



Driving Awareness of Hazardous and Impactful Weather

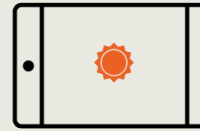
Working Collaboratively with Governments to
Save Lives Globally

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WORKS WITH **MORE THAN HALF
OF THE FORTUNE 500** AND
THOUSANDS MORE



AVAILABLE ON **MORE THAN 1.5
BILLION** MOBILE AND SMART
DEVICES

FEATURED ON **180,000+**
WEBSITES AND **100+** TV
STATIONS

ANSWERS **50+ BILLION**
DATA REQUESTS
EACH DAY

FEATURED ON
800+ RADIO STATIONS
AND **700+** NEWSPAPERS



CABLE NETWORK AVAILABLE IN **24
MILLION** HOMES ON DIRECTV,
VERIZON AND FRONTIER

SAVED **TENS OF THOUSANDS OF
LIVES** ACROSS THE U.S. AND
GLOBALLY

Extreme Weather and Climate Events Globally Continue to Increase

The Top 3 Most Likely and Impactful Global Risks are all Weather-Based



**Extreme Weather
Events**



Natural Disasters



**Failure of Climate-
Change Mitigation &
Adaption**

**Source: The Global Risks Report 2019, 14th Edition,
http://www3.weforum.org/docs/WEF_Global_Risks_Report_2019.pdf*





Global Weather Enterprise Role in Weather Preparedness

- A **continuing need** exists for **advancements** in awareness, preparation, and response to weather by the public.
- At times **misalignment** exists between **weather event risks** and the degree to which **consumers prepare and react**.
- Weather across the globe continues to cause **preventable casualties**.
- Studies show consumers acknowledge their **concerns about dangerous weather** and desire more **safety & preparedness education**.

