



2017  
iAWARDS

**norwood**  
connect globally, locally™

CEO AGM Presentation

Paul Ostergaard

29 November 2018

200



Businesses of  
Tomorrow 2017 WINNER

# Disclaimer

This presentation has been prepared by Norwood Systems Ltd (the “Company”). It does not purport to contain all the information that a prospective investor may require in connection with any potential investment in the Company. You should not treat the contents of this presentation, or any information provided in connection with it, as financial advice, financial product advice or advice relating to legal, taxation or investment matters.

No representation or warranty (whether express or implied) is made by the Company or any of its officers, advisers, agents or employees as to the accuracy, completeness or reasonableness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this presentation or provided in connection with it, or any omission from this presentation, nor as to the attainability of any estimates, forecasts or projections set out in this presentation.

This presentation is provided expressly on the basis that you will carry out your own independent inquiries into the matters contained in the presentation and make your own independent decisions about the affairs, financial position or prospects of the Company. The Company reserves the right to update, amend or supplement the information at any time in its absolute discretion (without incurring any obligation to do so).

Neither the Company, nor its related bodies corporate, officers, their advisers, agents and employees accept any responsibility or liability to you or to any other person or entity arising out of this presentation including pursuant to the general law (whether for negligence, under statute or otherwise), or under the Australian Securities and Investments Commission Act 2001, Corporations Act 2001, Competition and Consumer Act 2010 or any corresponding provision of any Australian state or territory legislation (or the law of any similar legislation in any other jurisdiction), or similar provision under any applicable law. Any such responsibility or liability is, to the maximum extent permitted by law, expressly disclaimed and excluded.

Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in the Company.

## Future matters

This presentation contains reference to certain intentions, expectations, future plans, strategy and prospects of the Company.

Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation or warranty, express or implied, is made by the Company, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved.

Given the risks and uncertainties that may cause the Company’s actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

