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ASX ANNOUNCEMENT

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Norwood Systems Announce Strategic Microsoft Azure OpenAI Service Integration Initiative to Bring Next-Generation Agentic Services to Communication Service Providers (CSPs) Worldwide

Copenhagen, Denmark – 19 June 2024 – **Norwood Systems** (ASX: NOR), a leading innovator in voice communication services, is excited to announce its Strategic Microsoft Azure OpenAI Service Integration Initiative with **Microsoft**. This initiative focuses on leveraging Azure OpenAI Service and Azure Speech Services to bring cutting-edge agentic voice applications to CSPs.

The Strategic Azure OpenAI Service Integration Initiative will focus on the development and deployment of voice communication services by integrating Norwood Systems' advanced conversational and generative AI orchestration technologies with Azure OpenAI Service and Azure Speech Service. Central to this initiative is Norwood Systems' CogVoice™ platform, an end-to-end agentic services platform that provides two key benefits: the necessary media control functions such as agentic call terminations and scalable media forking, along with policy control and provisioning interfaces crucial for operators, and a scalable full-stack agentic services capability that leverages Azure Speech and Azure OpenAI Services to help CSPs rapidly create and deploy advanced AI-driven voice communication solutions.

Examples of services enabled by this integration include advanced customer journey agents, intelligent interactive voice response (IVR) systems, and AI-driven virtual assistants. These services leverage the power of CogVoice to deliver highly responsive, context-aware, and natural conversational experiences, enhancing both customer satisfaction and operational efficiency.

Paul Ostergaard, CEO and Founder of Norwood Systems, commented, "We are thrilled to drive innovation in the voice communication industry with Microsoft. By leveraging Microsoft Azure OpenAI Service and Azure Speech Services, we can deliver unparalleled solutions to our customers, enhancing both efficiency and user satisfaction."

Rick Lievano, Worldwide CTO for Telecoms at Microsoft, said, "We are pleased to support Norwood Systems in this Strategic Azure OpenAI Integration Initiative. By leveraging Microsoft Azure OpenAI Service and Azure Speech Services, Norwood is able to develop advanced AI voice applications that enhance CSPs' services and deliver exceptional customer experiences. This initiative underscores

our commitment to empowering organizations with cutting-edge technologies to drive innovation and transformation in the telecom industry."

The announcement comes during the DTW Ignite TM Forum event in Copenhagen from 18 to 20 June 2024, where both companies will be presenting their latest innovations. Attendees are invited to visit Norwood Systems' presence on the Microsoft stand to learn more about this exciting integration and its potential impact on the industry.

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About Norwood Systems
Norwood Systems (ASX: NOR) is a leading innovator in voice communication services, providing advanced conversational and generative AI technologies to revolutionize global communications. Its solutions enhance user experiences, delivering reliable and cutting-edge voice services to customers worldwide.