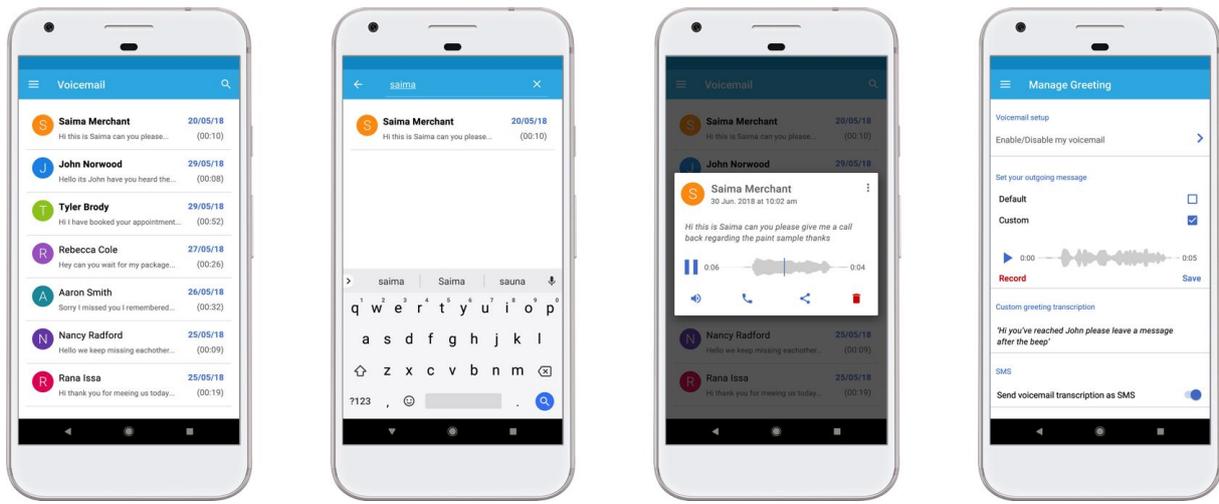


13 September 2018

## Norwood Extends World Voicemail Service to Android Users, Engages with Telcos, and Sees Encouraging Uptake by iOS Users

Advanced Customisable Visual Voicemail Service for Telcos and Consumers Now Available on Both Major Smartphone Platforms



### Highlights

- Norwood's advanced **World Voicemail** service now available for Android smartphones in more than 90 countries, supporting high-quality visual voicemail with embedded transcriptions
- This release completes **World Voicemail's** coverage of both iOS and Android powered smartphones
- **World Voicemail** fundamentally helps Telcos to drive subscriber engagement, while enabling modernisation of their voicemail delivery in their network
- **World Voicemail** supports a number of flexible deployment models, including a Norwood-hosted 'rapid-deployment' Telco solution, through to full core network deployments for major Telco voicemail transformation projects
- Direct consumer downloads of the **World Voicemail** iOS App are displaying encouraging initial take-up and monetisation, providing robust support to Norwood's Telco engagements.

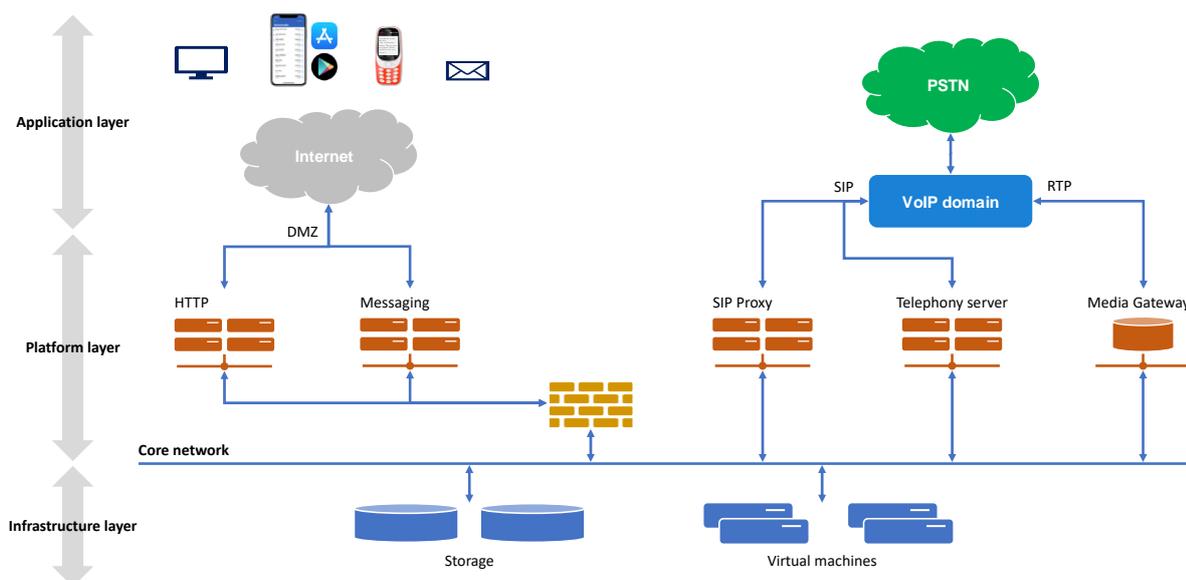
"Virtual Mobile Communications as a Service" pioneer Norwood Systems Ltd ("Norwood" or the "Company") (ASX: NOR) is pleased to announce that **World Voicemail** is now available on the Google Play store for all compatible Android devices.

