



2017
iAWARDS

norwood
connect globally, locally™

CEO AGM Presentation

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28 November 2017

200



Businesses of
Tomorrow 2017 WINNER

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Setting the context

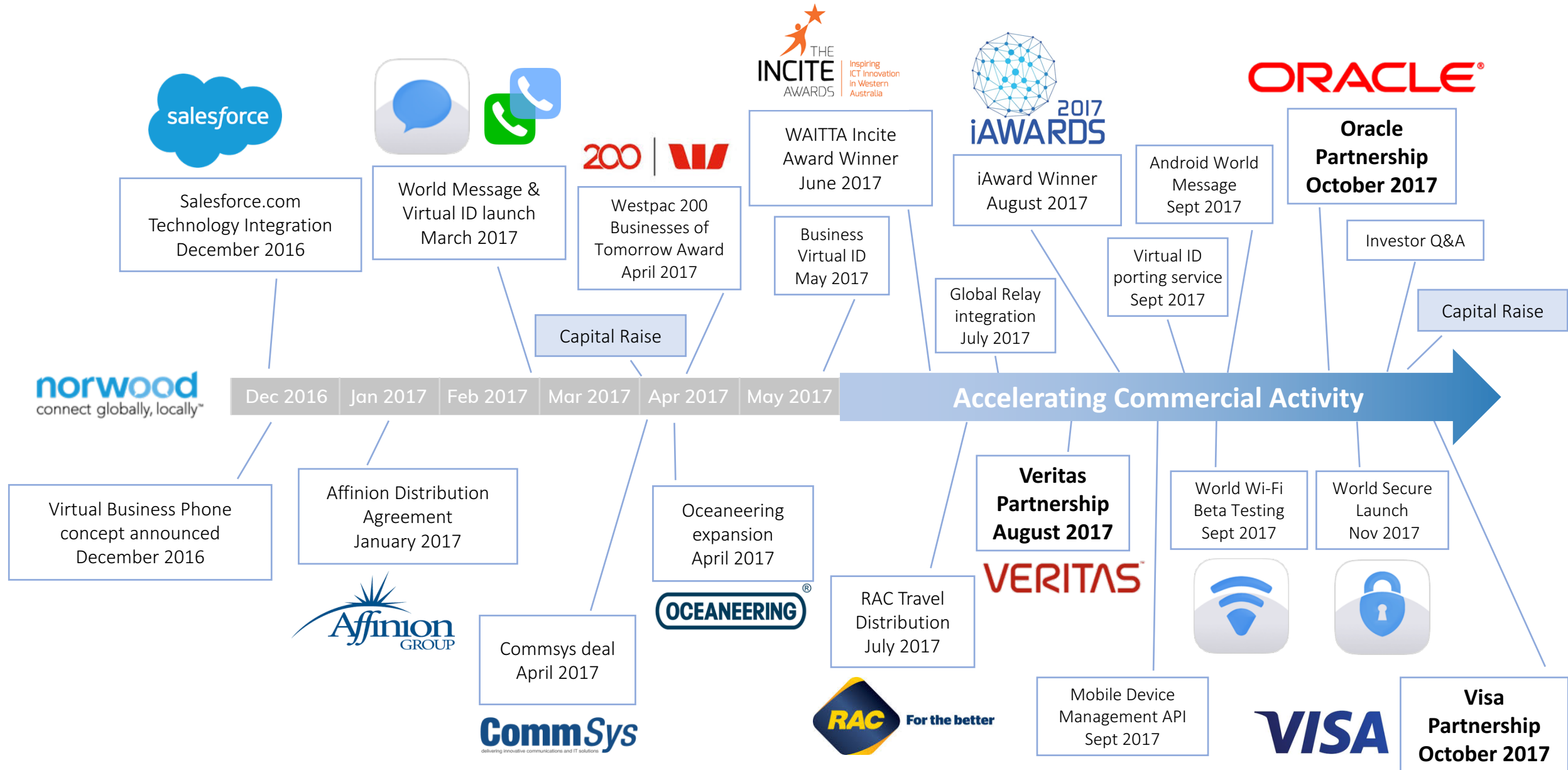
Top Destinations

Country	Mins	Cost
Australia	2	0.06
United States	2	0.03

Top Users

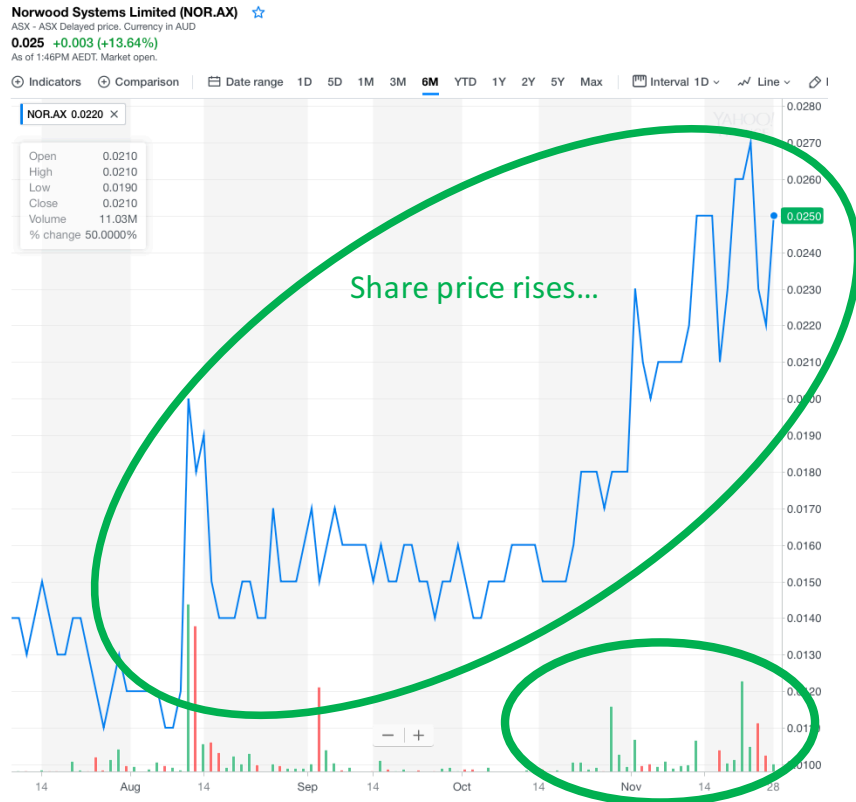
User	Mins	Cost
P McDonagh	1	0.06
S New	1	0.03
M	0	0.00

It has been a busy year...



The market is starting to recognise Norwood...

Recent share price performance



Recently signed partners





Strategy, Pipeline and Product Update

Top Destinations

Country	Visits	Cost
Australia	10	0.06
United States	20	0.03



User

P McDeragh	1	0.03
S New	1	0.03
M	0	0.00

Goal: Deliver sophisticated, engaging mobile services

- ✓ **High quality apps that delight end users**
No learning curve – great user experience
- ✓ **Corporate knowledge and intelligence**
For company-owned and BYOD phones
- ✓ **Covering Voice, Messaging & Data**
All calls and messages + data security
- ✓ **Cloud-based – fast deployment**
Roll-out in hours, not months



Virtual Mobile Services: The basis for our offerings



Mobile Services Virtualisation

- A second **virtual** mobile phone instance delivered on employees' personal mobile handsets
- Voice and messaging Apps that fully mirror the native user experience
- Seamless cloud integration to corporate IS systems, including Sales Cloud, Service Cloud and Vault
- Ensures clean and complete separation of personal and business records
- Now manageable by enterprises directly, supporting scale deployments in large organisations

