

**ASX ANNOUNCEMENT**

14 July 2016

**First Corona Cloud and Corona GTS sales Achieved**

**Highlights:**

- First corporate sales recorded post public Beta launch for **Corona Cloud & Corona GTS** services
- Strong forward sales pipeline built up, comprising mostly large business accounts, highlighting potential savings of up to 25-45% off corporate phone bills

“Sharing Economy” telecommunications pioneer Norwood Systems Ltd (“Norwood” or “the Company”) (ASX: NOR) is pleased to announce that following the initial pilot and beta phases for both **Corona Cloud** and **Corona GTS**, first sales for both services have been achieved with **customers in the Retail, Consulting and Accounting sectors**, with targeted savings on telco expenses over the next 12 months for these customers being as high as 45%.

In addition, the Company has witnessed **very strong sales pipeline growth over the past four weeks** with meaningful deployment negotiations progressing well with **large prospective clients in the Oil & Gas, Fast Moving Consumer Goods, Engineering, Information Technology, Publishing, Local Government and Travel sectors**.

**Corona Cloud** is Norwood’s business focussed telephony offering and provides corporate clients with a revolutionary, centralised, zero-touch corporate web-based platform to manage Over-the-Top (OTT) telecommunications services being delivered to multiple users and groups in the business environment. **Corona Cloud** offers a self-serve implementation through the web.

**Corona GTS**, connects all office voice traffic to nearby Points of Presence in Norwood’s global federated network, delivering a single-vendor solution for multi-sited multi-country organisations. **Corona GTS** call routing over the internet is delivered over short-haul routes, hence users enjoy very high quality calling, without the service degradation generally suffered by free VOIP services, particularly over international distances. Both **Corona Cloud** and **GTS** have significant advantages for business considering how to manage bring your own device environments.

**Norwood Systems’ CEO and Founder, Paul Ostergaard, commented:**

*“I am really gratified to see sales now developing in the corporate side of our business and also delighted to see a strong response to our new offerings across a very broad range of industry sectors.”*

*“Corona Cloud and Corona GTS are solutions that suit a broad range of industries particularly targeting those organisations who are looking to optimise their mobile fleet and fixed line office telco expenses. In our early discussions with potential clients across many industries it is rapidly becoming evident that both Corona Cloud and Corona GTS are addressing a substantial unaddressed telco expense and call management need in the corporate and government sectors.*

*“Additionally, various recent developments on the technical front, including those announced by Apple in June for native VoIP services support via their CallKit API in the iOS platform, commonly used in the corporate environment, tells us that the timing for the release of Corona Cloud and Corona GTS could not be better”*

Norwood intends to transition to a formal “live” service description later in the current quarter. The decision to transition from labelling the service as in Public beta to a “launched” state is essentially marketing driven, given that customers signing up for CORONA Cloud and CORONA GTS since the launch of the Public Beta in June are full paying customers.

Alongside sales progress on **Corona**, Discussions with potential mobile operator partners around white label / OTT opportunities for **World Wi-Fi** and **World Message** also continue to progress. This includes MoU counterpart Vietnam Posts Telecommunications Group. The Company remains committed to securing strong early revenues from its portfolio of “Over-the-Top” (OTT) Apps and platforms delivering telco services to consumers and businesses.

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For Further information, please contact:

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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\* (source: *Juniper Research report on the Mobile Roaming Market, 2014*).

Norwood Systems' patented cloud service platforms and Apps integrate the international fixed phone network with short-haul Voice over Internet Protocol (VoIP) technologies to provide high quality, well priced calling abroad or at home.

Customers in over 5000 cities and 200 countries are using Norwood's services today. 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 revolutionising the 'Shared Economy' delivery of high-quality telecommunications services for individual business travellers and organisations globally. The Company listed on the ASX on 16 June 2015.

Norwood Systems was founded in 2011 to develop and supply the best possible global voice, data and messaging solutions using Over-The-Top (OTT) technologies. The Company's breakthrough offerings, **Corona** and **World Phone™**, deliver the world's most advanced international and roaming calling solutions addressing a broad spectrum of customers - from individuals and business travellers, to enterprises and government clients.

**Corona** is an award-winning, enterprise-class services platform that integrates compatible mobile devices securely and seamlessly with the organisation's existing Unified Communication or PBX networks, independent of their location. It also offers a frictionless Corona Cloud option.

**World Phone** is an award-winning, revolutionary communications App, delivering '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. The App is available for Android and iOS.



**World Phone**