jane Castor, Tampa Bay, FL

With the ongoing CoVid-19 outbreak we having been using the living heck out of Visual Command Center (VCC) and mass notification.
CEM Customer Use Cases: COVID-19

+ **Employee Safety**
  Global telecom provider emergency messaged 15,000 employees in N. America concerning the decision to mandate all non-critical personnel work from home effective Monday 3/16. "Leadership realized something like this couldn't be done effectively via email and website alone."

+ **Public Safety**
  State Department of Health has sent over 125 notifications in response to COVID-19 to over 6,500 public health officials and health care providers across the state about information to healthcare providers and clinics about viral testing and equipment, webinars for local school districts, media requests, and checklists with local long care term facilities.

+ **Crisis Management**
  Global clinical lab network uses VCC to monitor incidents and the Crisis Management app to orchestrate crisis response teams around those incidents.

+ **Visitor Management**
  Biopharmaceutical firm integrating their VMS with Everbridge to kickoff a workflow when a visitor indicates they recently traveled to a Tier 1 country. A response team greets visitor in lobby for further evaluation before they're allowed in the facility.

+ **Smart Conferences**
  Global FinTech used Everbridge to orchestrate security and crisis team standup calls – on average 4 or 5 per day.

+ **Clinical Comms**
  Healthcare center using Everbridge mobile app for nurses communicating amongst themselves as they receive page re: a COVID-19 case, e.g., who is responding, if they need help, additional consults, etc.
Defining Sales Success Criteria and Executing on Plan
Predictability drives Success in our GTM

+ **Structured and prescriptive cadence** to increase deal volume and activity

+ **Expand the Everbridge Ecosystem** to accelerate our GTM and create higher value propositions

+ **Global Field Enablement Curriculum** to reduce ramp time to productivity & establish standard operating rhythm

+ **Unify our Customer Success efforts** globally to address challenges for multinational customers
Cara Antonacci – Head of People/ Human Resources

- Oversees the company's Human Resources and Recruiting operations worldwide
- Joined Everbridge in 2017; helped lead transitions, new geographic expansions, and acquisition integrations
- Over 20 years of HR and Recruiting leadership experience.
- Prior to Everbridge, held a number of roles at Jack Morton global marketing agency, including including HR Business Partner, Vice President, and SVP, Human Resources, leading the global HR team
- Completed Harvard Business School’s Program for Leadership Development in 2009
Strong Culture Drives Quantitative Performance
Top performing software stock in class of 2016 IPOs

How can we drive strong performance?
By building a best in class team and culture

Strong performance allows us to:
+ Attract top talent
+ Retain and develop leadership
+ Invest in best in class workplace

<table>
<thead>
<tr>
<th>2016 Software IPOs</th>
<th>% Change since IPO</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVBG</td>
<td>856%</td>
</tr>
<tr>
<td>COUPA</td>
<td>649%</td>
</tr>
<tr>
<td>TWILIO</td>
<td>394%</td>
</tr>
<tr>
<td>BLACKLINE</td>
<td>159%</td>
</tr>
<tr>
<td>TALEND</td>
<td>11%</td>
</tr>
<tr>
<td>SECUREWORKS</td>
<td>(36%)</td>
</tr>
<tr>
<td>GRIDSUM</td>
<td>(97%)</td>
</tr>
<tr>
<td>APPTIO</td>
<td>NA</td>
</tr>
</tbody>
</table>

MISSION-DRIVEN CULTURE

People who join Everbridge are driven by saving lives, protecting the largest organizations, and want to make a positive impact on the world through their work.