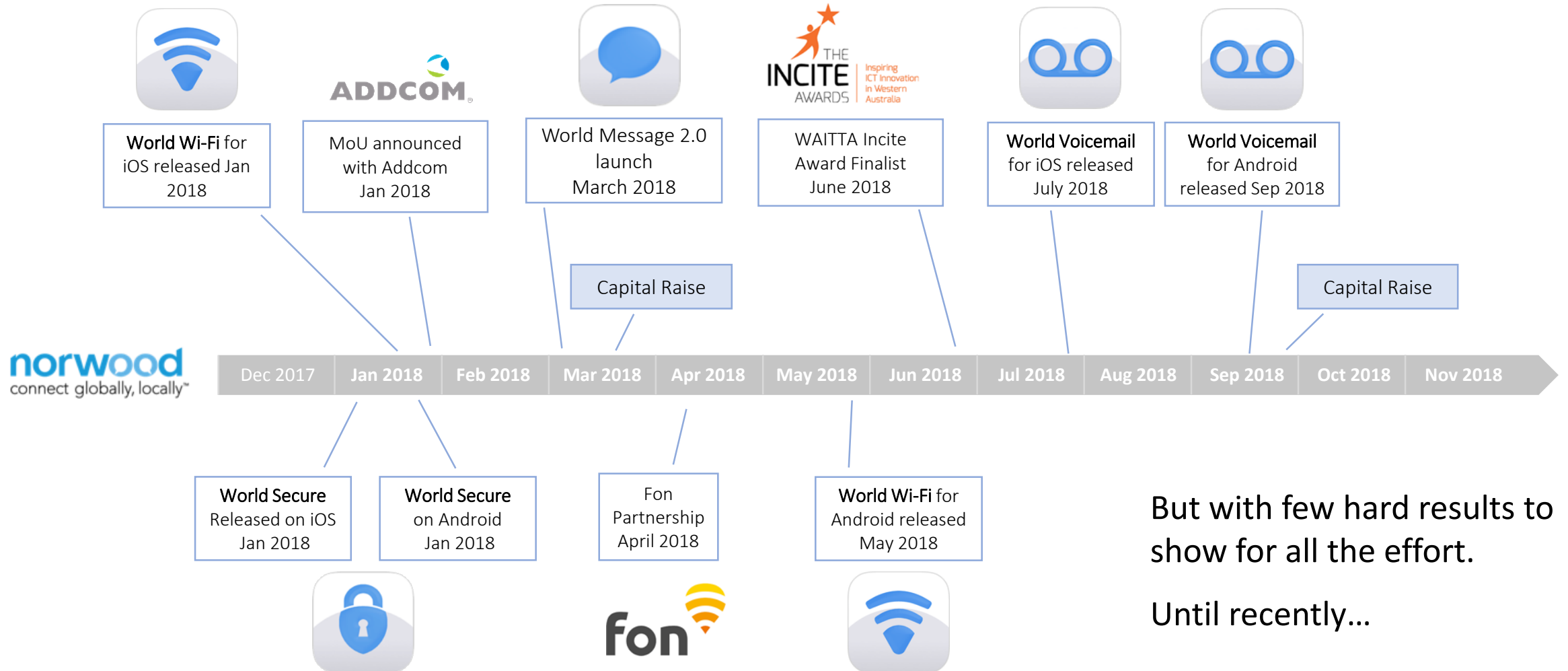
## US Disclosure

This document does not constitute any part of any offer to sell, or the solicitation of an offer to buy, any securities in the United States or to, or for the account or benefit of any “US person” as defined in Regulation S under the US Securities Act of 1933 (“Securities Act”). The Company’s shares have not been, and will not be, registered under the Securities Act or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States or to any US person without being so registered or pursuant to an exemption from registration including an exemption for qualified institutional buyers.

It's been a challenging year...

# It has been a challenging year...

Lots of product releases and partnering updates...



But with few hard results to show for all the effort.

Until recently...