Evolution of the Corona service stack

Connectivity
corona

Voice



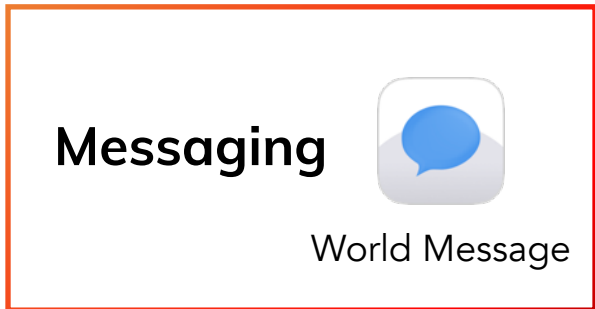
World Phone

Cloud infrastructure providers / partners

Evolution of the Corona service stack



Voice 
World Phone



Messaging 
World Message

Cloud infrastructure providers / partners

Evolution of the Corona service stack

Knowledge



CRM activity logging
– Cell phone calls and SMS



Regulatory archival
– Cell phone calls and SMS

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corona

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World Phone

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World Phone

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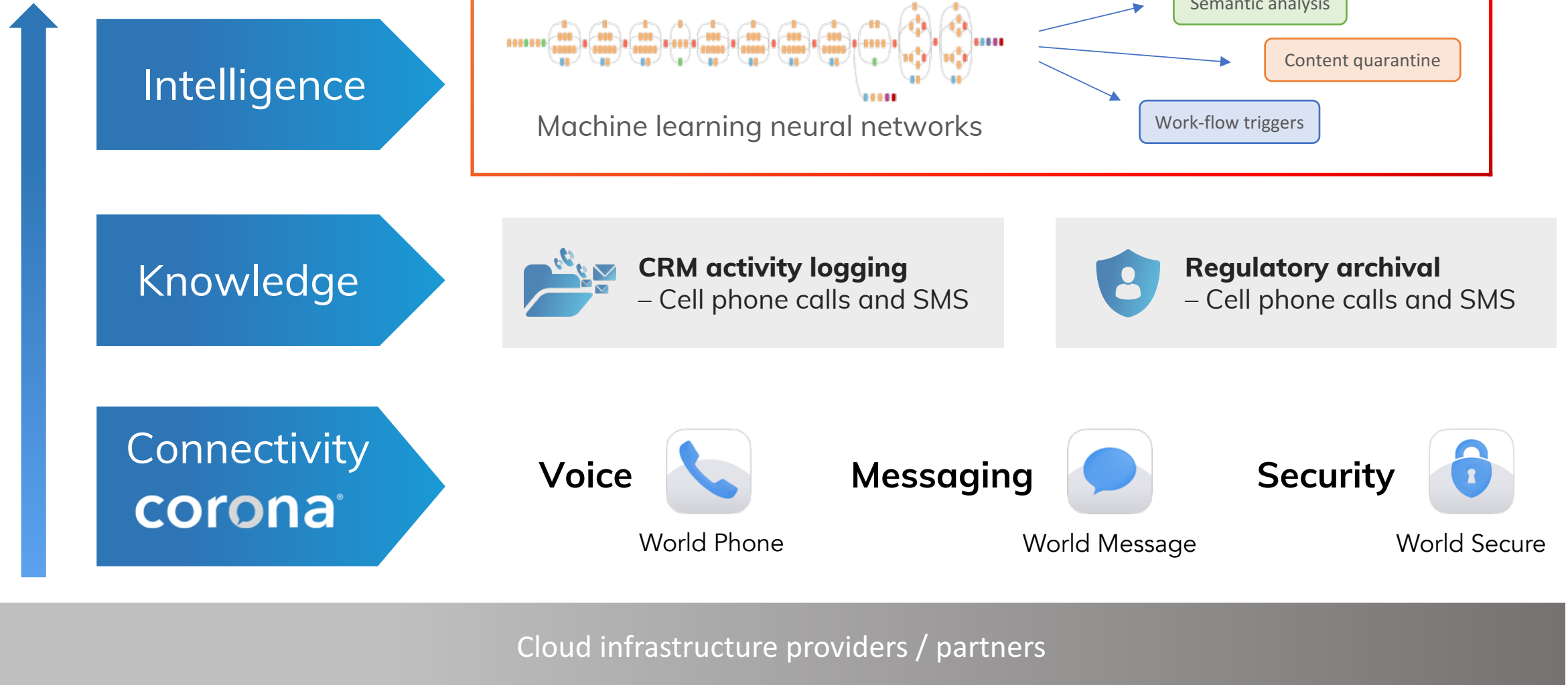
Security



