



TechKnow Invest Roadshow

April 2016

ASX:NOR

norwood
connect globally, locally™

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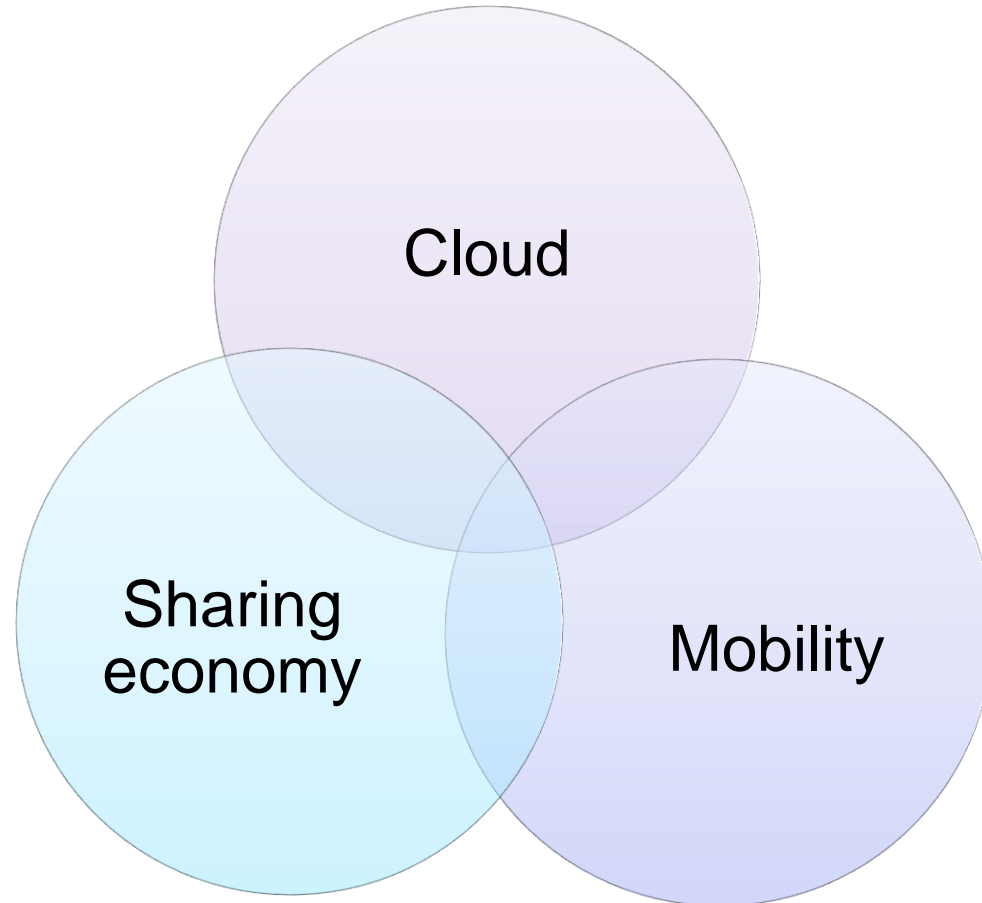
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Capital Structure	
ASX Code	NOR
Shares on Issue	867,609,598
Performance Shares & Rights ¹	165,595,070
Options (various exercise prices)	95,974,485
Share Price	\$0.047
Market Capitalisation	~\$40.8m
Cash on hand (31 Dec 2015)	~\$6.5m
Enterprise Value	\$34.3m

Notes:

1. Comprising 157,739,522 performance shares and 7,855,548 performance rights, which will convert to fully paid ordinary shares upon the achievement of the Milestones 1 & 2 (conversion of 50% each) as follows:
 - a) Milestone 1: Norwood being awarded two separate 'Material Contracts' whereby a 'Material Contract' is defined as a contract with a third party which generates gross revenue to Norwood of at least \$200,000 in any 12 month consecutive period
 - b) Milestone 2: Norwood generating gross revenue for any 12 month consecutive period of at least \$3.0 million



“Over-the-Top” (OTT) Apps and platforms delivering communications services to consumers and businesses

