

**ASX ANNOUNCEMENT**

3 July 2018

**Norwood's World Wi-Fi selected by Leading Leisure Travel Group**

Highlights:

- Agreement signed with Thomas Cook Money for the purchase of World Wi-Fi subscriptions as part of a paid pilot program.
- World Wi-Fi will be used by Thomas Cook Money as a bundled additional value proposition for potential purchasers of Travel Insurance, as Thomas Cook Money enters the Australian market in 2018.
- Demonstrates potential of World Wi-Fi and other Norwood consumer products as an included or bundled "value added" customer proposition in the travel and loyalty segments.

'Sharing Economy' and 'Communications as a Service' pioneer Norwood Systems Ltd (Norwood or the Company) (ASX: NOR) is pleased to announce it has entered into a live customer pilot trial with Thomas Cook Money Australia Pty Ltd ("Thomas Cook Money") for the bulk sale of World Wi-Fi subscriptions, for the use of Thomas Cook Money customers. Thomas Cook Money is a subsidiary of the Thomas Cook Group, one of the world's leading leisure travel groups.

The success of the customer pilot will be based on customer satisfaction with Norwood's World Wi-Fi product and associated wi-fi access quality. Results will be continuously evaluated until sufficient positive evidence from up to three hundred customers has been obtained. Subject to achieving successful results during the three-month pilot period, Norwood and Thomas Cook Money propose to enter into a Master Service Agreement (MSA) to bundle the purchased World Wi-Fi subscriptions with travel insurance purchases for applicable customers. Thomas Cook Money launched travel insurance into Australia in June 2018 as the first of many innovative digitally led holiday money products. It is understood that the parties will move to a MSA immediately upon sufficient positive pilot results, which may be achieved within a shorter time frame than the total pilot period.

World Wi-Fi allows users to find, connect and have secure access to millions of Wi-Fi hotspots around the globe, with apps available for Android and iPhone. World Wi-Fi features an innovative Augmented Reality interface to help users quickly and intuitively find nearby Wi-Fi hotspots, with a clear map to give users a clear understanding of their local coverage at a glance. Connection to the presented Wi-Fi networks is typically accomplished with only 2 clicks, with an on-demand secure VPN automatically established, using the same technology as Norwood's award-winning World Secure technology.

Mark Tarring, Thomas Cook Money APAC Managing Director said:

*"At Thomas Cook Money we are aiming to transform the world of holiday money. Our return to the Australian market demonstrates the ambition of Thomas Cook Money, and the opportunity we have to leverage the heritage of the Thomas Cook brand to appeal to a new set of customers. Thomas Cook Money is delighted to partner with Norwood to offer our customers the ability to find Wi-Fi hotspots and be cyber-safe when traveling."*

Paul Ostergaard, CEO and Founder of Norwood Systems said:

*"I'm very pleased we have been able to demonstrate the utility, ease of use and simplicity of World Wi-Fi to such a well-respected travel group, and support them in their product launch efforts here in Australia through the provision of World Wi-Fi to their new customers."*

*"Significantly, this again serves as a superb proof of concept for Norwood's products, with a very large and customer focussed leisure travel specialist choosing one of Norwood's core products to provide a competitive advantage and key differentiator for their product. We have previously stated that we see strong potential for World Wi-Fi as a bundled benefit for travel and other loyalty schemes, addressing the \$50 billion global loyalty benefits market."*

*"Australia is a renowned test market and we look forward to a successful launch here proving the benefits of bundling Norwood products for much larger overseas markets."*

### **Potential Revenue Impact**

The initial revenue impact of the paid pilot is immaterial to the Company, however given the substantial size of the Thomas Cook Group, with over £9 billion in sales across 17 source markets, and evident expertise in leisure travel sales, Norwood believes that subject to a successful pilot program there are potential material revenue impacts that may flow from any subsequent agreement with Thomas Cook Money.

Ultimately, the number of bulk World Wi-Fi subscriptions purchased by Thomas Cook Money, for bundling into travel insurance products sold in Australia, will be dependent upon the successful performance of the customer pilot, further agreement, and the number of travel insurance products sold by Thomas Cook Money.

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### **About Thomas Cook Group Plc.**

Thomas Cook Group plc. is one of the world's leading leisure travel groups with sales of £9 billion. Thomas Cook is supported by 22,000 employees and operates from 17 source markets, serving over 20 million customers annually. Thomas Cook Group plc's shares are listed on the London Stock Exchange (TCG).

### **About Thomas Cook Money**

Thomas Cook Group plc launched its new financial services division; Thomas Cook Money Ltd, in November 2017. Thomas Cook Money brings all of Thomas Cook's existing financial services under one roof and has new products to help customers around the world plan, save, borrow and spend, both at home and abroad. These include Lyk, an app-based prepaid travel card and Roam, a flexible travel insurance product. Thomas Cook Money unites a digitally led vision to a long heritage of foreign exchange and travel insurance to deliver a modern customer experience to holiday money.

## **About Norwood Systems**

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

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.