# Strategy, Pipeline and Product Update

# High-level Goal: Deliver sophisticated, engaging mobile services

- ✓ **High quality apps that delight end users**

No learning curve – great user experience

- ✓ **Corporate knowledge and intelligence**

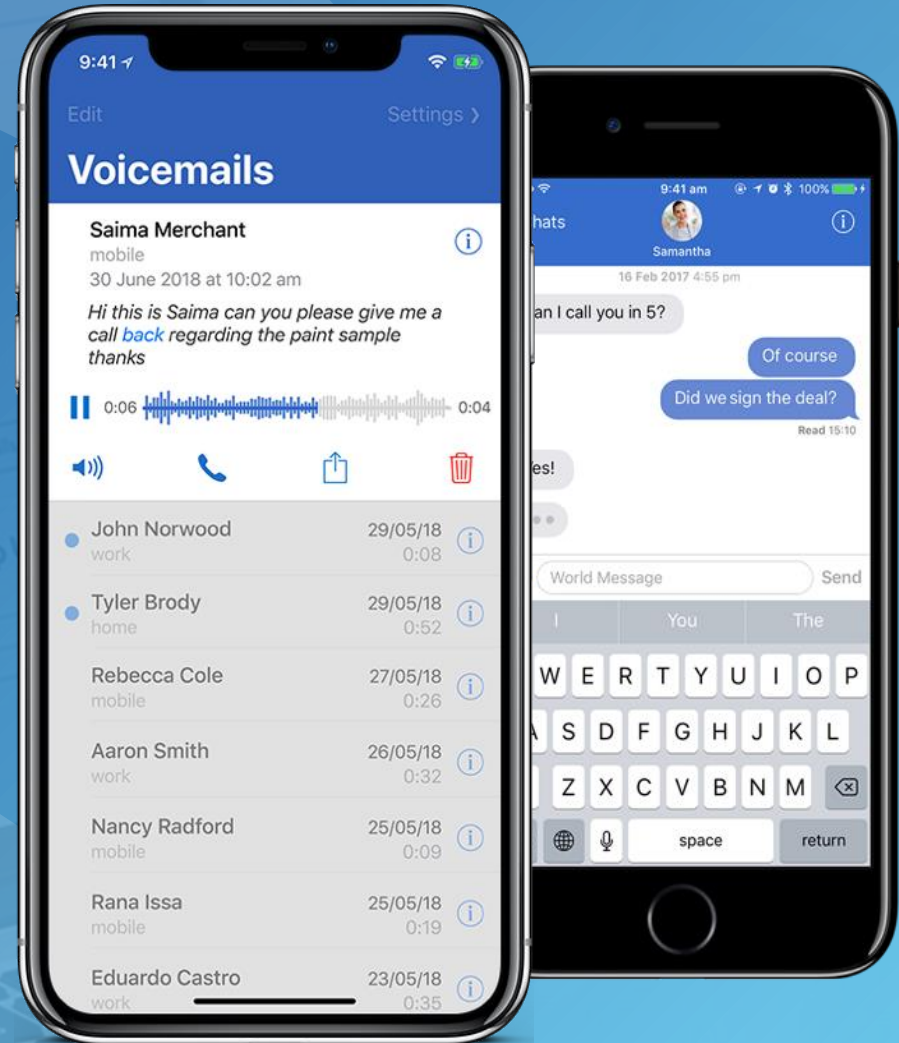
For company-owned and BYOD phones

- ✓ **Covering Voice, Messaging & Data**

All calls and messages + data security

- ✓ **Cloud-based – fast deployment**

Roll-out in hours, not months



# Strategy:

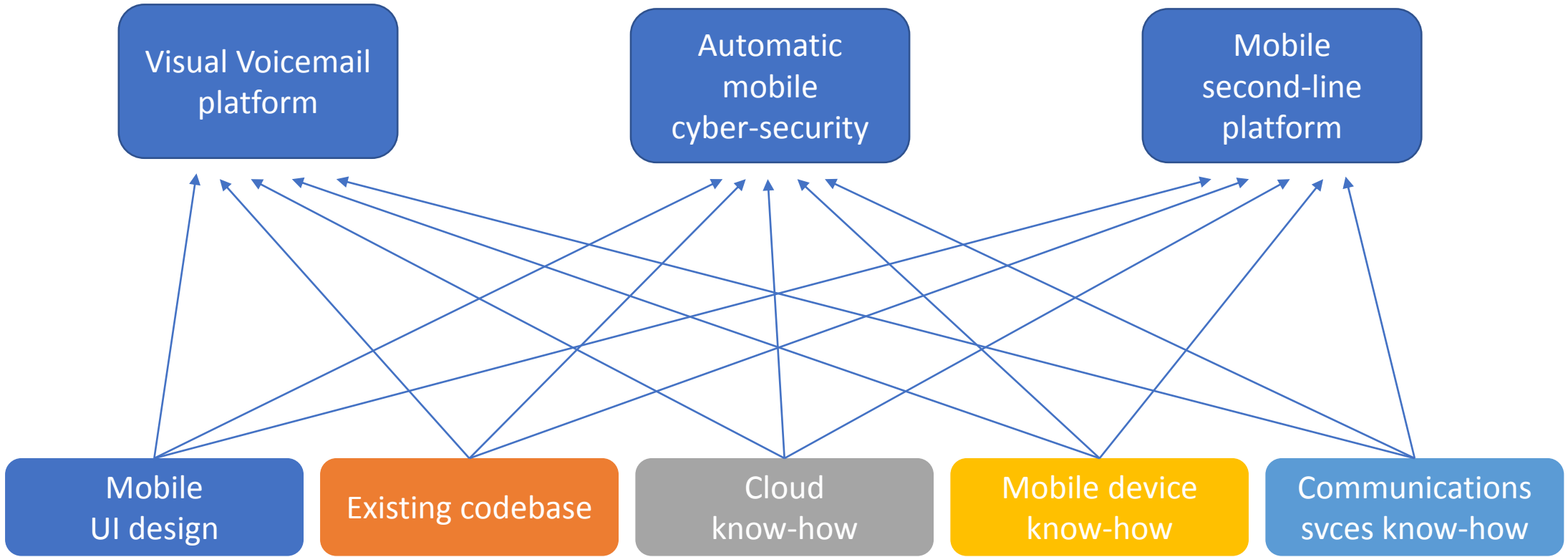
## Leveraging our current resources & competencies



Norwood has 5 core Resources / Competencies it is using to drive competitive advantage in its chosen markets:

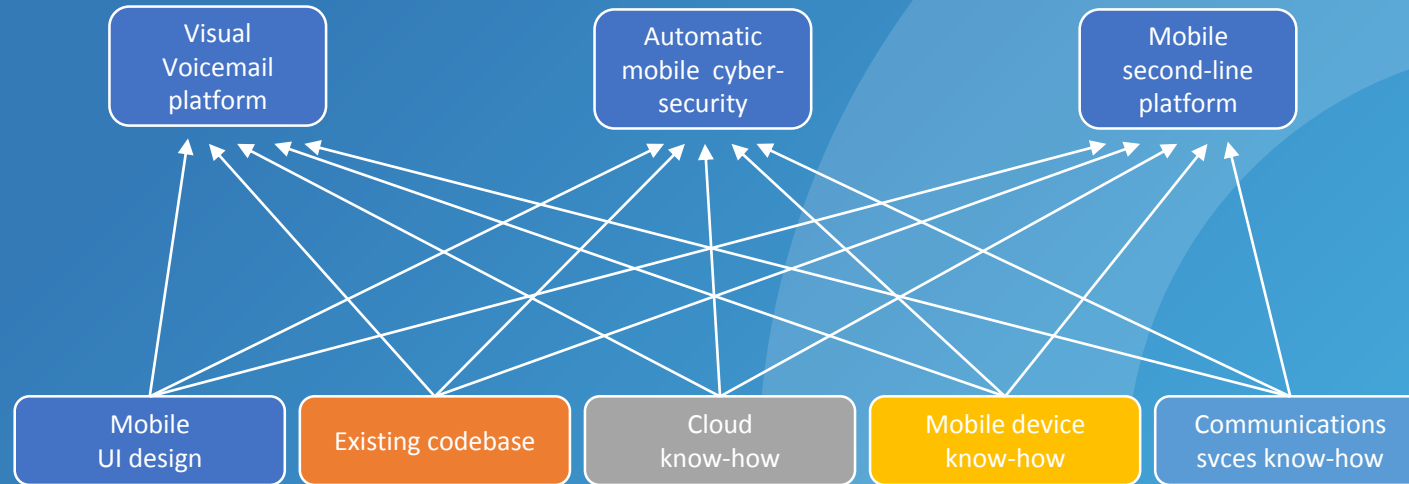
1. **Comprehensive communications software codebase**, spanning Cloud, iOS and Android platforms – covering voice calling, messaging and data networking capabilities
2. **Cloud telecoms platform “know-how”** (Amazon, Digital Ocean, Oracle)
3. **Mobile software platform low-level “know-how”** (iOS and Android)
4. **High quality user interface design** (iOS, Android and Cloud)
5. **Communications Service Platform System Design** (platform-wide)

# Our resource mix has enabled the business to develop multiple differentiated service offerings





# Why multiple service offerings?



Until we see ‘product –market fit’ emerge robustly in at least one segment, the company could be exposed from a future viability perspective.

**Multiple offerings** increase the likelihood that the company will achieve ‘product-market fit’ in at least one segment, to **reduce the risk profile of the company.**

# Service offering examples

Available as potential white-label offers, delivered on both iOS and Android



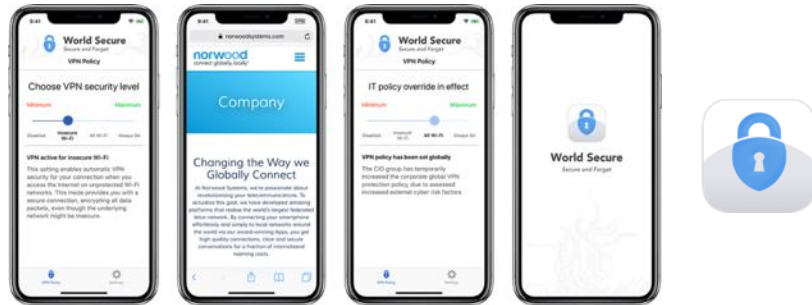
## 1. “Second-line” OTT service

Fully-featured virtual line service for voice and messaging – help your clients separate personal and business calls



## 2. Automatic public Wi-Fi cyber-defence

Unique product – automatic activates cyber protection whenever your clients access open, public Wi-Fi networks



## 3. High-quality secure Wi-Fi finder

Beautiful and easy-to-use App to help your clients connect securely to public Wi-Fi around the world





Have we found  
product-market fit yet?