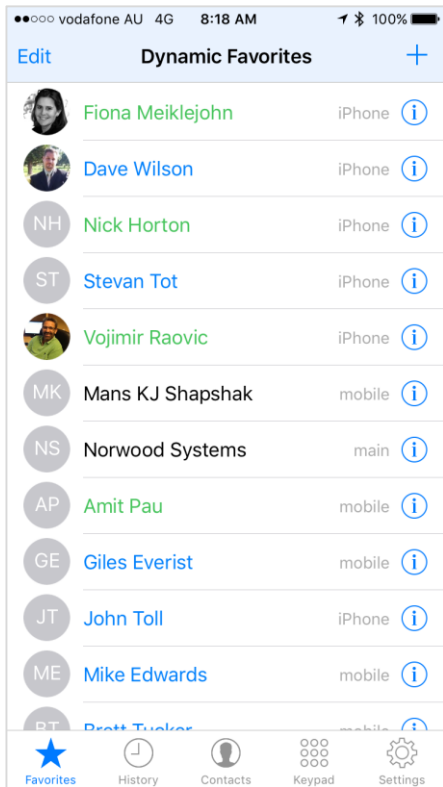
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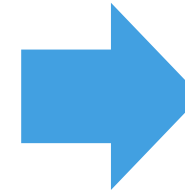
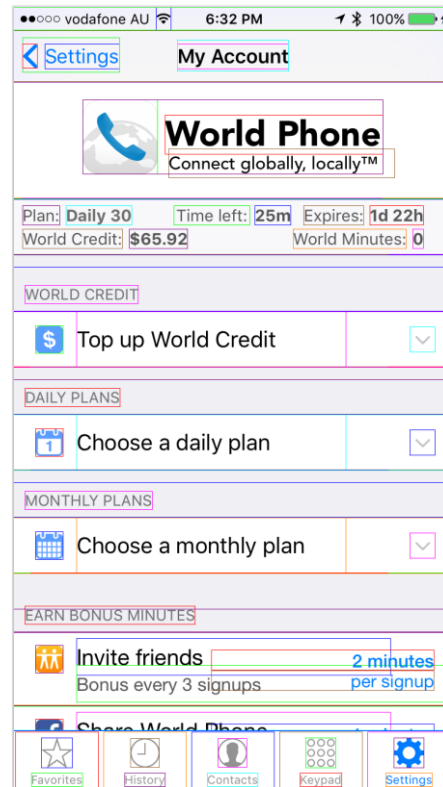
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Our key focus is building 'simply great' Apps and Platforms

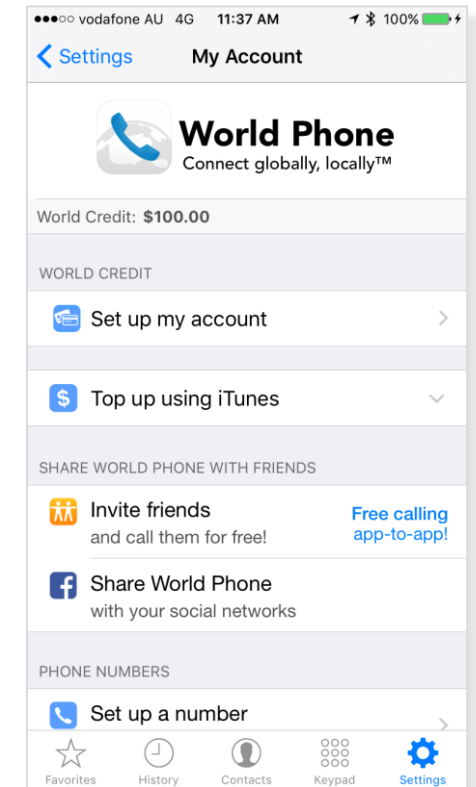
Put some colour
in your life!



From this...