Doing good, while doing well.
Bridger Culture
Video in Player
Global Organization

Lansing
Boston
London
Oslo
New York
Washington, D.C.
Amsterdam
Abu Dhabi
Bangalore
Sydney
San Francisco
Los Angeles
Tampa
Beijing

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Creating a Top Workplace for Our Employees
Successfully competing for top talent globally

- One of the industry's most generous Employee Stock Purchase Plans (ESPP)
- CultureBridge Events
- Complimentary Catered Food and Snacks
- Employee Resource Groups
- Training & Development

- Competitive health, dental & vision Benefits
- Paid Parental/Military Leave
- Paid Volunteer Time Off
- Generous PTO plus Ten paid Company Holidays + 1 floating holiday
- Other rewards by way of cash bonuses, top performer stock grants, trips and other recognition.
Recognition
Building a Best-in-Class Workplace

"Great culture! Great place to work!"
Current Employee - Sales in Burlington, MA

"Exciting Fast Paced Company That Makes a Difference"
Current Employee - NOC Manager in Burlington, MA

"Growing company - good culture"
Current Employee - Sales in Windsor, South East England, England

"Top place to work"
Current Employee - Account Manager in Burlington, MA

4.6 ★★★★★
Recommend to a Friend
Approve of CEO

Glassdoor

MASS TLC
2019 GROWTH COMPANY
OF THE YEAR

20% WOMEN
ON BOARDS

ABOVE & BEYOND
AWARD

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Patrick Brickley – SVP & 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 / Enterprise Sales
+ CPA – PricewaterhouseCoopers
+ MBA – University of Chicago Booth School of Business
Financial Highlights

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

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

$59  $77  $104  $147  $201

2015  2016  2017  2018  2019

Revenue
in millions of dollars

36% CAGR
Predictable SaaS Recurring Revenue Model

- 93% of revenue is recurring subscription\(^1\)
- 90%+ of revenue contracted prior to quarter start\(^2\)
- 110+% net revenue retention rate\(^3\)
- 2.0 years average length of customer contract\(^4\)

(1) Year ended December 31, 2019. 
(2) Over 96% 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) As of December 31, 2019. 
(4) As of December 31, 2019.
Continued Strong Momentum…

...with large accounts

Number of $100k+ deals

Q4 2018: 32
Q4 2019: 58

81% growth

...with cross-sell opportunities

Number of multi product deals

Q4 2018: 93
Q4 2019: 128

38% growth

(1) On a trailing Twelve month basis.

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Strong and Diversified Revenue Profile

Revenue by Vertical:
- Corporate: 59%
- Healthcare: 29%
- Government: 12%

Revenue by Geography:
- Rest of World: 80%
- North America: 20%

(1) Year ended December 31, 2019
Attractive Customer Economics

Adjusted Gross Margin Percentage\(^1\)

<table>
<thead>
<tr>
<th>Year</th>
<th>Margin Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>70%</td>
</tr>
<tr>
<td>2016</td>
<td>72%</td>
</tr>
<tr>
<td>2017</td>
<td>72%</td>
</tr>
<tr>
<td>2018</td>
<td>71%</td>
</tr>
<tr>
<td>2019</td>
<td>70%</td>
</tr>
</tbody>
</table>

**FIRST YEAR**

$1.00 spent to acquire $1 of recurring revenue\(^2\)

**SUBSEQUENT YEARS**

6\(\text{c}\) spent to retain $1 of recurring revenue\(^2\)

---

\(^1\) See slide 163 for a reconciliation of adjusted gross margin to gross profit, the most comparable metric calculated in accordance with U.S. GAAP.\(^2\) 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 2016, compared to 12 months of contract value for contracts renewed in 2018.
History of Positive Adjusted EBITDA

2016: 0.0%
2017: 0.1%
2018: (1.8)%
2019: 2.8%

(1) See slide 152 for a reconciliation of adjusted EBITDA to net loss, the most comparable metric calculated in accordance with U.S. GAAP.
Investment Summary

Adjusted EBITDA Positive\(^1\)

SaaS Subscription Model

Growing Enterprise Software Suite

$41+ Billion TAM in 2020\(^2\)

36% Revenue CAGR\(^3\)

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

---

\(^1\) Year ended December 31, 2019

\(^2\) Total Addressable Market is based on EVS's ASPs applied to 29,000+ named accounts, including (a) CEM target customers in G2000 and companies with greater than 1,000 employees; (b) U.S. dollar (U.S. dollar) target customers as a % of employees supporting IT; and (c) U.S. dollar target population (targeting countries) based on population and GDP. TAM, which is based on management estimates, is inherently subject to uncertainties and actual events or circumstances may differ materially from management estimates reflected in this presentation.