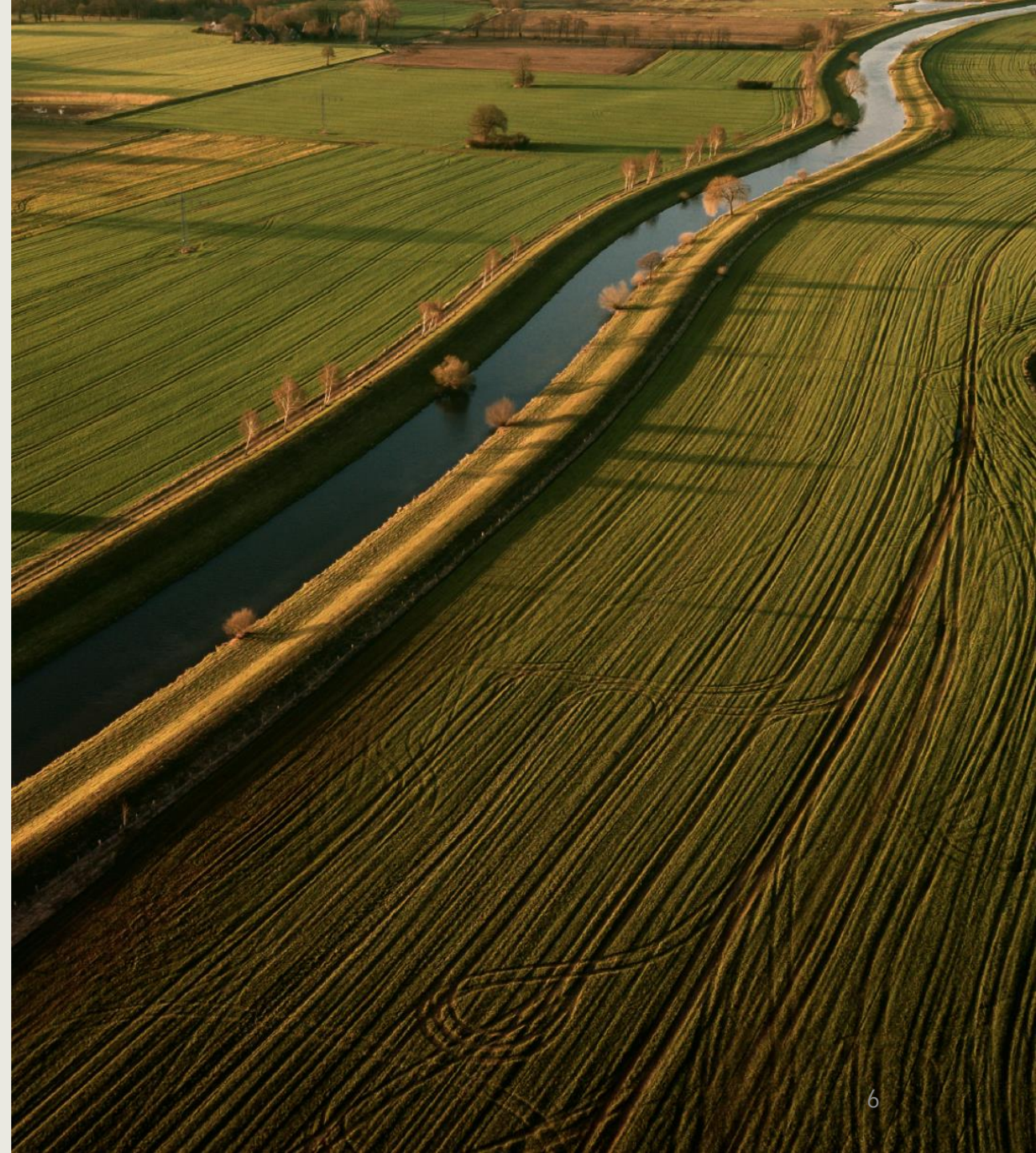




Shared Common Public Service
Mission with NMHS and Governments

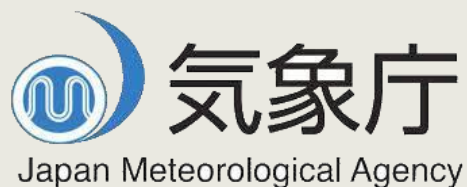
AccuWeather's Mission Starts:

***“To save lives, protect
property, and help people
propose...”***



57 Years of Strategic Partnerships

NATIONAL METEOROLOGICAL AND HYDROLOGICAL SERVICE PARTNERS

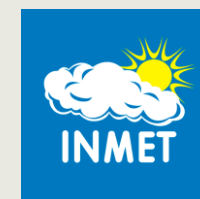


Environment and
Climate Change Canada



Australian Government
Bureau of Meteorology

Deutscher Wetterdienst
Wetter und Klima aus einer Hand



*Represents a sample of AccuWeather's National Meteorological and Hydrological Service partners.



Unique & Mutually Beneficial Partnerships

- AccuWeather is actively working to help make people of all nations "weather-ready" through our partnerships with government NMHS and other agencies
- Through cooperation, we have the opportunity to make a difference in the lives of users by quickly and accurately delivering critical weather and natural disaster warnings!
- Supplements existing warning delivery from NHMS
- Increases Awareness and Brand Recognition for the NMHS



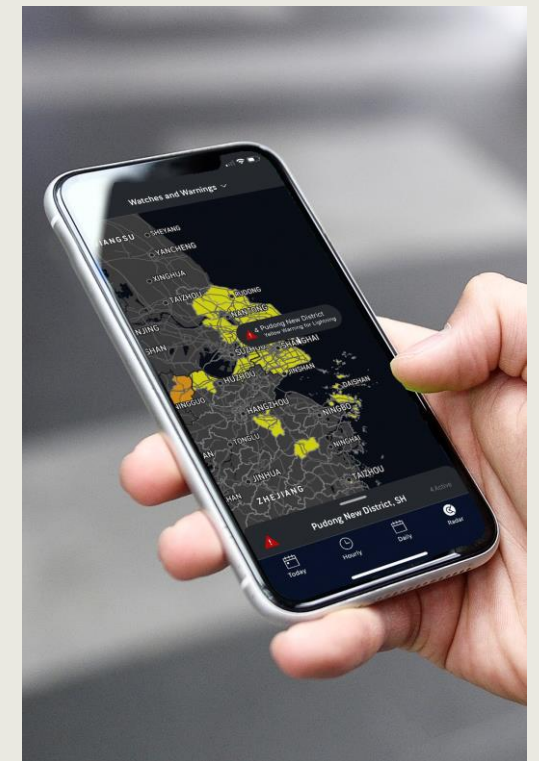
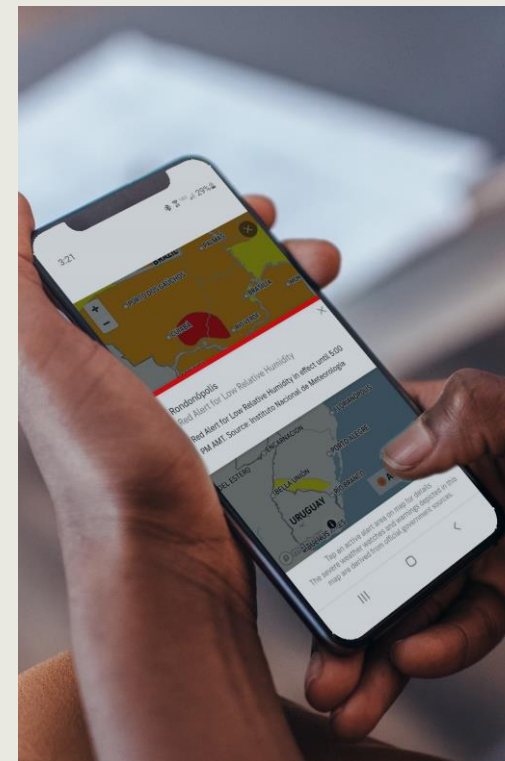


