



## ASX ANNOUNCEMENT

23 March 2017

# Norwood Completes Virtual Business Phone Offering, releasing World Message™, Virtual ID™ and several key new Corona® capabilities

### Highlights

- Norwood creates complete 'virtual business phone' with the release of comprehensive messaging capabilities in its new **World Message** App for iOS devices.
- Revolutionary virtual mobile identity, **Virtual ID**, released and initially available in 15 countries, including US and UK.
- With a virtual business phone for each employee, enterprises can deploy solutions not previously generally accessible through regular mobile services:
  - First general and **automatic integration of calling and message data with Customer Relationship Management (CRM) tracking databases** – no need to rely on employees to manually log all client interactions.
  - First general and **seamless integration of SMS messaging with archival compliance hubs**, solving the messaging compliance issue for highly regulated industries, such as financial services, healthcare and legal services. Ensuring fully automated recording of all messaging contacts with clients and co-workers, regardless of their carrier network and device ownership status, leaving private all personal messages.
- The **World Phone** and **World Message** apps, along with the **Corona** service platform, provide an integrated platform to drive advanced operational solutions for enterprises, beyond simple cost savings.

'Sharing Economy' telecommunications pioneer Norwood Systems Ltd (Norwood or the Company) (ASX: NOR) is pleased to confirm the launch of its complete 'virtual business phone' offer for corporate users.

Critically, this separate virtual business phone and identity using a different mobile phone number (**Virtual ID**) inside the user's existing phone can now be integrated with a range of corporate platforms. Call details are recorded automatically into leading CRM platforms, along with message details. Messages can be archived in full to meet compliance obligations. Employers can also remotely configure the phone number and caller ID that should be used for the separate business identity. These solutions are only possible with the cloud based over the top approach to communications utilised by Norwood.

Regulatory agencies in multiple jurisdictions, including FINRA in the United States and the FCA in the UK, make it clear that financial services firms need to retain all text messages sent to and from clients, just as they would any other form of electronic communication. Fines are regularly issued for noncompliance, leading to many financial services firms to prohibit the use of text messages in the absence of an effective compliance solution.

**World Message** is a brand new high quality iOS messaging App, targeting corporate use cases. It is a drop in replacement for iMessage, designed to be integrated easily and simply into mission-critical enterprise applications.

**Virtual ID™** is Norwood's new identity offering that allows companies to take back control of corporate numbers, while still delivering a mobile identity experience to the employee.

The launch of **World Message** and **Virtual ID** follows the successful launch of **Corona** and **World Phone**, which is already in use with paying corporate clients, including several multinational companies.

The three elements together – **World Phone**, **World Message** and **Virtual ID** – create a complete ‘virtual identity’ inside a user’s phone, allowing both calls and messages, which can be used entirely for business purposes, while appearing to others as a standard mobile service.

Norwood Managing Director, Paul Ostergaard, said:

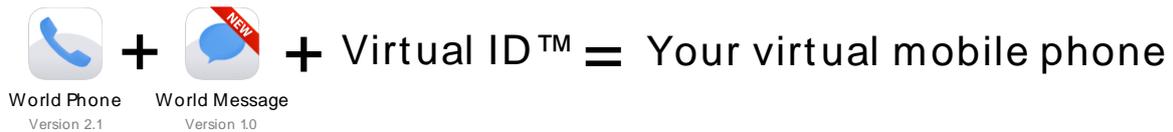
*“I’m very pleased to confirm we have now launched the final part of our virtual business identity solution for corporate users. With **World Message** and **Virtual ID** added to our **World Phone** and **Corona** offerings we have a complete package for business combining both calls and messaging. Pre-launch marketing and discussions with potential corporate customers has been very promising and we now look forward to converting those sales discussions.*

*“Our key point of difference between **World Message** and the native phone messaging App or broad use consumer messaging Apps is our tight integration between **World Message** and the corporate enterprise environment. The combination of **World Message**, **Virtual ID** and **Corona** services address unmet but important operational requirements at the corporate level.*

*“Take compliance: Companies in certain industries face real and significant penalties if their employees communicate outside recorded channels, but their customers want to interact in this way. With our integration into compliance platforms, we enable corporate users to meet their regulatory obligations whilst enabling their employees to communicate the way their customers want to.”*

*“For CRM deployments, we now deliver unparalleled integration into the market-leading Salesforce.com CRM platform for automated logging of all client interactions for smartphone voice calls and text messaging using our Apps. This will revolutionise the level of coverage of client interactions within the organisation’s CRM database, replacing a step that previously requirement manual intervention on the part of the sales individual”*

*“We look forward seeing these new important applications find their place in the marketplace and are excited to see how our customers adopt and deploy these revolutionary new service capabilities.”*



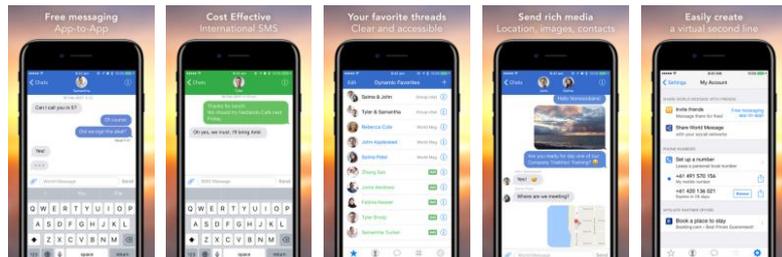
World Phone

- Award winning app
- 5 million downloads
- Used in 210 countries
- Available in 33 languages



World Message

- Launching on App Store!
- Seamless user experience
- Can message any mobile
- Tied-in to corporate systems



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## Background

Norwood Systems provides voice, messaging and data services to consumers, enterprises, and carriers globally, leveraging its federated telecommunications service network and partnerships. Our mission is to deliver disruptive end-user communications apps that streamline and simplify how users around the world can access affordable, high-quality telecommunications services – anywhere, anytime.

Customers in over 5,000 cities and 200 countries are using Norwood’s services today with the **World Phone** App. Recently, Norwood Systems released the **World Message** App, giving users seamless and cost effective international SMS and instant messaging functionality. The company is also developing the **World Wi-Fi** App, giving users seamless access to more than 36 million Wi-Fi Access points around the world.

Norwood Systems has built up a significant pipeline of prospects, including global players in the areas of aviation, professional services, banking, telecommunications, engineering and legal services. These prospects are motivated by various benefits of our Enterprise solution, Corona, and augmenting their loyalty offerings with distributed or white labelled World Apps.

## About Norwood Systems

Norwood Systems Ltd (ASX: **NOR**) is revolutionising the ‘Shared Economy’ delivery of high-quality telecommunications services for individual business travellers and entire 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 current breakthrough offerings include Enterprise communications platforms, **Corona® Cloud**, and **Corona GTS**, that works seamlessly and effortlessly with the advanced **World Phone®** and **World Message™** Apps.

The **Corona** platform is an award-winning, enterprise-class service that integrates compatible mobile devices securely and seamlessly with the organisation’s existing Unified Communication or PBX networks, independent of their location. This provides the incredible benefits of true BYOD, identity management, and regulatory compliance management.

**World Phone®** and **World Message™** are revolutionary communication Apps, delivering ‘Shared economy’ consumer and enterprise access to leading fixed-line network service providers around the world. This provides unparalleled local access to high-quality voice and SMS networks in more than 90 countries. **World Phone** is currently available on iOS and Android. **World Message** is currently available on iOS, with an Android release coming soon.