

ASX ANNOUNCEMENT

06 September 2017

Norwood Expands Virtual ID Availability and Announces Streamlined Number Porting Service for Australian Consumers and Small Businesses

Highlights

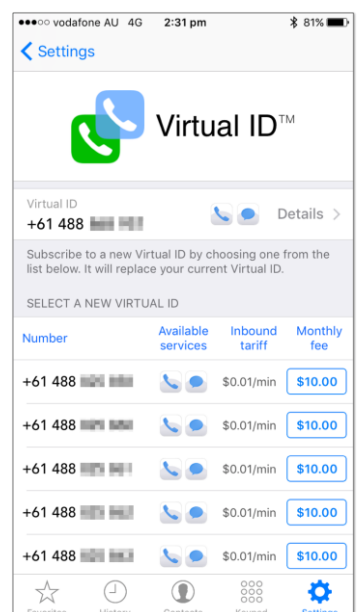
- Norwood has expanded its supply of **Australian Virtual IDs** – now making them available in volume for individual purchase from directly within Norwood’s **World Apps** for the first time
- **Virtual IDs** are ideal for self-employed persons or tradespeople wanting a second phone identity without needing to carry a second mobile handset for work-related calls
- Norwood is now also offering a new **Number Porting Service** to help consumers, tradespeople and other sole proprietor businesses who require a second phone line for their business activities to transfer their existing work mobile phone number easily and simply to a low-cost **Virtual ID** service
- Norwood’s new **Number Porting Service** enables individuals to port their existing mobile service, for example from Telstra or Optus, to a fully virtualised mobile phone service where calls and messages are handled by **World Phone** and **World Message** using a **Virtual ID** mobile number independent of the mobile handset’s native SIM card
- Porting requests can be made via email to “**porting@norwoodsystems.com**”, and will require proof of identity and of ownership of the mobile phone number to be ported
- **Virtual IDs** are now available in volume in Australia, for a **cost-effective AU\$10/month** and can be purchased directly from within Norwood’s **World Apps**

‘Sharing Economy’ telecommunications pioneer Norwood Systems Ltd (Norwood or the Company) (ASX: NOR) is pleased to announce the expansion of its **Virtual ID** service for Australian consumers and small business operators, as well as a launching a new service offering, Norwood’s **Number Porting Service**, to facilitate the porting of existing mobile phone numbers to Norwood’s **Virtual ID** service.

Norwood now has volume availability of Australian **Virtual IDs**, available for direct purchase as a low-cost AU\$10 monthly subscription from within the **World Phone** and **World Message** Apps.

Virtual ID™ is Norwood’s virtual identity offering, which enables individuals and small business operators to run their business mobile numbers from their personal phone device, while simultaneously reducing their monthly phone expenses. Norwood also offers a **Virtual Business ID™** service, delivered through its Corona platform, which enables large organisations to manage virtual fleets of users effortlessly and at low cost. **Virtual IDs** and **Virtual Business IDs** are now available in volume in 19 countries around the world.

Norwood’s **Number Porting Service** is designed to make it easy for consumers and self-employed persons, such as tradespeople and sole proprietor businesses, to migrate their existing mobile service to a low-cost Norwood **Virtual ID** service, thereby eliminating the need for two mobile handsets, historically where users previously needed one for personal use and another for work-related activities.



In-App Australian Virtual ID Inventory in World Phone and World Message

This service is targeted at the 17% of the Australian workforce who are described as “self-employed” in Australian employment statistics, comprising independent contractors and owner managers of very small businesses, implying an addressable Australian market for this service of roughly 2 million persons.¹

Norwood will initially target this segment with focused online ads using Facebook and LinkedIn, an area in which the Company has already developed a considerable internal competency.

Porting requests will initially be supported via email using the “porting@norwoodsystems.com” email address and will eventually be supported directly in-App or via Norwood’s corporate website.

Porting requests using Norwood’s **Number Porting Service** are typically completed within 2 working days, meaning that users can quickly migrate their old mobile phone service across to a new **Virtual ID** service with a minimum of delay. The cost of porting mobile numbers to a **Virtual ID** service is AU\$10 per porting request.

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

*“Our **Virtual Business ID** solution for corporate users revolutionises how large organisations can optimise the costs and management overheads of their mobile fleets, while also eliminating the need for their staff to carry two devices. We are seeing strong demand for this service from the top end of corporate Australia.*

*“With expanded in-App availability of Australian **Virtual IDs**, I am delighted that Norwood can now also offer a simple and practical way for our country’s self-employed workforce, independent contractors and small business operators, to access this compelling and feature-rich service. **Virtual IDs** coupled with our **World Apps** deliver a low-cost completely virtual mobile work identity for self-employed persons, accessible on their existing personal mobile handset.*

*“For just AU\$10 per month per user, Australian self-employed business operators now can subscribe to a **Virtual ID** to set up a second high-quality virtual mobile service phone for business use on their personal handset. This service delivers complete separation of work and personal voice calls, SMS messages and voicemails, all the while benefitting from Norwood’s low-cost voice and messaging rates.*

*“Our new **Number Porting Service** similarly has been designed to radically simplify the migration of our customers’ existing mobile phone numbers onto our **Virtual ID** service. It is now possible for a customer’s favourite and well-known business mobile phone number to be migrated across quickly and seamlessly to work on our **World Phone** and **World Message** Apps.*

“Norwood’s streamlined porting process takes just two working days, subject to proof of identity and mobile number ownership and has a one-off price of only AU\$10 per number to be ported.

*“Such revolutionary and feature-complete solutions are only possible using Norwood’s pioneering **Virtualised Mobile Services** architecture and platforms. Norwood is currently operating close to its ‘peak innovation potential’ and is vigorously and continuously re-thinking conventional approaches to telecommunications to deliver lasting value to our customers and shareholders.”*

<ENDS>

Company: Paul Ostergaard , CEO & Founder Office: +61 8 9200 3500 Web: www.norwoodsystems.com Twitter: @norwoodsystems, @paulostergaard	Investor Relations: Shane Murphy , FTI Consulting Office: +61 8 9485 8888 email: shane.murphy@fticonsulting.com Mobile: +61 420 945 291 Twitter: @ShaneWMurphy
---	---

¹ See for example: <http://www.selfemployedaustralia.com.au/Research/How-Many/independent-contractors-how-many>

Norwood is changing the way we globally connect

At Norwood Systems, we're passionate about revolutionising your telecommunications. To actualise this goal, we have developed amazing platforms that realise the world's largest federated telco network. By connecting your smartphone effortlessly and simply to local networks around the world via our award-winning Apps, you get high quality connections, clear and secure conversations for a fraction of international roaming costs.

About Norwood Systems

Norwood Systems provides voice, messaging and data services to consumers, enterprises and carriers globally, leveraging its' federated telecommunications services network partnerships. Our mission is to deliver disruptive end-user communications apps that streamline and simplify how users around the world can access affordable, high-quality telecommunications services – anywhere, anytime.

Norwood has solutions that service Enterprise, Telco and Partner channels.

Our [Enterprise Solutions](#) deliver powerful, yet simple corporate communications platform to make communications more cost effective, easier to manage, and regulatory compliant. This is all made possible by Corona® Cloud and Corona GTS, with its suite of mobility Apps.

Norwood Systems' innovative [Telco Solution](#) addresses all three categories of telecommunication provider. Major carriers, mobile virtual network operators (MVNOs), and Data-only providers.

Finally, our [Partner Solutions](#) are designed for the forward looking, customer driven Travel and Loyalty partner, providing an easy way to invigorate brand offerings with App based benefits.

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