The background image shows a laptop screen with a dashboard. The dashboard includes a 'corona' logo, a navigation bar with 'Dashboard', 'Settings', and 'Log Out', and a user profile for 'norwood'. The main content area features several sections: 'User Activity' with a bar chart, 'Location' with a map, 'User Status' with three circular progress indicators (10%, 30%, 20%), 'Traffic Summary' with a bar chart, and 'Top Destinations' with a table. The table has columns for 'Country', 'Visits', and 'Cost'. The visible data in the table is as follows:

| Country       | Visits | Cost |
|---------------|--------|------|
| Australia     | 2      | 0.06 |
| United States | 1      | 0.03 |

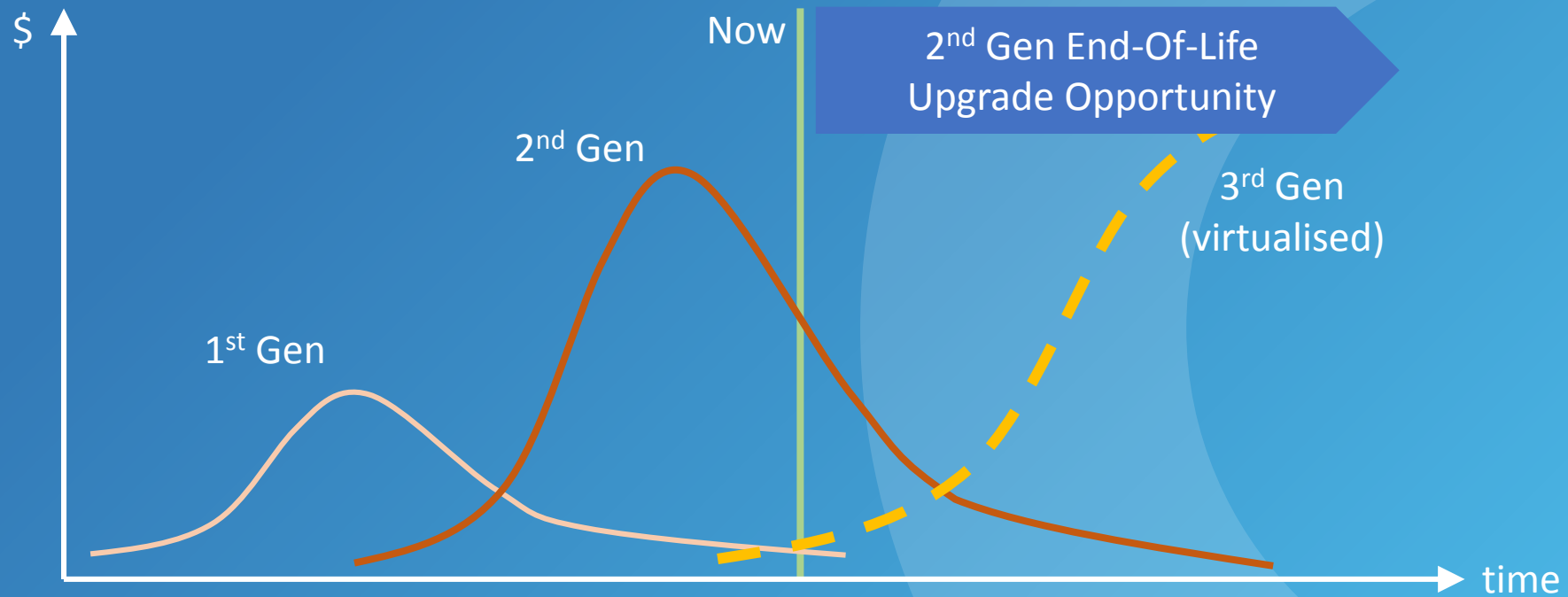
Other visible data includes a 'User' table with columns for 'User', 'Visits', and 'Cost':

| User       | Visits | Cost |
|------------|--------|------|
| P McDeragh | 1      | 0.03 |
| S New      | 1      | 0.03 |
| M          | 8      | 0.00 |

# Opportunity for traction:



## The Telco Voicemail Market



Telcos are in the process of upgrading all their core-network platforms to use virtualisation – this impacts their voicemail systems as well



**World Voicemail  
as a telco platform**

The background image shows a laptop screen with a dashboard for 'corona'. The dashboard includes sections for 'User Activity', 'Location', 'User Status', 'Traffic Summary', and 'Top Destinations'. The 'Top Destinations' table lists countries and their associated costs.