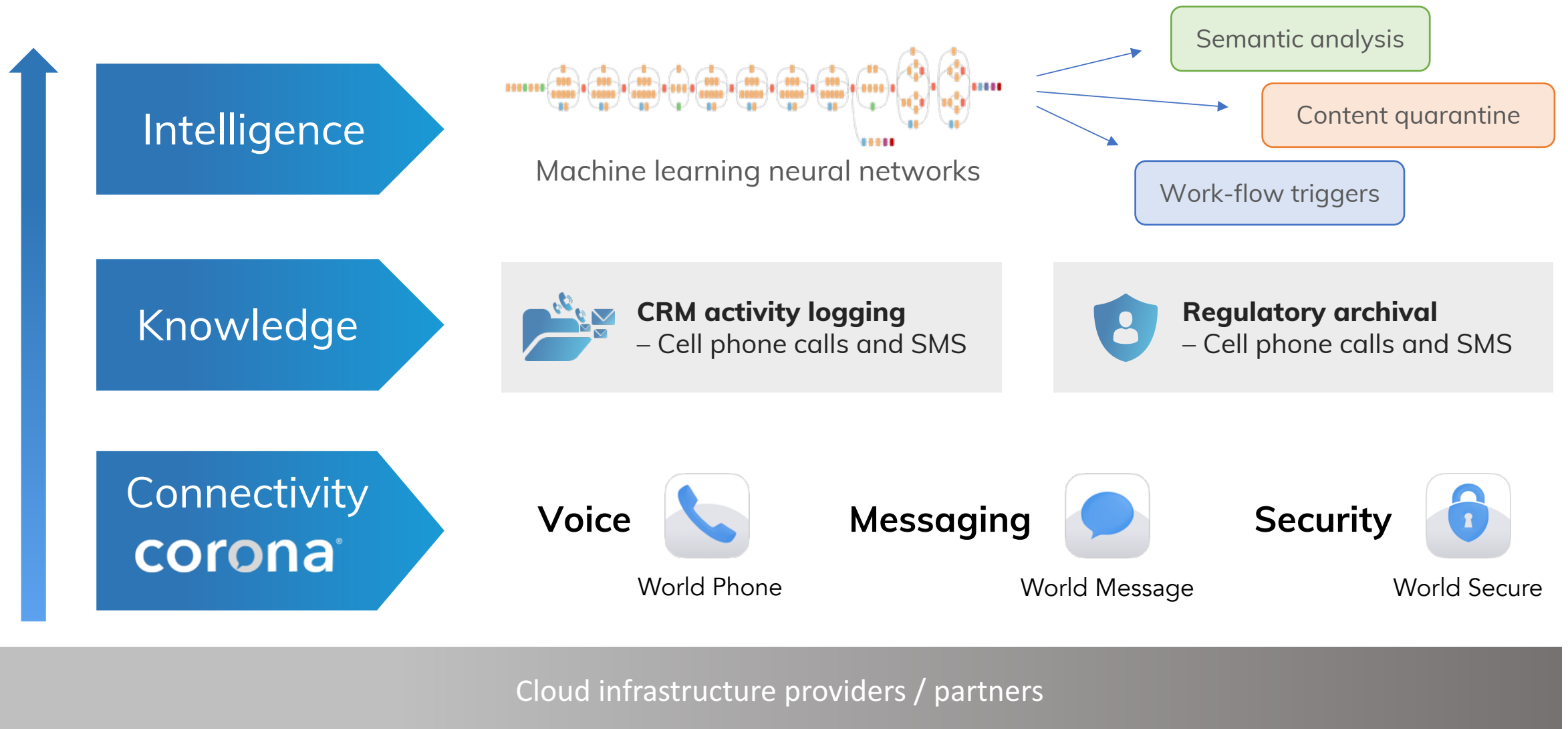
World Secure

Cloud infrastructure providers / partners

Evolution of the Corona service stack



Evolution of the Corona service stack





Compelling Unit Economics

Virtual Mobile Services: Compelling value

It's an obvious value proposition

- Dispense with the cost of issuing cellphones to employees
- Instead provision our voice and messaging Apps that fully mirror the native Apps' user experience
- Get 100% transparency of staff->client smartphones interactions in your CRM
- Deliver on compliance requirements while ensuring clean and complete separation of personal and business records
- But you have to be willing to spend less!

50%+

Lower
Total Cost of Ownership
(TCO)



The background image shows a laptop screen with a dashboard. The dashboard includes a navigation bar with 'corona' and 'norwood' logos, and menu items like 'Dashboard', 'Settings', and 'Log Out'. The main content area features several sections: 'User Activity' with a line chart, 'Location' with a map, 'User Status' with three circular progress indicators for 'Downloaded' (10%), 'Activated' (50%), and 'Online' (20%), 'Traffic Summary' with a bar chart, and 'Top Destinations' and 'Top Users' tables.