...to this



6 This tech company is making revenue...

Core product launched 8 months ago



Already more than A\$700,000 in in-App purchases



More than 4 million downloads

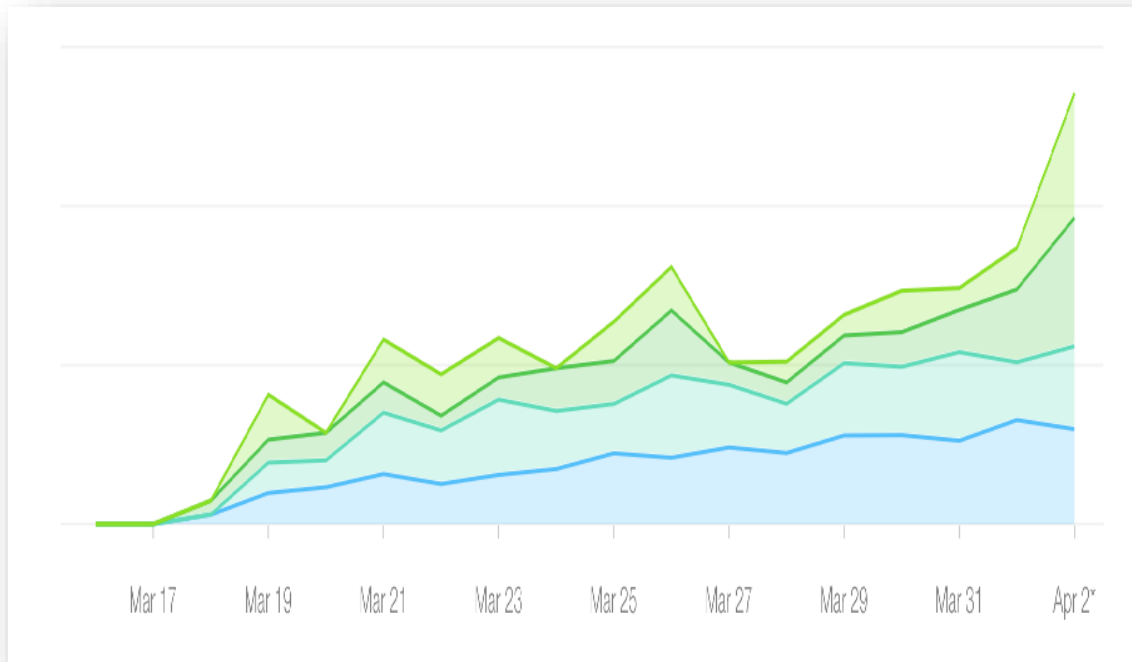


Recently launched two key Monetisation upgrades for current and future Apps – World Credit and Global Dynamic Pricing

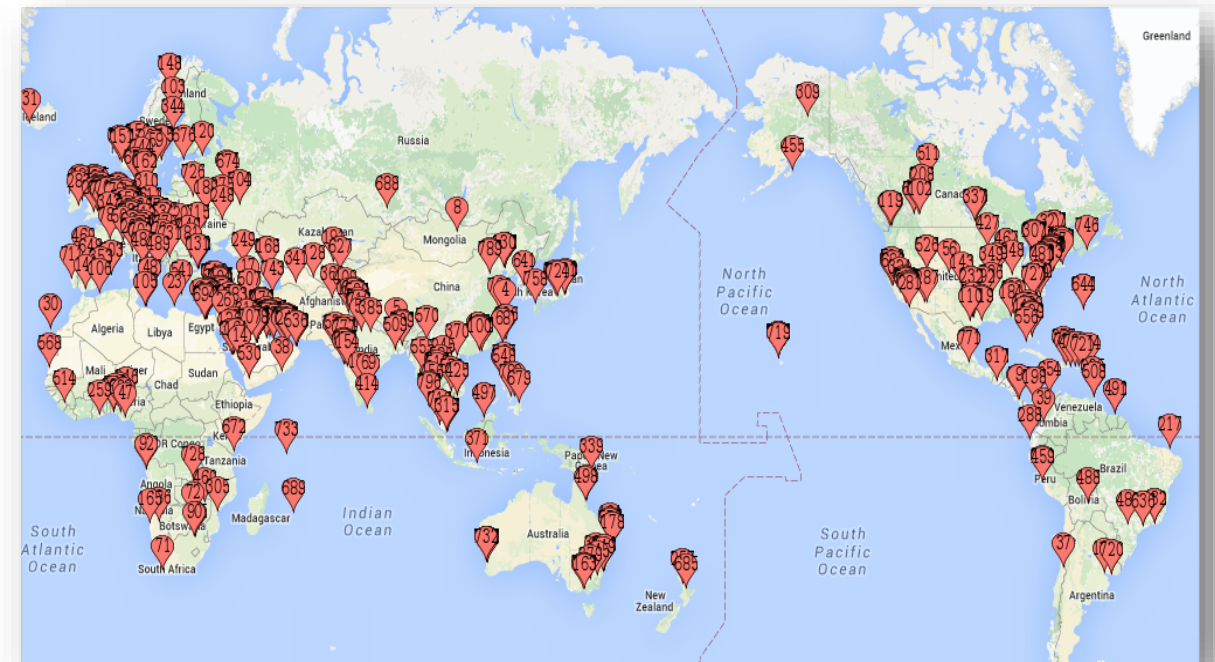
Early uptake of World Credit is highly encouraging