\(^3\) Compound annual growth rate for the years 2015-2019.

\(^4\) Each of the years ended December 31, 2016-2019.
<table>
<thead>
<tr>
<th>Smillions</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Profit</td>
<td>$38.9</td>
<td>$53.1</td>
<td>$72.8</td>
<td>$100.3</td>
<td>$137.3</td>
</tr>
<tr>
<td>Amortization of acquired intangibles</td>
<td>$2.0</td>
<td>$2.3</td>
<td>$1.6</td>
<td>$1.3</td>
<td>$2.1</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>$0.2</td>
<td>$0.2</td>
<td>$0.6</td>
<td>$2.3</td>
<td>$2.0</td>
</tr>
<tr>
<td>Adjusted Gross Margin</td>
<td>$41.1</td>
<td>$55.6</td>
<td>$75.0</td>
<td>$102.9</td>
<td>$141.4</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>$25.9</td>
<td>$34.8</td>
<td>$47.0</td>
<td>$69.6</td>
<td>$87.7</td>
</tr>
<tr>
<td>non-GAAP Sales &amp; Marketing</td>
<td>$(0.3)</td>
<td>$(0.7)</td>
<td>$(2.4)</td>
<td>$(9.3)</td>
<td>$(10.0)</td>
</tr>
<tr>
<td>Research &amp; Development</td>
<td>$11.5</td>
<td>$14.8</td>
<td>$22.2</td>
<td>$41.3</td>
<td>$50.0</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>$(0.3)</td>
<td>$(0.3)</td>
<td>$(1.5)</td>
<td>$(7.3)</td>
<td>$(7.8)</td>
</tr>
<tr>
<td>non-GAAP Research &amp; Development</td>
<td>$11.2</td>
<td>$14.4</td>
<td>$20.7</td>
<td>$34.2</td>
<td>$42.2</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$12.3</td>
<td>$14.3</td>
<td>$22.9</td>
<td>$31.5</td>
<td>$46.8</td>
</tr>
<tr>
<td>Amortization of acquired intangibles</td>
<td>$(1.1)</td>
<td>$(0.9)</td>
<td>$(2.1)</td>
<td>$(4.7)</td>
<td>$(8.3)</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>$(0.8)</td>
<td>$(1.8)</td>
<td>$(4.8)</td>
<td>$(7.3)</td>
<td>$(13.7)</td>
</tr>
<tr>
<td>non-GAAP General &amp; Administrative</td>
<td>$10.4</td>
<td>$11.5</td>
<td>$16.0</td>
<td>$19.2</td>
<td>$24.8</td>
</tr>
<tr>
<td>Net Income/(Loss)</td>
<td>$(10.8)</td>
<td>$(11.3)</td>
<td>$(19.6)</td>
<td>$(47.5)</td>
<td>$(52.3)</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>$0.5</td>
<td>$0.5</td>
<td>$0.2</td>
<td>$4.5</td>
<td>$3.0</td>
</tr>
<tr>
<td>Tax expense, net</td>
<td>$(0.6)</td>
<td>$-</td>
<td>$-</td>
<td>$0.8</td>
<td>$0.4</td>
</tr>
<tr>
<td>Depreciation &amp; Amortization</td>
<td>$6.0</td>
<td>$7.7</td>
<td>$10.2</td>
<td>$13.7</td>
<td>$19.7</td>
</tr>
<tr>
<td>Loss on extinguishment of debt</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$1.4</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>$1.5</td>
<td>$3.1</td>
<td>$9.3</td>
<td>$25.8</td>
<td>$33.5</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$(3.4)</td>
<td>$-</td>
<td>$0.1</td>
<td>$(2.2)</td>
<td>$5.7</td>
</tr>
</tbody>
</table>
The Everbridge Mission has **Never Been More Important**

**COVID-19 Shield**  
Meeting the Moment

**Enterprise CEM**  
Becoming the Standard

**Next Gen Public Warning**  
Maximum Reach and Effectiveness
Thank You
Everbridge Analyst Day 2020