App platform update

Top Destinations

Country	Mins	Cost
Australia	2	0.06
United States	2	0.03

Top Users

User	Mins	Cost
P McDonagh	1	0.06
S New	1	0.03
M	0	0.00

App portfolio



World Phone

July 2015



World Message

March 2017



World Wi-Fi

November 2017
(awaiting Apple approval)



World Secure

November 2017
(awaiting Apple approval)

World Wi-Fi

– Our Revolutionary new B2C Benefit



Discoverability

First Augmented Reality Interface for Wi-Fi Search



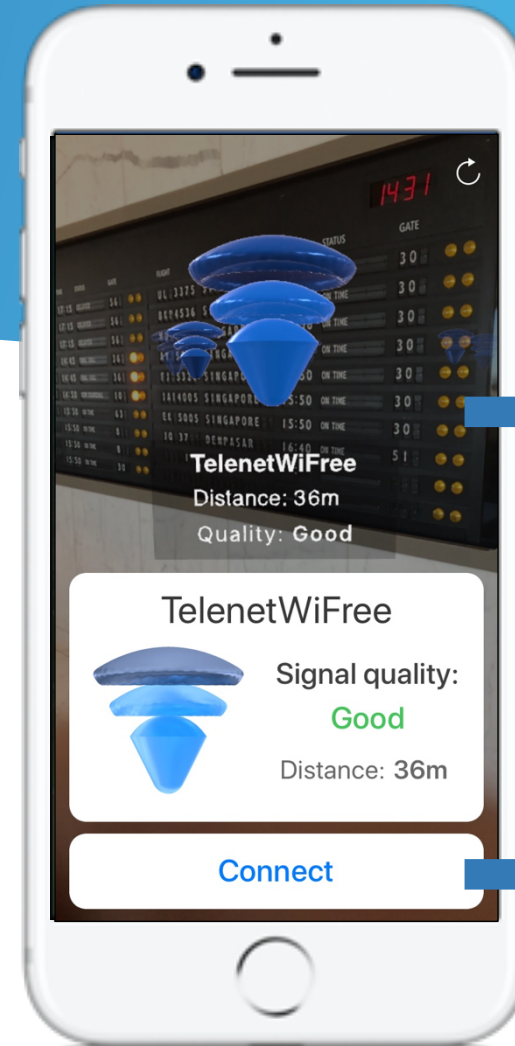
Connectability

Bypass most login screens automatically



Security

Automatic, on-demand secure VPN for every connection



Fun & intuitive
Augmented
Reality interface

Easy '2-click'
connection

World Secure:

- A unique enterprise cyber-security solution

- Automatic VPN protection when accessing insecure Wi-Fi networks
- Enterprise mobility management support to increase the VPN protection level dynamically when cyber-threat conditions change
- Strong customer interest already evident




Our key B2B partners

ORACLE®

SALES CLOUD

VERITAS™
Technology Partner

 **global RELAY®**

 **salesforce** partner

What are we doing with our core World Phone and World Message Apps?