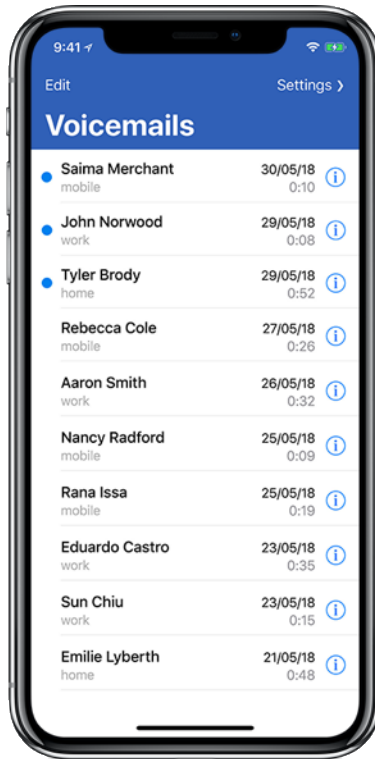
| Country       | Mins | Cost |
|---------------|------|------|
| Australia     | 2    | 0.06 |
| United States | 2    | 0.03 |

# World Voicemail

Rethinking how voicemail can drive telco subscriber engagement

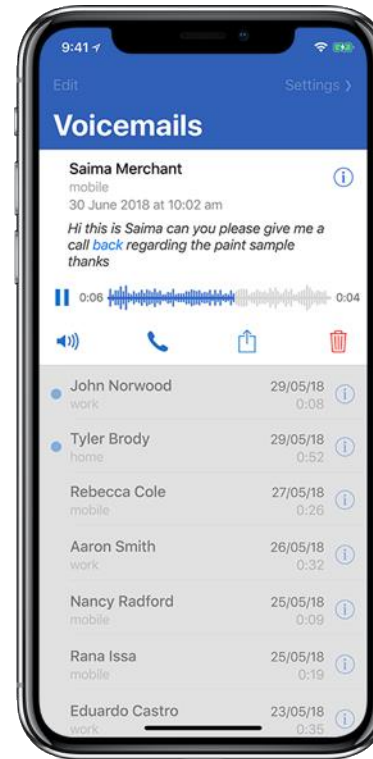


## Easy to use



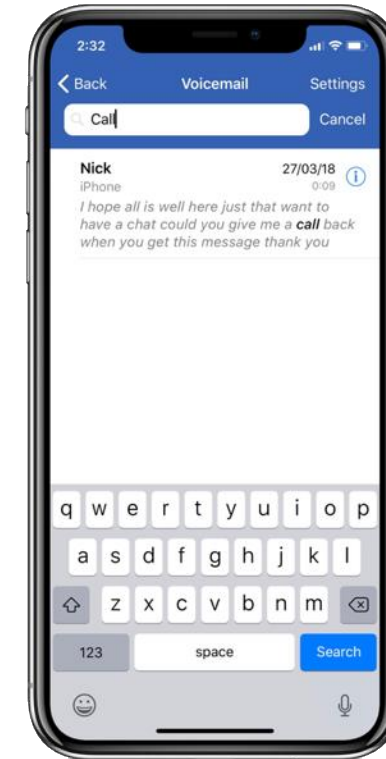
State-of-the-art user experience on both iOS and Android

