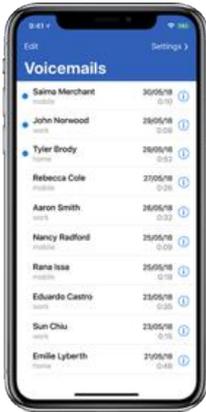


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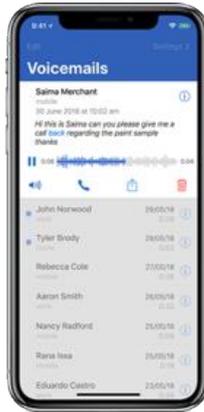
Norwood Launches World Voicemail as “Bolt-on” Visual Voicemail Value-Added Service for Telcos and Consumers

Easy to use



State-of-the-art user experience on both iOS and Android

Personalised



Multi-language voicemail transcription. User interface is localisable into your choice of language. Can also be delivered via SMS or email

Powerful



Revolutionary text-searchable voicemail archive to create user 'stickiness' and reduce churn

Highlights

- Advanced visual voicemail App and its associated cloud service – **World Voicemail** – offered as “bolt-on” value-added service for Telcos (wholesale partnerships) and for direct consumer download (App Store, retail) and use in 90 countries
- Telcos can offer **World Voicemail** functionality either through a white-label version of the **World Voicemail** App or integrated within their current Customer Experience App using a Norwood-supplied Software Development Kit for both Android and iOS
- Telcos can benefit from deployment of **World Voicemail** by:
 - Offering a consistent visual voicemail experience across both iOS and Android devices
 - Offering high-quality transcribed voicemail for both smartphones and “feature phones” delivered by SMS
 - Leveraging customers’ **World Voicemail** feed to create a general ‘voicemail/news/alerts/offers feed’, driving natural, unobtrusive engagement with those customers
 - Reducing churn through additional service stickiness and increasing data / SMS usage
- Consumers can download **World Voicemail** from the App Store and enjoy a spam-free visual voicemail experience – ideal for consumers where their existing mobile network does not offer visual voicemail
- The **World Voicemail** App delivers a unique ability for consumers to search their voicemail archive using simple text queries, with no intrinsic upper storage limit in the App.

“Virtual Mobile Communications as a Service” pioneer Norwood Systems Ltd (“Norwood” or the “Company”) (ASX: NOR) is pleased to announce that the Company has now launched a new service, **World Voicemail**, for deployment by Telcos or direct download by consumers in 90+ countries.

This is the first time Norwood has launched a service that has been designed to complement a consumer’s **existing** mobile cellular service. The Company is offering this service direct to consumers via a download of the

World Voicemail App on the Apple and Google App Stores and is offering a wholesale version of the service targeting Telco operators.

At the retail level, **World Voicemail** is specifically targeting consumers around the world who cannot obtain a visual voicemail service from their existing mobile provider. **Significantly, it can be “bolted on” to any consumer’s existing mobile service without any change to their mobile contract or service provider.**

At the wholesale level, the **World Voicemail** platform enables Telcos or Mobile Virtual Network Operators (MVNOs) who do not yet offer visual voicemail to rapidly deploy a consistent, cross-device platform voicemail solution, delivering the service either via the **World Voicemail** App on iOS and Android smartphones, or via SMS (using state-of-the-art server-based voicemail transcription) to feature phones (i.e. non-smart phones).

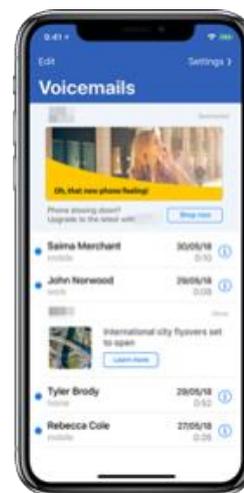
Many mobile operators such as MVNOs, who are often dependent on such services being made available by their host network operator do not yet offer visual voicemail to their customers. Services such as visual voicemail are often regarded as premium services by the parent network operator and not made available to the MVNO wholesale partners. There are more than 1,000 MVNOs currently operating around the world¹, and MVNO adoption is growing faster than the overall mobile market.²

Additionally, Norwood’s **World Voicemail** platform offers operators a unique ability to convert visual voicemail consumer ‘eyeballs’ into engagement opportunities. The Company is making available an Application Programming Interface to enable operators to inject additional information streams into a user’s voicemail feed in an unobtrusive manner.

Offers / Alerts / News – single-message feed



Multi-message feed



or

A variety of news, alert and promotional channels can be combined to **drive customer engagement KPIs**

Norwood is offering **World Voicemail** as a white-label App and cloud service to operators, as well as making its visual voicemail user interface component available to operators via a Software Development Kit. This enables operators to offer the **World Voicemail** service as an integrated element of their own existing Customer Experience App to help drive ongoing customer engagement.

Monetisation: Telco mobile service bolt-ons such as visual voicemail and voicemail transcription typically are offered at a retail price of around A\$5-6 per user per month (e.g. Telstra’s MessageBank Plus service). Norwood will be offering its **World Voicemail** service to individual consumers on the App Stores at A\$5.99 per month on

¹ <https://www.fiercewireless.com/europe/report-number-mvnos-exceeds-1-000-globally>

² <https://www.telstrawholesale.com.au/wholesaleconnect/category/growth-&-innovation/the-growing-mvno-world.html>

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's Managing Director, CEO and Founder, Paul Ostergaard, said:

"We are really excited to bring this wonderful new service to market, as we have elicited rave reviews from our beta testers of this new service. We have also seen considerable evidence online indicating high consumer interest in this type of offering.

"Our market interactions with the Telco market have shown that, of the Telcos who have not yet deployed visual voicemail, a significant number would be interested in doing so if the service were more cost-effective, if it provided for a consistent experience across Android, iOS and feature phone devices and if it provided effective support for migrating existing 'end-of-life' carrier voicemail implementations over to the new platform.

*"We believe our **World Voicemail** service fulfils these requirements superbly. Norwood has been holding discussions with interested Telcos and MVNOs around the world over recent months to assess their potential interest in the service. We have been very encouraged by the initial feedback received from the operators we have contacted to date, and we have now received several requests from operators to trial the service immediately.*

*"Our ability to turn the user's visual voicemail feed into a 'social media-like' news feed, leveraging the natural underlying engagement driver of inbound daily voicemails is being particularly well-received by operators. A key focus of many operators today is how to drive ongoing engagement with their customer base, without being perceived as 'spammy' or intrusive. Our **World Voicemail** platform provides a unique pathway to help operators achieve exactly that kind of engagement.*

"We look forward very much to progressing the existing dialogue that we've started over the past two months with a number of operators, and furthermore to seeing consumers enjoy this great new service first-hand."

<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® and Apps, World Phone®, World Message™, World Secure™, World Wi-Fi™ and World Voicemail™.



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.