Fully mirrors the native user experience:

- Reproduces the native App experience for voice and messaging – using two parallel Apps for corporate calling and messaging
- Immediate familiarity – no user retraining needed
- Parallel App architecture ensures clean and complete separation of personal and business records
- Seamless cloud integration to corporate IS systems *e.g. Archival Hubs, CRM platforms*

**Existing personal
SIM number:**

**(212) 123-4567
(Native Apps)**



**Corporate-owned
number:**

**(212) 823-4567
(World Apps)**



World Phone 3.0 (sneak peek)

norwood
connect globally, locally™



Significant “under-the-hood” performance and security improvements

Our best ever World Phone User Interface and User Experience

What's new in World Phone 3.0?

✓ High-performance OPUS codec support

State-of-the-art voice encoding, with ability to survive low-quality wireless data connections. In regular conditions it delivers near-CD quality audio, App-to-App

✓ Full media encryption support

Now encrypting call media using high-performance SDES/ZRTP cryptographic standards

✓ Gorgeous, high-performance UI / UX

We've optimised the user interface, delivering far better performance. "Buttery smooth" on iPhone 5s upwards. Uses latest iOS 11 design language

✓ Machine learning ready

Able to record bi-directional call audio on device for post-processing by machine learning AI analytics



(awaiting Apple App Store approval)



Go-to-market approach and pipeline case studies

Build scale through partnerships, work directly on early accounts

- ✓ **Partner with large sales-driven companies**
Ideally those with complementary offerings
- ✓ **Deep integration into 3rd party IT platforms**
To solve real business problems
- ✓ **Focus on areas not served by carriers**
Speed and agility helps to differentiate
- ✓ **Win reference accounts to build trust**
Work in progress – see case studies