**World Voicemail** is an advanced visual voicemail platform that enables users to access their voicemails in any order using a user-friendly visual interface, rather than having to dial up and listen to voicemails sequentially as is the norm in traditional voicemail. Norwood's platform automatically transcribes received voicemails enabling far easier review of the messages and supporting free-style text searching of a user's voicemail archive, understood by Norwood to be a world's first.

The **World Voicemail** service provides a more fully featured and flexible visual voicemail service compared to the native visual voicemail features available within both iOS and Android smartphones. **World Voicemail** offers key ways for Telco operators to differentiate their services or drive additional subscriber engagement. Differentiated value-added features delivered by **World Voicemail** include high-quality speaker independent speech-to-text transcription (available in 120 languages and dialects) and the ability to search voicemails by name or keyword.

A further key aspect of the **World Voicemail** architecture is its modular nature, enabling Norwood for example to partner with existing third-party telco core network vendors to bring a complete differentiated solution to market.

## World Voicemail Reference Architecture



### The World Voicemail Platform is Modular, Flexible and Highly Scalable

At a fundamental level, Norwood is positioning the World Voicemail platform as a tool to help Telcos combat commoditisation and to help drive additional subscriber engagement without appearing to spam or interrupt subscribers. When subscribers check their voicemails using **World Voicemail**, Telcos have their customers' attention, offering the opportunity for additional visual engagement with the customer as depicted in the most recent World Voicemail announcement.

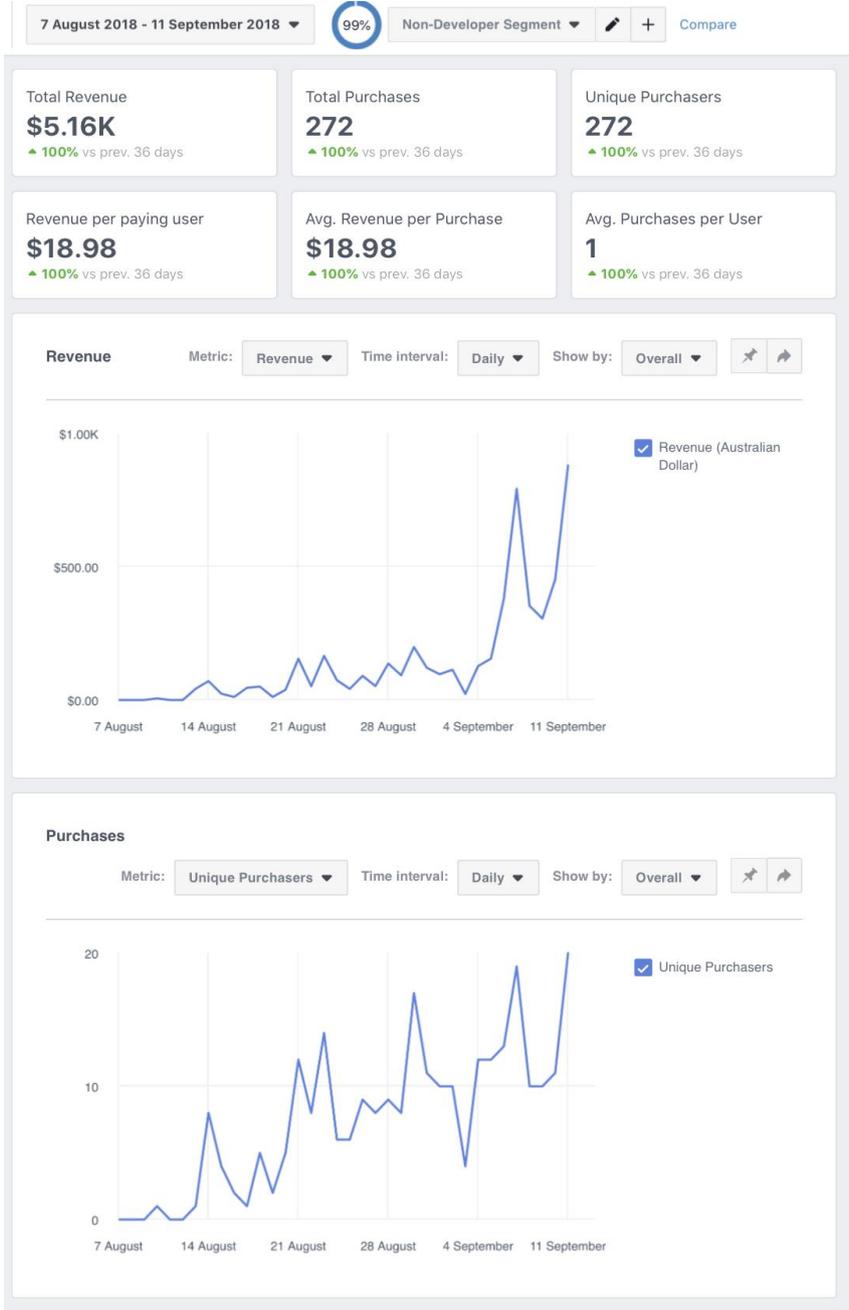
Such engagement visuals are driven by the **World Voicemail** platform's "Engagement Application Programming Interface (API)", which enables the Telcos to interact directly with subscribers in an unobtrusive manner when those subscribers are on the **World Voicemail** screen.