- Market acceptance of World Credit is exceeding internal expectations
- 50% repeat purchase behaviour by World Credit users to date (!)
- Global Dynamic Pricing optimisations yet to kick in, should yield further upside
- World Credit uptake is a worldwide phenomenon

World Credit Sales per Day



World Credit Uptake is global



* Apple iTunes App Store analytics data, April 3, 2016

Key achievements since listing on June 16, 2015

Operational

- World Phone, successfully launched Jul 2015, currently following a path to profitable monetisation
- 4 million downloads in 8 months, active users in more than 200 countries and 5100 cities
- Launched Android version on time on 30 Nov 2015
- Key CORONA patent awarded
- Enhanced World Phone with additional features aimed at increasing monetisation, ARPU and overall revenue

Financial

- Oversubscribed first raising of A\$5.5 million at A\$0.02/share – Jun 2015
- Oversubscribed second raising from institutions / retail of A\$7.1 million at A\$0.08/share – Nov 2015
- Funds applied to marketing, customer acquisition and R&D

Corporate

- Senior Leadership Team – appointed VP Sales and VP Marketing in Oct 2015
- Strengthened Board - appointment of Giles Everist as Non-Executive Director in Nov 2015
- Actively recruiting further senior roles to build out internal capability



Strategy update

Norwood is now focusing on four strategic priorities

Creating...

a multi-service App portfolio to support diverse end-user communications needs – beyond voice services

Integrating...

World Apps with CORONA, supporting a continuum of use cases: Individuals, SMBs, Enterprises & Carriers

Building...

World Credit into a flexible and powerful credit management and monetisation framework

Partnering...

with large Telcos worldwide to create a pathway to scale through carrier licensing of Norwood's platform and Apps



Product Update

World Phone – enhanced with **three** major new features

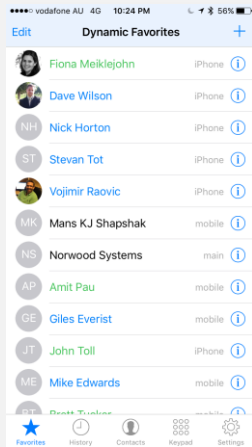
World Phone

- Android & iOS
- 4m+ downloads
- Global usage



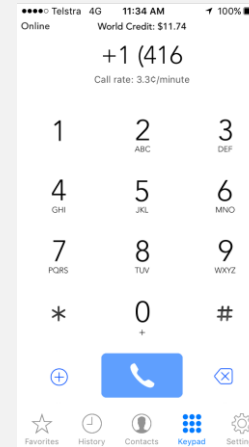
App to App

- Great quality free calls
- “Presence” integrated into the UI



Global Dynamic Pricing

- Competitive “Per route” price/minute
- Maximises the return/corridor



World Credit

- Localised
- Secure
- Across Apps
- Buy using App Store or Credit Card



Two new “World“ Apps are currently under development



World Message

- An App that combines the best of SMS with the best of WhatsApp
- Supports World Phone presence info
- *Details Q2 2016*



World Wi-Fi

- An App that lets you seamlessly get online at millions of Wi-Fi hotspots globally
- Integrates with World Phone and World Message
- *Details Q2 2016*

Federated Network

World Credit



Corona is being **enhanced** to meet new market opportunities

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Voice, messaging and data products for Businesses. Using patented, award-winning tech.

EXISTING

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CORONA On-Prem

- On-premises architecture
- Mainly targeting large organisations' roaming business travellers

NEW

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CORONA Cloud

- 'Cloud-first' scalable architecture
- Centralised web dashboard for managing multiple users and groups
- Ideal SMB solution

NEW

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CORONA Global Trunk Services

- Connects all-of-office voice traffic to Norwood's global federated network
- Single vendor solution for multi-sited, multi-country organisations