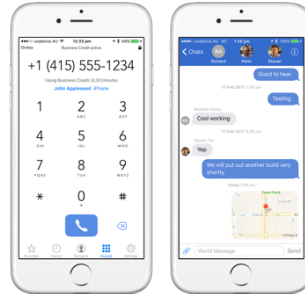
Current Corona Integration Partnerships



World Phone

Virtualised mobile phone

Voice Calling



Virtualised mobile phone

Text Messaging



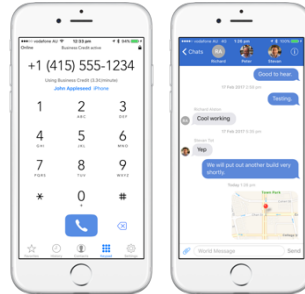
World Message

corona

Current Corona Integration Partnerships



Virtualised mobile phone



Virtualised mobile phone



World Message

corona

CRM



CRM



Compliance



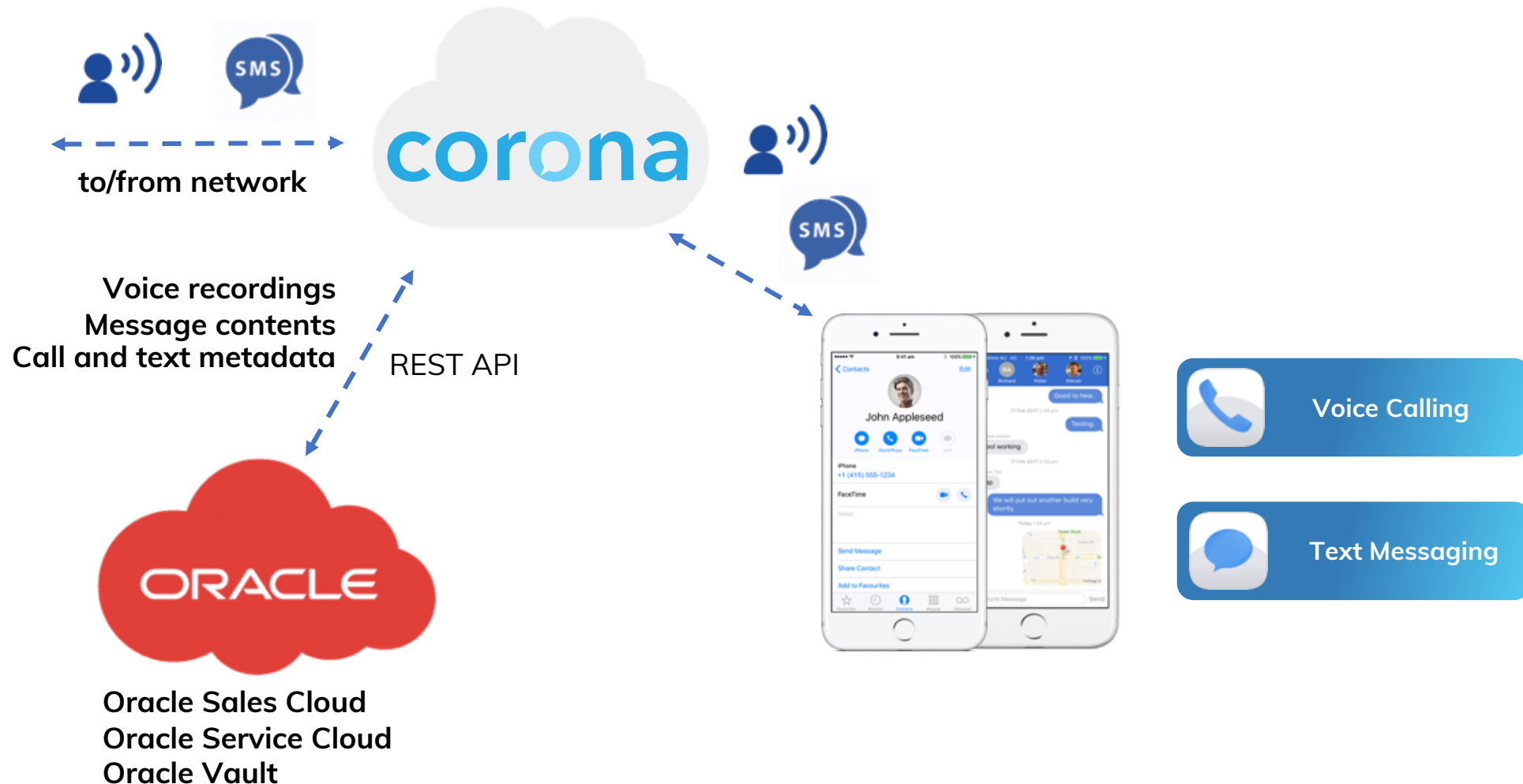
Compliance



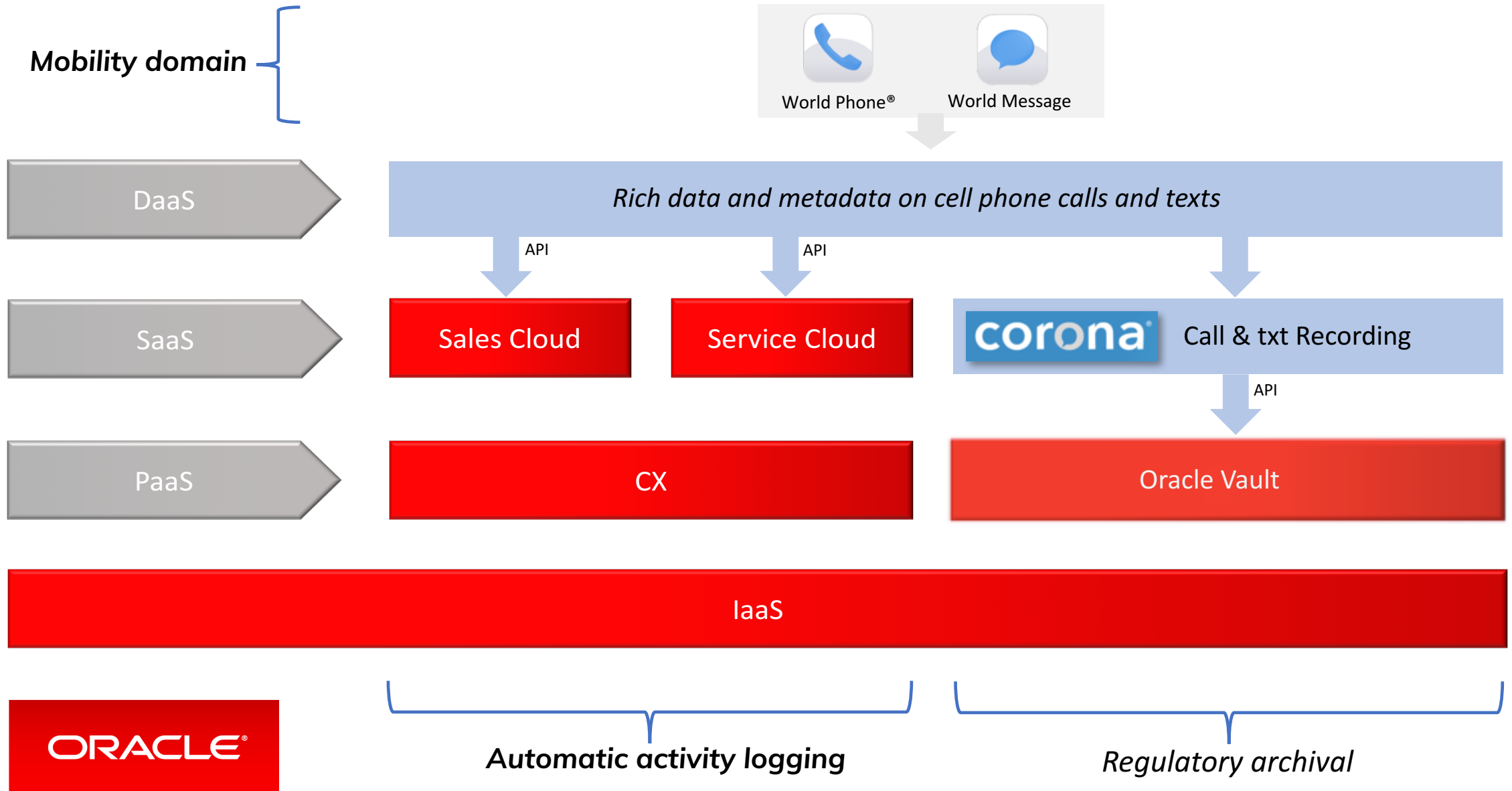
Norwood's Collaboration with Oracle

ORACLE[®]
—
SALES CLOUD + **corona**

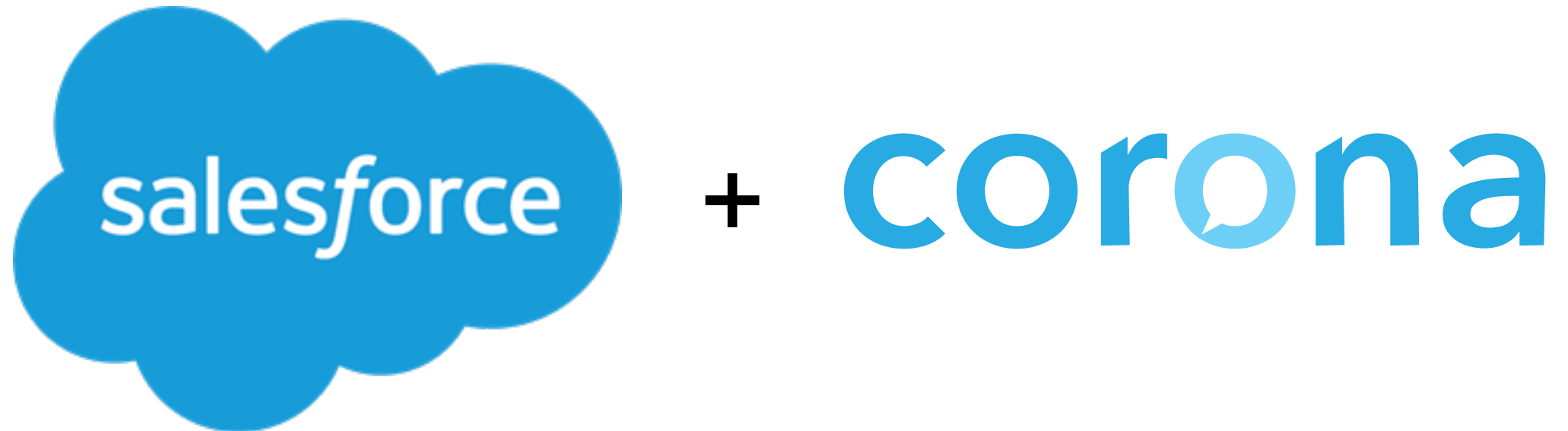
Oracle – Norwood Solution Architecture



How we connect seamlessly into Oracle Cloud



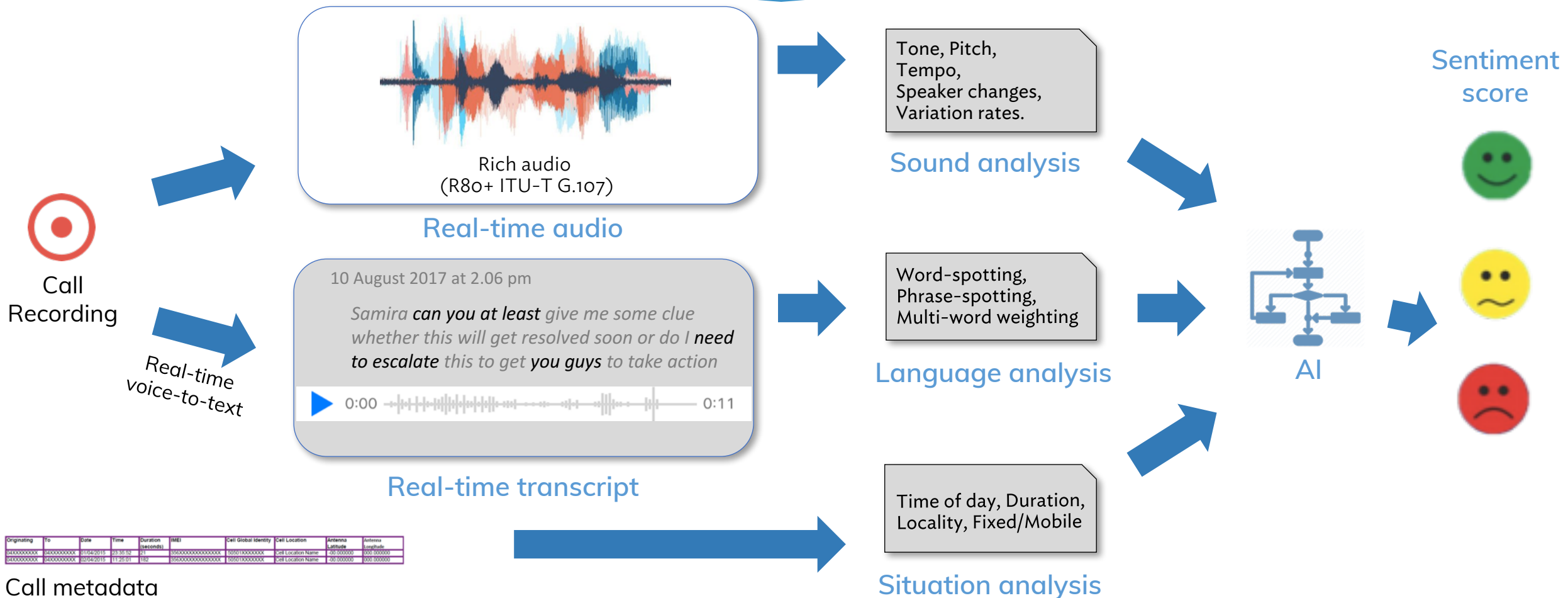
Norwood's Collaboration with Salesforce



The AI journey to generate 'sentiment score'

Future Machine Learning 'sizzle' from mobility data

Rich data to enable the three modes of analysing client interactions.
Empowers archival systems to achieve rich client discovery



Originating	To	Date	Time	Duration (seconds)	IMEI	Cell Global Identity	Cell Location	Antenna Latitude	Antenna Longitude
34XXXXXXXXXX	34XXXXXXXXXX	11/14/2015	23:35:10	24	35XXXXXXXXXXXXXX	10501XXXXXXXXXX	Cell Location Name	001000000	0001000000