Quickly Delivering Alerts

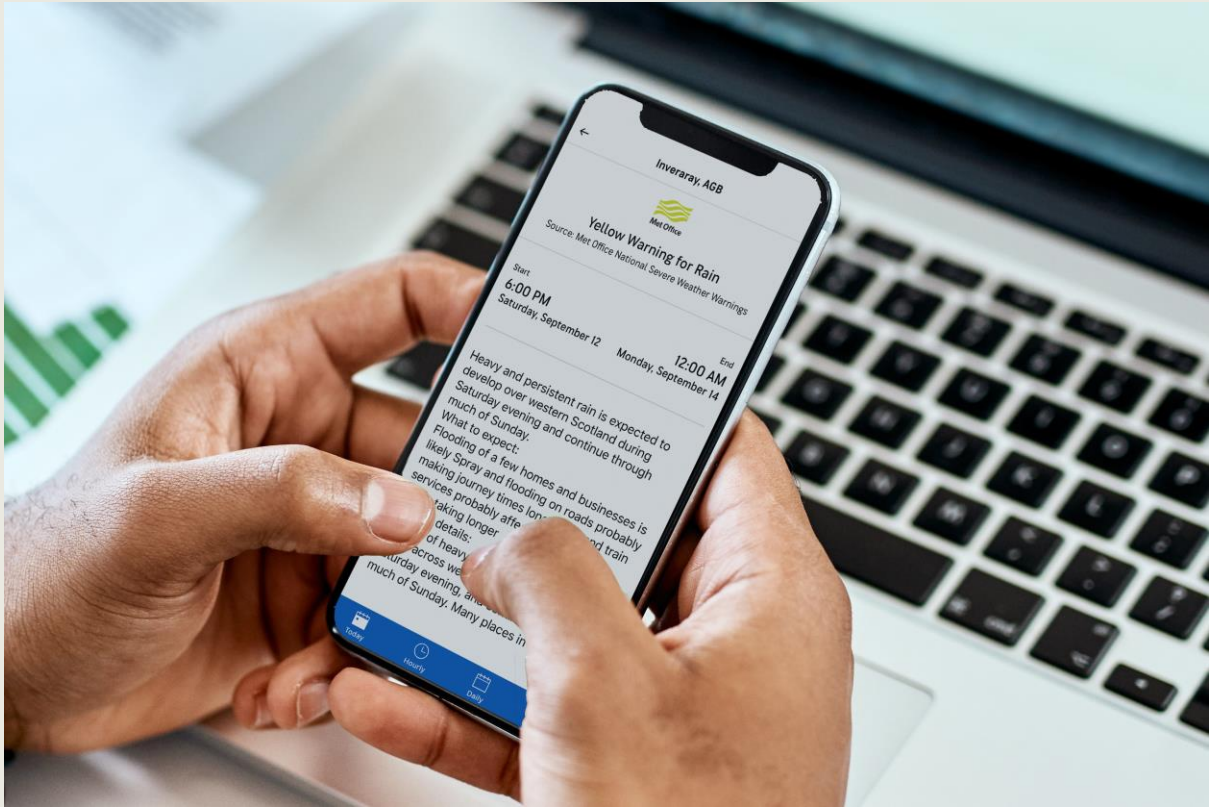
- Over the last two decades, AccuWeather has developed robust and reliable systems to disseminate alerts to citizens globally
- Another layer of safety and distribution – some residents were not aware that their government provided weather warnings until they saw them integrated in AccuWeather's products.
- When the weather matters most, alerts need to reach citizens as quickly as possible. We have shown that in many areas, users of AccuWeather mobile apps receive alerts more quickly than from other methods



Weather Alerts on AccuWeather Properties



Weather Alerts on AccuWeather Properties





Seamless Alert Integration

- Clearly identify **What** is happening
 - Ensures end users are aware of the weather hazard type – snow, ice, coastal flooding, heat warning, thunderstorm, etc.
- Refine **Where** people will be impacted
 - Critical to ensure only the correct users receive the weather warning to prevent “warning fatigue”
- **When** will the users be impacted
 - Include a defined start and end time for each alert
- **How** to get updates for ongoing events
 - Linking messages helps to remove confusion
- Clearly communicate changes

Partnerships are Vital for Success...

Working in partnership, AccuWeather is dedicated to helping governments all over the world reach citizens in new ways

- + Increasingly important as public sector budgets shrink

AccuWeather is committed to delivering warnings accurately, quickly, and reliably to users.

Additionally, we provide through our partnership:

- + Technical expertise related to data formats, input on warning system design
- + Quality control feedback in real-time to identify dissemination challenges



Thank You

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