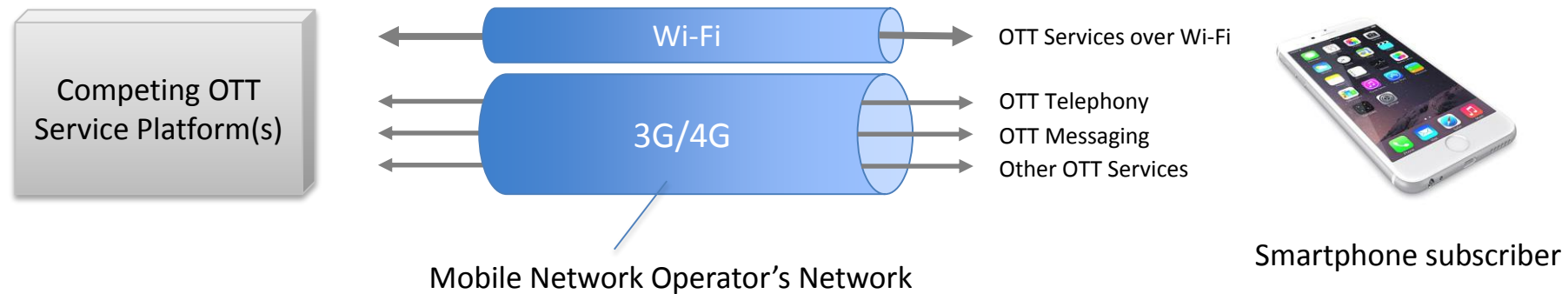
NEXT

TBD

Next Gen CORONA

- Further products and feature enhancements in roadmap

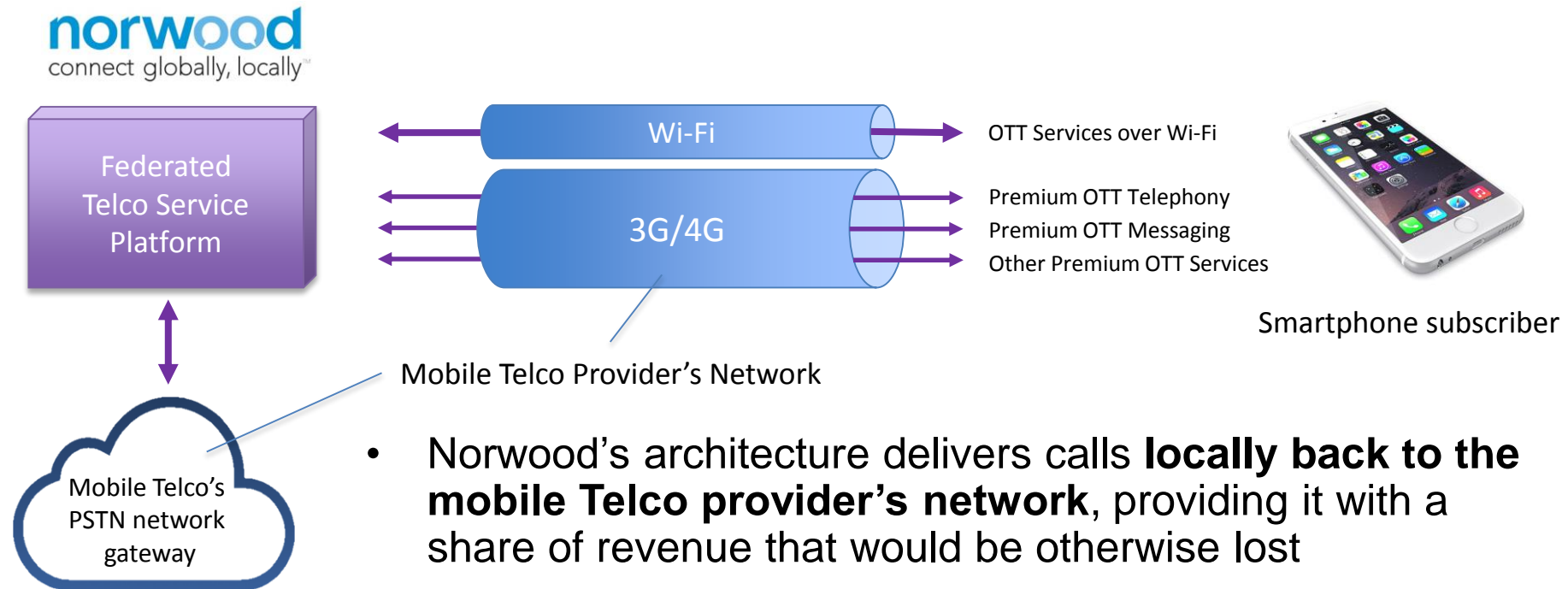
The OTT threat to core mobile services



- OTT* service providers have been using the broadband data interfaces now in mobile handsets to deliver OTT voice and messaging services directly to end-users, bypassing the mobile network operators' own native services
- **A significant risk is emerging for Mobile Telco providers:** that they become disintermediated by such OTT providers for high-margin telephony and messaging services

* OTT = "Over The Top"