## Personalised



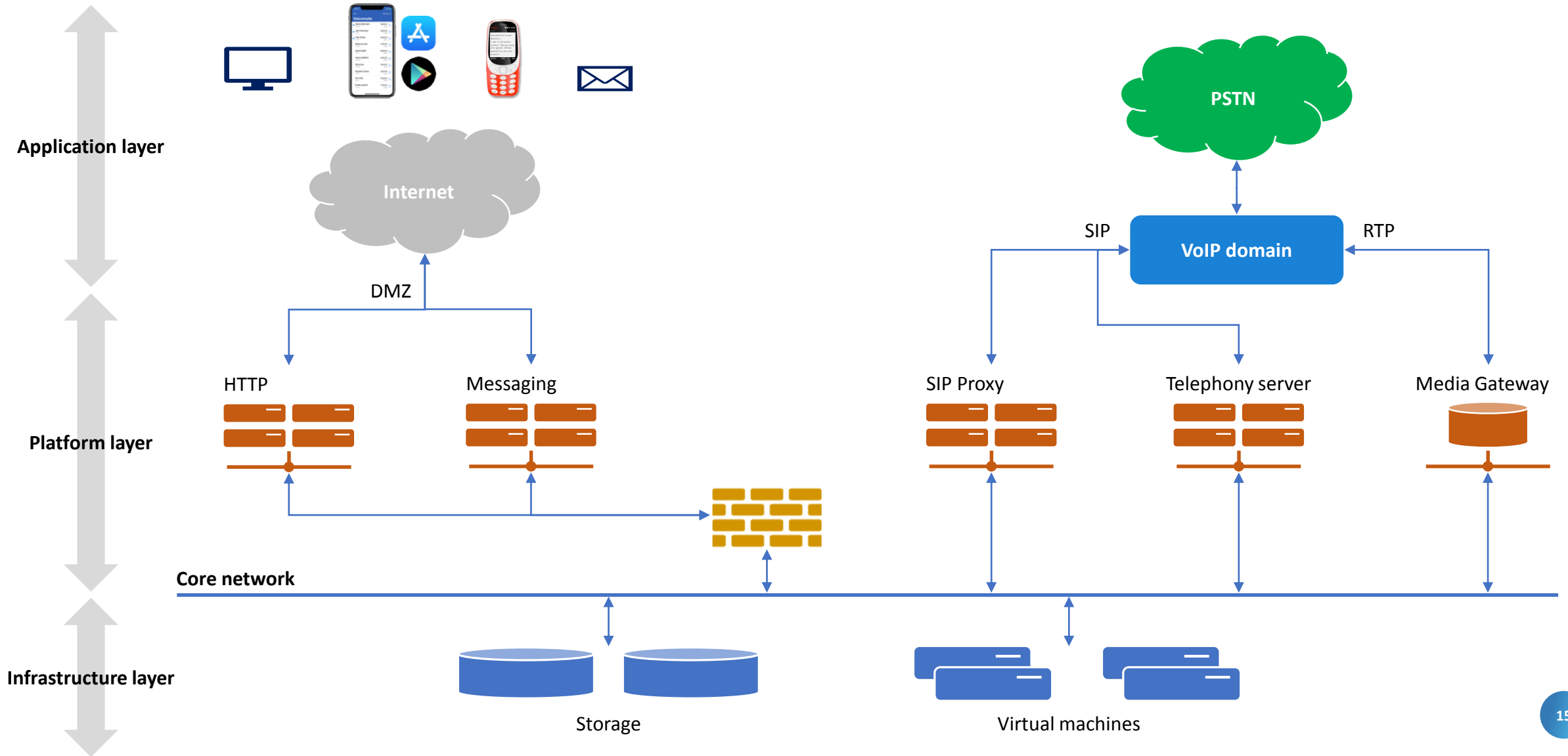
Multi-language voicemail transcription. User interface is localisable into your choice of language. Can also be delivered via SMS or email

## Powerful



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

# World Voicemail Telco Architecture



# Why Norwood?

## Fully virtualised architecture

- ✓ Cloud-native
- ✓ NFV ready
- ✓ Data centre ready
- ✓ Software-only platform
- ✓ Runs on low-cost COTS\* HW

## Scalable and cloud-native

- ✓ Geo-redundant & resilient
- ✓ Elastically scalable
- ✓ 20M subscribers per platform
- ✓ Seamless interworking between Norwood's core service propositions

## Extensible APIs and SDKs

- ✓ Only VVM platform that can integrate into Operator CX App
- ✓ Well-defined and tested APIs
- ✓ RESTful API architecture to support rapid prototyping and deployment

## Rich services portfolio

- ✓ More than just voicemail
- ✓ Cyber-defence VPN App
- ✓ 'Second-line' OTT Apps
- ✓ Wi-Fi aggregation, mapping and security App

## Flexible deployment models

- ✓ On-premises / data centre
- ✓ AWS hosted
- ✓ Oracle hosted (IaaS)
- ✓ NFV<sup>†</sup>

## Flexible economics

- ✓ Our virtualised architecture makes possible a lowest-cost guarantee for Capex and Opex spend when budgeting for your voicemail upgrade
- ✓ Lowest cost per user or for all-of-network deployment

\* COTS: Commercial Off-The-Shelf

† Limited availability release Q1 CY 2019



# Summary

- ✓ It's been a (very) tough year
- ✓ However (!), we think we've now found a scalable pathway for monetising our intellectual property
- ✓ Immediate focus going forward to is deliver the first telco voicemail deal
- ✓ As quickly as possible after this, capitalise and scale up using this reference client using sector specific telco partners and our existing pipeline





**Paul Ostergaard**

Founder & CEO



[info@norwoodsystems.com](mailto:info@norwoodsystems.com)



[www.norwoodsystems.com](http://www.norwoodsystems.com)

**norwood**  
connect globally, locally™



**Call Us**

**Norwood Office: +61 8 9200 3500**