



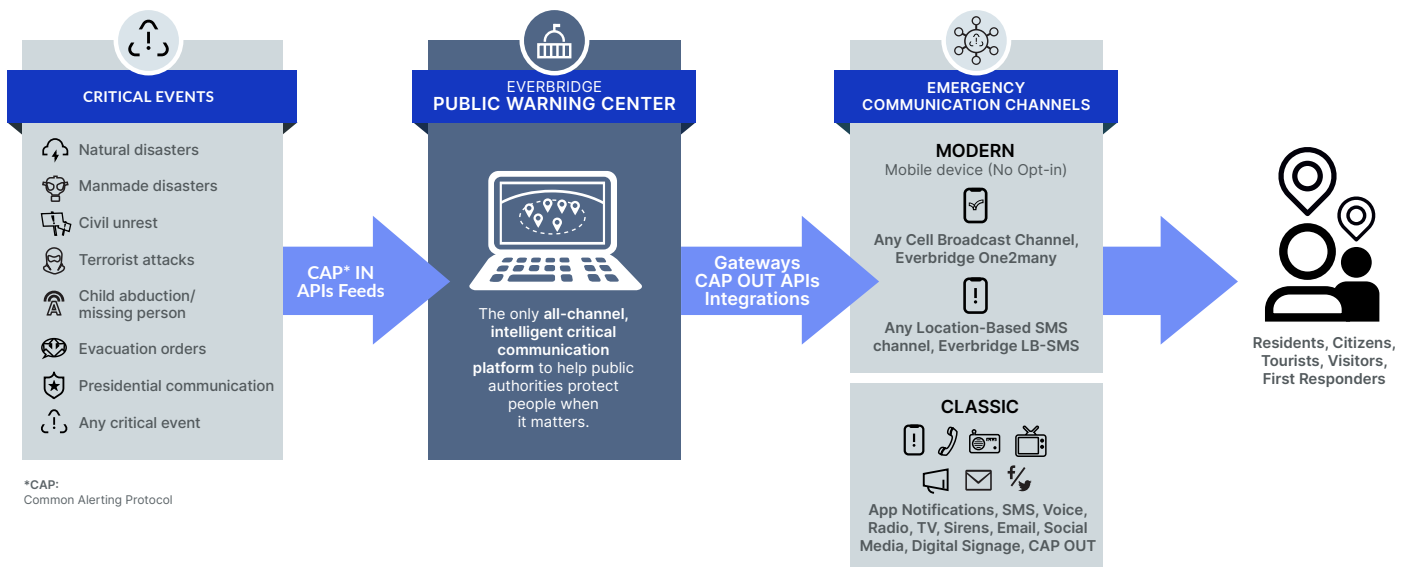
Everbridge Public Warning Center

Protects People Before, During and After Critical Events



Setting the standard for next generation population alerting systems with the only all-channel, intelligent critical communication platform to help public authorities protect people when it matters.

Governments and emergency agencies around the world have a responsibility to keep the public informed before, during, and after a critical event. Public Warning Systems are used to quickly communicate official important information to the public, alerting citizens, residents, and visitors of imminent and developing major emergencies and disasters.



Increasing Risks and Changing Needs Requires 21st Century Population Alerting Technology