Win-Win-Win for Norwood, operators & customers



- Norwood's architecture delivers calls **locally back to the mobile Telco provider's network**, providing it with a share of revenue that would be otherwise lost
- **This drives premium service delivery**, due to on-net routing of calls, bypassing the Internet entirely – strong service offer differentiation against 'vanilla' OTT services

Norwood delivers a Win-Win-Win



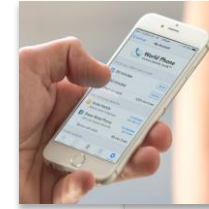
Customers

- Premium quality free calls – App2App
- Premium quality OTT local telephony service
- Premium quality low-cost international voice roaming
- Premium quality seamless messaging
 - App2App and SMS



Operators

- Preserve revenue
- Terminate traffic from other Norwood customers
- Offer new and innovative services
 - local numbers, enhanced messaging, etc.
- Access Norwood digital marketing expertise



Norwood

- Endorsed marketing and customer acquisition
- Customer acquisition co-funded by operator
- Local access to operator POPs
- Access to operator's local number inventories



Conclusion



1. A scalable business model

Communications-as-a-Service (CaaS) revenue model, requiring minimal CAPEX and OPEX – targeting carrier partners for scale



2. A monetisable App Store presence

A\$ 500,000 in generated revenue – just in the past six months
Most downloaded Travel App in 109 of 154 App Store countries
Top grossing Travel App in 117 of 154 App Store countries



3. Significant new market opportunity for OTT partnerships

Providing a strategic alternative for carriers disrupted by Over The Top services



4. Cloud-based disruptive technology

Norwood is leveraging the Sharing Economy to connect business travelers and expat workers to local high-quality telecommunications networks – delivering large savings



A World Leader in 'Sharing Economy' Telco Services

For further information contact:

Paul Ostergaard

CEO and Founder, Norwood Systems

Office: +61 8 9200 3500

Web: www.norwoodsystems.com

Twitter: @paulostergaard, @norwoodsystems

Shane Murphy

FTI Consulting

Office: +61 8 9485 8888

Mobile: +61 420 945 291

Twitter: @ShaneWMurphy

A number of consumer mobile app industry metrics may be referred to in this presentation, alongside traditional financial metrics. For the benefit of readers, these metrics are defined further below.

Revenue for mobile apps refers to gross revenue earned from sale of the application to the consumer, i.e. prior to any commission, allocation, sales share or overhead etc. taken by an app store such as the Apple iTunes App Store for iOS or Google Play Store for Android. Typically, these app stores levy an overhand of circa 30% of revenue.

“Consumable” versus “Subscription” Revenue discusses the split between purchases that are one off in nature such as additional calling minutes inside World Phone, or future booking.com commissions and subscription revenue which is primarily comprised of leasing local numbers, and plans such as the ultimate flat rate monthly plan available on World Phone. One off revenue, such as purchasing additional calling minutes, is still classed as one off even if the same user makes multiple purchases in the same month, or regular purchases over an extended period of time.

Revenue Annual Run Rate refers to the approximate Annual Revenues from World Phone that would be received, should the current weekly average revenue continue unchanged (along with similar Foreign Exchange Rates) for a full 12 month period. As World Phone has only been on sale since 31 July 2015, an annual figure for sales is not yet available. This metric is NOT a forecast of future revenues, but an illustration to assist investors in determining the significance of current weekly revenue figures.

Customer Acquisition Cost (CAC) is defined as the fully attributed marketing and sales expense associated in convincing a customer to buy a product/service.

