

ASX ANNOUNCEMENT

4 March 2020

Norwood customer Spark NZ commences significant marketing and promotion for Spark Voicemail

Highlights

- Spark NZ has commenced significant market demand generation for Spark Voicemail, a hosted service developed and operated by Norwood Systems for the benefit of Spark NZ and its considerable customer base
- The Spark Voicemail service is now in “general availability” status, following earlier successful end-to-end testing and performance verification using “restricted release” live Apps downloaded from the App Stores
- Based on its latest projections and modelling, Norwood is anticipating that gross revenues during the multi-month ramp-up phase may exceed \$50K-\$100K per week and that the service is likely to deliver an ongoing material contribution to the Company’s revenues and cashflow post the initial ramp-up phase

“Communications as a Service” pioneer Norwood Systems Ltd (“Norwood” or the “Company”) (ASX: NOR) is pleased to announce that it has been informed by Spark NZ that it has commenced significant demand generation programmes to make Spark Voicemail a widely used value-added service by Spark NZ subscribers.

These actions by Spark NZ are in accordance with the agreement between the companies that was previously announced to the ASX on 30 January 2020. Spark NZ is New Zealand’s leading digital services provider.

Under the agreement, Norwood has provided Spark NZ with a Spark-branded version (“Spark Voicemail”) of Norwood’s existing hosted World Voicemail service and application, for use exclusively in New Zealand. Spark NZ is now promoting its branded version to its business and consumer subscribers.

The forecast gross revenue is based on take-up results from, and data obtained during the restricted released period, the Company’s historical app download results, the App store pricing for World Voicemail, Spark NZ subscriber numbers and their proposed marketing activities. Actual revenue will be subject to take up by Spark subscribers. Norwood will periodically report actual revenues over the coming weeks, as the results of the take-up become available. Due to Spark’s initial marketing efforts that commenced yesterday, the iOS version of Spark Voicemail had already reached #6 position in the ‘Productivity’ category on Apple’s NZ App Store:



Source: Apple NZ App Store listing for Spark Voicemail, as at late 3 March 2020.

Norwood’s CEO and Founder, Paul Ostergaard, said: “We are delighted to see that Spark has now commenced aggressive, direct end-user promotion of the Spark Voicemail service, and that Spark has now made the service generally available to all Spark subscribers.

“We could not be happier with the excellent initial performance of the service during the earlier ‘restricted release’ period, which provided Spark with an opportunity to test fully all aspects of marketing, activation and support for the end-to-end customer experience.

“Given the successful conclusion of the live testing and validation phase, we are now seeing Spark really start to drive demand for the service and we stand ready to support Spark in meeting its aggressive marketing objectives for this service.

“We have demonstrated throughout this accelerated launch phase and through our more than year-long collaboration with Spark that Norwood can deliver hosted, carrier-grade services that a telco operator can rely on.

“This particular service was conceived of in late November 2019, contracted in January 2020 and delivered in late February 2020. This must be a record launch timeframe for a telco service of this complexity and is a testament to both Norwood’s and Spark’s agility, while providing an extremely credible reference on how Norwood can rapidly assist other telcos to bring similar hosted services to market.”

As New Zealand's largest telecommunications and digital services company, Spark NZ provides mobile, broadband and digital services to millions of New Zealanders and thousands of New Zealand businesses.

Authorised by:
Paul Ostergaard
Managing Director

<ENDS>

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

About Norwood Systems

Norwood Systems Ltd (ASX: NOR) is revolutionizing mobile voice, messaging, data and cyber security services through its pioneering award-winning virtual mobile services platforms and Apps.

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.

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