Norwood will release a complementary **World Voicemail Software Development Kit (WVSDK)** in the first half of this new financial year, to enable Telcos also to integrate **World Voicemail** functionality directly into their own customer care App, driving substantial potential additional subscriber engagement with such Apps.

Norwood offers its **World Voicemail** service to individual consumers on the App Stores at A\$5.99 per month on a recurring subscription basis, with pricing for wholesale services to Telcos at a customary volume-discount tiered pricing structure, plus additional per-client fees for white-label customisation services.

Norwood launched **World Voicemail** App for iPhone devices at the end of July 2018 on the Apple App Store, offering paid recurring subscriptions for one, three and twelve-month periods. The Company has been closely monitoring both customer downloads and conversions to paid recurring subscriptions since then.

To date, Norwood has achieved encouraging monetisation and growth rates for the **World Voicemail** iPhone App as described in the Facebook Analytics report on World Voicemail Free Trial sign-ups shown below. Actual realised revenues to Norwood are approximately half of what is shown in the report, taking an observed 50% conversion rate from free trials into paying customers into account, as reported by Apple’s App Store subscription reports.



**Facebook Analytics Report on World Voicemail Monetisation**

This take-up has been driven by limited Apple App Store promotion of **World Voicemail** using low-cost Apple Search Ads in the US, UK and Australia App Stores, with revenue growth coming Norwood’s product team modifying and tweaking sign-up and call-to-action messages within the **World Voicemail** App based on the observed consumer behaviour. Norwood is currently exploring options for expanding this campaign to other geographic markets.

Whilst it is early stages given the recent launch, conservatively assuming no further growth and this trend is maintained, **this could represent a significant additional revenue boost to Norwood’s current average revenue run rate**. Norwood’s marketing and analytics team is currently exploring how to apply the learnings gained from its **World Voicemail** conversion strategies to its other subscription-based products.

Based on the 50% free trial conversion rate seen so far, Norwood is currently seeing a distinctly positive return of up to \$300 - \$400 upfront revenue based on a roughly constant **World Voicemail** Ad spend of approximately \$150 per day using the Apple Search Ad channel since August 19<sup>th</sup>, 2018.

Norwood’s Managing Director, CEO and Founder, Paul Ostergaard, said:

*“Launching **World Voicemail** for Android completes our service coverage of the major smartphone platforms. This also concludes the first phase of vigorous testing we have already had underway with potential Telco customers.*

*“I am personally very pleased with the response to date to **World Voicemail**, both from consumers purchasing from us directly, and from discussions with Telco operators.*

*“**World Voicemail** solves a significant need for both consumers and Telcos – consumers on a carrier without a visual voicemail service can now set themselves up with what we believe is the best visual voicemail service available today.*

*“Telco operators, particularly MVNOs, can deliver a compelling and differentiated voicemail experience for their customers, consistently across Android and iOS devices. More importantly, they can do all this within their own customer App, increasing customer engagement with their service. This is especially important as all Telcos search for offerings that reduce their exposure to becoming a ‘commodity’ product evaluated solely on cost and data inclusions.”*

<ENDS>

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## About Norwood Systems

Norwood Systems Ltd (ASX:NOR) is revolutionizing mobile voice, messaging, data and cyber security services through its pioneering award-winning virtual mobile services platform, Corona<sup>®</sup> and Apps, World Phone<sup>®</sup>, World Message<sup>™</sup>, World Secure<sup>™</sup>, World Wi-Fi<sup>™</sup> and World Voicemail<sup>™</sup>.



### Norwood’s App Portfolio

The Company’s breakthrough offerings deliver Over the Top (OTT) connectivity, knowledge and intelligence services. Norwood’s products and services are targeted at a broad spectrum of prospective customers from individuals through to large enterprises and government agencies.

Norwood has delivered services to more than 6 million customers since launching its platform in mid-2014, servicing people in 200+ countries & territories and 5000+ cities worldwide and has achieved a 4+ App Store rating on all published Apps.

Norwood Systems listed on the ASX in June 2015 and trades with the stock ticker NOR.