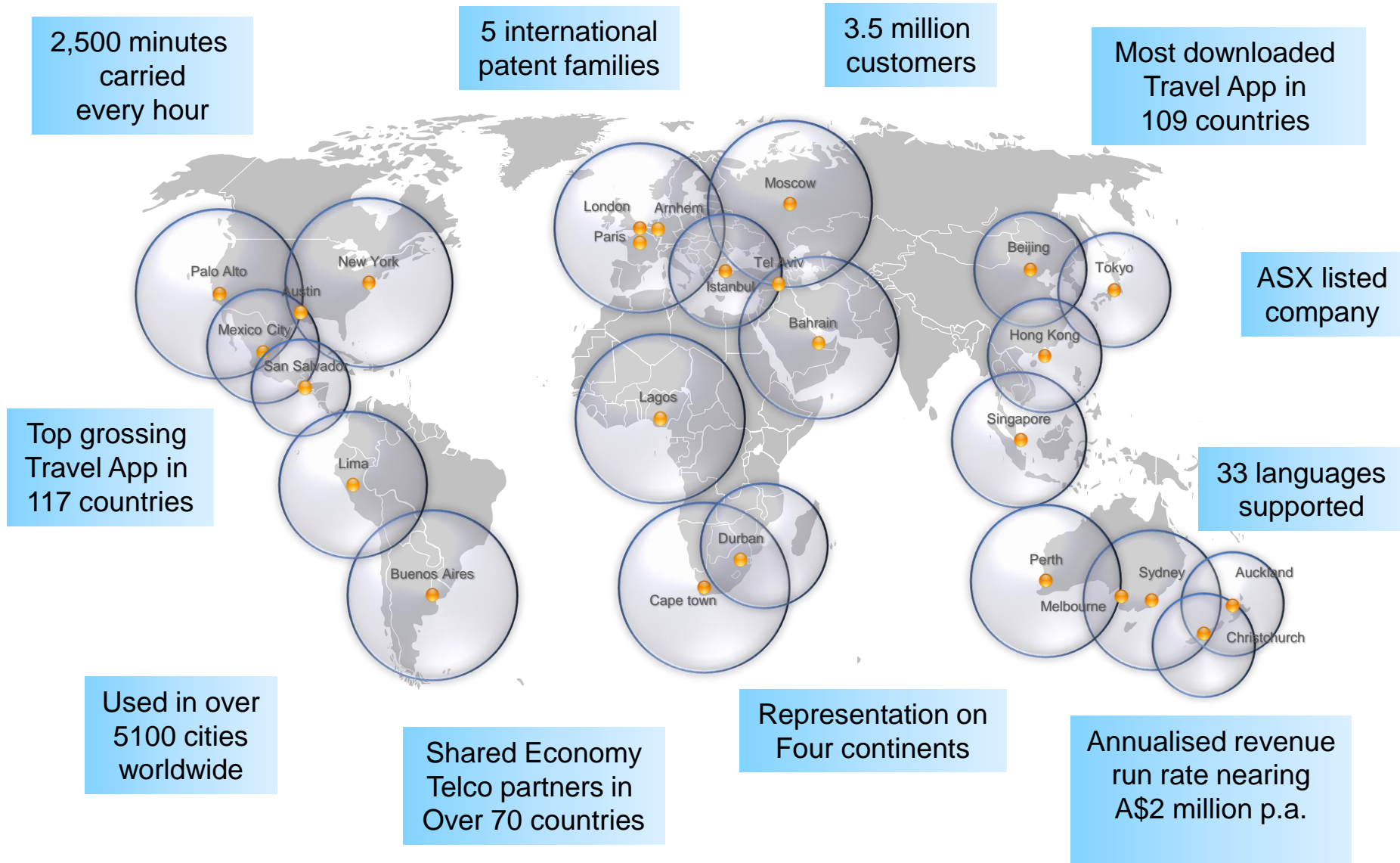
Lifetime Revenue (LTV) is defined as the dollar value of a customer relationship, based on the present value of the projected future cash flows from the customer relationship.

Average Revenue per User or ARPU is simply the total amount of revenue earned divided by the number of users over the relevant period, such as weekly or monthly. In the industry, a monthly period is most commonly used. Given the large numbers of non-paying users present in any consumer mobile app, *average* revenue figures will always be much lower than available spending options as the revenue from spending users is averaged out across the entire user base. Typically, only a few per cent of a consumer mobile app user base will spend money on a mobile app after downloading the app for free.

Engaged Users refers to users who have done more than simply download a mobile app, i.e. they have opened and used the app on their mobile device at least. Engaged Users cease to be counted as engaged if they have not interacted with the app for a given time period.

Engagement similarly refers to users actually using the app, rather than simply downloading the app.