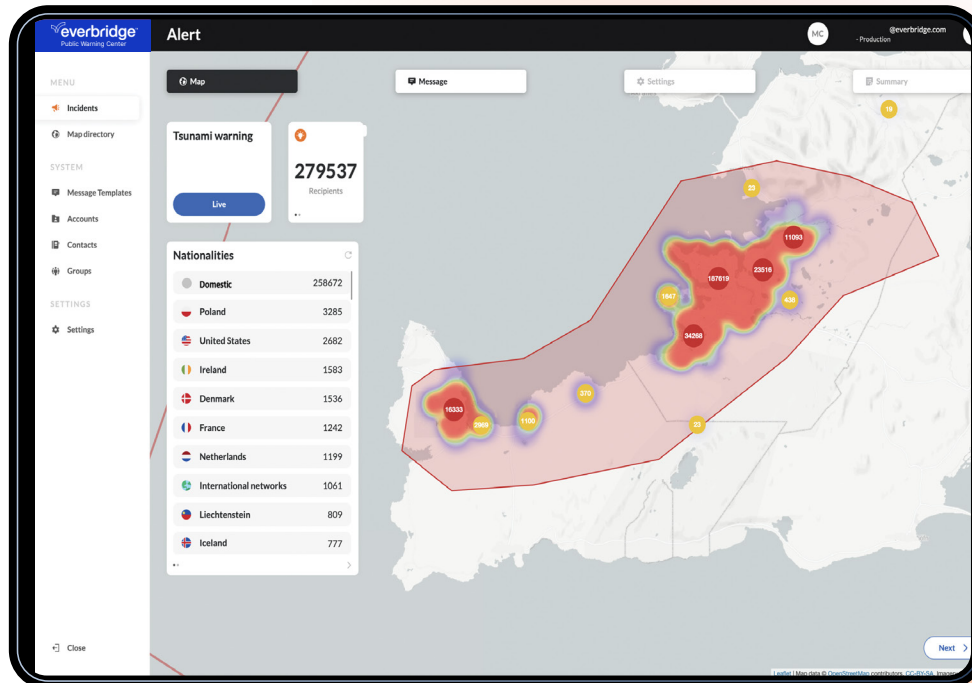
Populations, all over the world, are exposed to increasing natural and man-made disasters:

- Natural disasters such as earthquake, tsunami, flash floods, city floods, sea level rise, marine pollution, tornado, severe storms, hurricanes, typhoon, cyclones, wildfires, volcano eruption
- Complex crises and cascading events, large scale industrial accidents, water shortage/pollution
- Terrorist attacks, civil unrest, special events, active Shooter
- Child abduction/missing person
- Evacuation orders, lock downs and curfews

The Only Unified All-Channel, Intelligent Population Alerting Platform

- For all countries, big or small.
- **Expandable:** from a basic public warning solution to the more sophisticated hybrid and multi-channel setup
- **Scalable:** from notifications to a limited affected area to reaching millions across an entire country in seconds
- **Intelligent:** ingest feeds from detection systems, correlate and provide instant situational awareness

Reach out to everyone via all modalities, including fixed and mobile phones, mobile apps, email, SMS, voice calls, social media posts, sirens, radio, TV, social media, digital signage, and opt-in address based systems.



KEY CAPABILITIES

Gain Visibility Into the Affected Area for Insights Into What's Happening

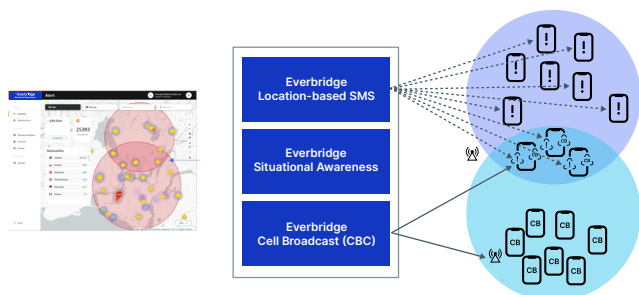
Real-time situational awareness brings intelligence about the numbers and locations of people to shape decision making when seconds matter, without collecting any personally identifiable data.

Smart Hybrid Combines the Best of Mobile Device Alerting

Combined alerting using Cell Broadcast and Location-based SMS ensures maximum population reach and allows for a more differentiated alerting approach depending on the critical event i.e., using Cell Broadcast for a first immediate warning, then Location-Based SMS for followup instructions using two-way communication.

Smart Send for Optimum Delivery

Avoid delays or network congestion. Using real-time monitoring of SMS delivery reports during sending, the solution adapts and can shift from SMS to CB to meet the operational alerting time targets, based on key indicators like population reach %, and maximum sending time.



Smart Location, the time machine from Everbridge

Makes it possible to reach people who:

- have left the affected area already (post evacuation follow-up)
- have visited the area a few hours earlier (witness reach for missing child, biohazard, or chemical leak...)
- visit the area on a regular basis

People's Privacy Protection

The use of Cell Broadcast and Location-Based SMS does not require any opt-in into the system and does not require the download of a mobile app. No PII data information is collected, stored or processed.

Automated Notification on Entering an Incident Zone

Alerts can be kept active for the duration of a critical event and will automatically notify everyone entering the pre-defined incident zone. Examples: evacuation orders, lockdowns, curfews, ...

Notify residents even when they are traveling abroad

Alert citizens when traveling outside of the country as incidents develop in the visited country, as well as events happening in their home country.