



## ASX ANNOUNCEMENT

23 June 2015

### WorldPhone™ Approved for Apple's App Store

- **WorldPhone** passes a key milestone in gaining Apple's approval for listing on the Apple App Store
- **WorldPhone** supports advanced in-app purchase mechanisms for flexible and simple buying of calling minutes and for various subscription offers
- **WorldPhone** is now in the final stages of testing and is due to launch in July

Wireless telecommunications disruptor Norwood Systems Ltd ("Norwood" or "the Company") (ASX:**NOR**) is pleased to announce that **WorldPhone**, the Company's new consumer-focused iPhone App that addresses the communications needs of international business travellers, has passed Apple's internal review of its in-app purchasing mechanisms, in addition to Apple's standard review of **WorldPhone's** general functionality.

**WorldPhone** is an award-winning, revolutionary communications App for international business travellers.

**WorldPhone** disrupts the personal cellular roaming experience by providing much lower-cost per-minute calling and clearer audio to the end-user, while introducing completely novel features, such as effortless in-app provisioning of local numbers when travelling – all without needing an additional SIM.

Norwood Systems CEO and founder, Paul Ostergaard, said that the Company was delighted to pass this key milestone in Apple's App Store review process for **WorldPhone**.

"It is both pleasing and timely to pass this Apple App Store review milestone for the first release of **WorldPhone** on the cusp of the Company's launch of **WorldPhone** into the global business traveller market. Apple's approval substantially de-risks the Company's launch timeframe for the **WorldPhone** app and the associated cloud service. Understandably, Apple has been known for setting a high bar in reviewing Apps that feature in-app purchase mechanisms. I think our customers will love how **WorldPhone** has implemented such features," said Mr Ostergaard.

The Company's core technology has been developed by Norwood Systems' R&D team based in Perth, Australia, since early 2011 under the guidance of David Wilson, co-founder and CTO.

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#### Background

Individual travellers, businesses and governments globally are incurring significant international call roaming charges. Informa Telecom estimates that mobile operators today bill more than US\$55 billion annually in

roaming charges\*, which is forecast to grow to more than \$80 billion by 2018 (source: *Juniper Research report on the Mobile Roaming Market, 2014*).

Norwood Systems' patent-pending cloud service platforms automatically leverage the international fixed phone network, the short-haul Voice over Internet Protocol (VoIP) networks and other voice bearers to optimise call quality, while lowering calling expenses.

Australian businesses and individual business travellers are using Norwood's services today on multiple continents. The Company has built up a significant pipeline of prospects, including global players in the areas of aviation, professional services, banking, telecommunications, engineering and legal services.

### **About Norwood Systems:**

Norwood Systems Ltd (ASX:**NOR**) is revolutionizing the delivery of high-quality voice telecommunications services for individual business travellers and organisations on a worldwide basis. The Company listed on the ASX on 16 June 2015.

Norwood Systems was founded in 2011 to develop and supply the best possible global mobility and roaming solutions using Over The Top (OTT) voice technologies. The Company's breakthrough offerings, **CORONA™** and **WorldPhone™**, deliver the world's most advanced international fixed-line roaming solutions addressing a broad spectrum of customers, from individual business travellers all the way through to large enterprise and government clients.

**CORONA** is an award-winning, enterprise-class cloud services platform that integrates compatible mobile devices securely and seamlessly with the organisation's existing Unified Communication or PBX networks, independent of their location.

**WorldPhone** is an award-winning, revolutionary new communications App, delivering effortless "shared economy" consumer access to leading fixed-line network service providers around the world, providing unparalleled local access to high-quality voice networks in more than 90 countries.



**WorldPhone™**