An Australian company with a global footprint



Paul Ostergaard
Managing Director & Founder



- One of Australia's 100 Most Influential Engineers in 2015 (Engineers Australia)
- Led strategy for a \$1bn revenue data network platform at 3Com Corporation in the 1990s
- Founded and led one of Europe's 30 Hottest Tech Firms (ranked by Time Magazine) in the 2000s
- Pearcey Foundation's WA Entrepreneur of The Year in 2014
- MBA (INSEAD), BE (UWA)

Amit Pau
Non Executive Director



- Former Group Managing Director for International Accounts and Business Markets at Vodafone
- Led divisional units of AT&T, Global TeleSystems
- Former director of Vodafone Spain Radamec Plc
- Managing Director of Ariadne Capital Ltd

Giles Everist
Non Executive Director



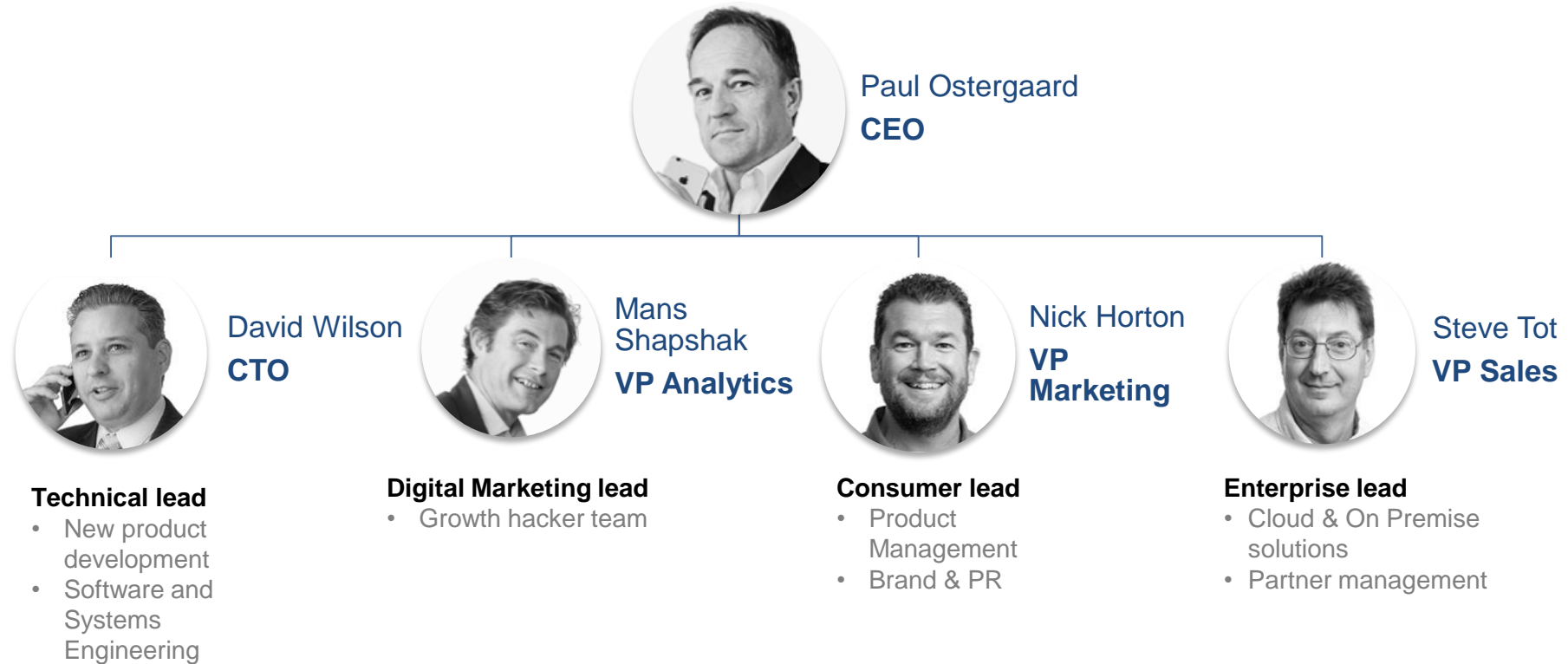
- Extensive corporate and financing experience at Coopers & Lybrand, Rio Tinto, Fluor Australia, and Monadelphous
- Has chaired ASX listed companies and is a Director of ASX listed Macmahon Holdings, Decmil Group and Austal

Mike Edwards
Non Executive Chairman



- Over 20 years Senior Management experience in the private and public sector
- Former CEO, Monteray Mining Group and Former CEO and Exploration Manager for ASX listed Latitude Consolidated
- Non-Exec Director of Dawine Pty
- Consultant to Ventnor Capital

Senior Leadership Team



50+ Years Cumulative Start-up Experience
75+ Years Cumulative Telco Industry Experience

Investing heavily in enhancing its Apps and Services



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Enhancing World Phone & CORONA to improve engagement, monetisation and market coverage



Expanding the go-to-market focus to include telco licensing options, due to inbound interest arising from our high App Store rankings



Augmenting service offerings to include Messaging and Data services