34XXXXXXXXXX	34XXXXXXXXXX	03/04/2015	11:25:01	120	35XXXXXXXXXXXXXX	10501XXXXXXXXXX	Cell Location Name	001000000	0001000000

Call metadata

Case Studies

Industry	Drivers	Value	USP
Australian Big Bank	<ol style="list-style-type: none"> 1. Accelerate BYOD strategy 2. Satisfy their global regulatory compliance obligations 3. Capture mobile “data” knowledge into their CRM 4. Capture all data, to Enable future intelligence 	BYOD for the bank, will deliver 48% savings, while delivering rich intelligence	Norwood captures rich mobile client conversation data & intelligence, which their telco can't.
Global Mutual Fund	Rapid MiFID II adherence, delivered in a private cloud	Cost of non-compliance is high	Norwood enables rapid MiFID II archival compliance, in a private cloud deployment
Global Investment Bank	<ol style="list-style-type: none"> 1. Streamline the banks existing BYOD expensing process 2. Enable Mobile control while respecting staff privacy 3. Control the roaming operational costs 	Reduce the multi Million Expensing & Roaming charges, by > 50%	Virtualized Mobile Services, enables BYOD deployments with control & streamlines operational processes.

Case Studies

Industry	Drivers	Value	USP
University	<ol style="list-style-type: none">1. Capture client (student) conversation sentiment meta data into their CRM (in real-time)2. Enable future intelligence & analysis	Enable future rich conversation analysis	Norwood captures rich client conversation meta data & intelligence, which their telco can't.
Business Communications Provider	Provide “audited” communications with advanced client Messaging read & delivery receipts, to improve complex workflow processes.	Provide richer Messaging information, at lower cost than SMS.	Unlike plain SMS's, Norwood's World Message provides Read & Delivery receipts, to enable richer information flows.

Summary

- ✓ Unique B2B high-value Virtualised Mobile Service propositions for the Enterprise
- ✓ Unique B2C offers and scalable relationships through major loyalty aggregators and providers
- ✓ Comprehensive technology portfolio backing up both routes to market
- ✓ Enterprise offering for Norwood is as compelling as it has ever been – strong partner and market interest evident





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norwood
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