

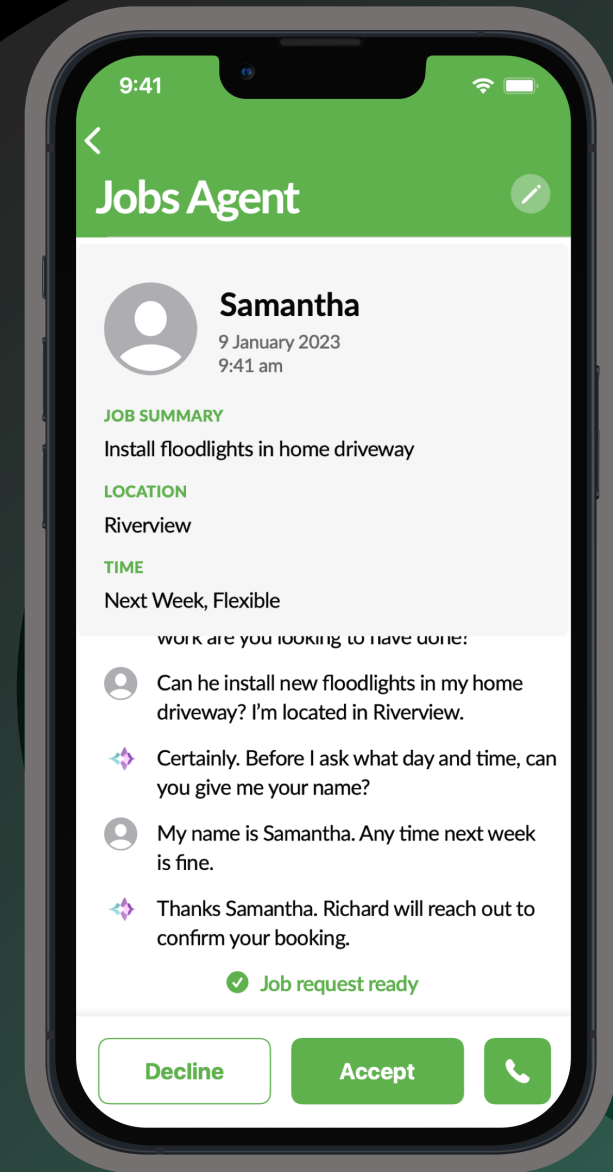
# **norwood**

Intelligent agentic services

## CEO AGM Presentation

Paul Ostergaard

19 December 2023



# Disclaimer

This presentation has been prepared Norwood Systems Ltd (the “Company”). It does not purport to contain all the information that a prospective investor may require in connection with any potential investment in the Company. You should not treat the contents of this presentation, or any information provided in connection with it, as financial advice, financial product advice or advice relating to legal, taxation or investment matters.

No representation or warranty (whether express or implied) is made by the Company or any of its officers, advisers, agents or employees as to the accuracy, completeness or reasonableness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this presentation or provided in connection with it, or any omission from this presentation, nor as to the attainability of any estimates, forecasts or projections set out in this presentation.

This presentation is provided expressly on the basis that you will carry out your own independent inquiries into the matters contained in the presentation and make your own independent decisions about the affairs, financial position or prospects of the Company. The Company reserves the right to update, amend or supplement the information at any time in its absolute discretion (without incurring any obligation to do so).

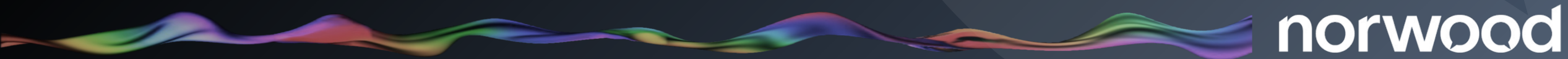
Neither the Company, nor its related bodies corporate, officers, their advisers, agents and employees accept any responsibility or liability to you or to any other person or entity arising out of this presentation including pursuant to the general law (whether for negligence, under statute or otherwise), or under the Australian Securities and Investments Commission Act 2001, Corporations Act 2001, Competition and Consumer Act 2010 or any corresponding provision of any Australian state or territory legislation (or the law of any similar legislation in any other jurisdiction), or similar provision under any applicable law. Any such responsibility or liability is, to the maximum extent permitted by law, expressly disclaimed and excluded. Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in the Company.

## Future matters

This presentation contains reference to certain intentions, expectations, future plans, strategy and prospects of the Company. Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation or warranty, express or implied, is made by the Company, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved. Given the risks and uncertainties that may cause the Company’s actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

## US Disclosure

This document does not constitute any part of any offer to sell, or the solicitation of an offer to buy, any securities in the United States or to, or for the account or benefit of any “US person” as defined in Regulation S under the US Securities Act of 1993 (“Securities Act”). The Company’s shares have not been, and will not be, registered under the Securities Act or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States or to any US person without being so registered or pursuant to an exemption from registration including an exemption for qualified institutional buyers.



# Key Performance Indicators over the past 12 months

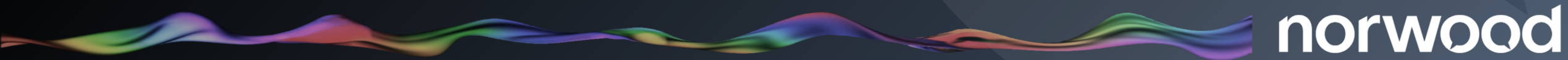
- ✓ Norwood is in a better financial position than at any time in the previous 36 months, both in terms of balance sheet and CogVoice™ pipeline value.
- ✓ Share price is near a 46-month high.
- ✓ Board & advisor/leadership team delivering value, positioning the Company for growth.
- ✓ International expansion of sales team mid-year is now delivering significant prospect pipeline in North America and Europe.
- ✓ Commercial relationship with Optus commenced, punctuated by the recent successful execution of the Optus CogVoice Platform Proof of Concept (PoC).



Norwood's 24-month share price history

# Commercial & Engineering Results over the past 12 months

- ✓ Launched two CogVoice™ platform agents, CogVoice Call Screener™ and CogVoice Jobs Agent™, receiving positive feedback and interest from Communication Service Providers (CSPs) around the world.
- ✓ Executed a successful live PoC with Optus for a broad-ranging test of CogVoice's platform and integration capabilities. Expecting to enter discussions for productisation and potential roll out in the New Year.
- ✓ Continued to develop strategic global partner relationships with Amazon Web Services (AWS), Microsoft Azure and Infosys, all global cloud providers or global system integrators.
- ✓ Continued our long-term contract with Spark NZ for Spark Voicemail, with the underlying number of subscribers using the service continuing to grow steadily through the year at a double-digit % rate.
- ✓ Ramped up outbound business development activities, significantly enlarging our sales team with a number of highly experienced sales professionals to target further CogVoice engagements with CSPs and strategic partners across APAC, North America and Europe.





# In 2023, global interest in conversational AI and 'Gen AI' exploded with ChatGPT

Despite the hype, however, Gen AI by itself is just “tech”!

To become meaningful for CSPs, Gen AI needs to be wielded as **an enabler for valuable new end-to-end Gen AI propositions.**



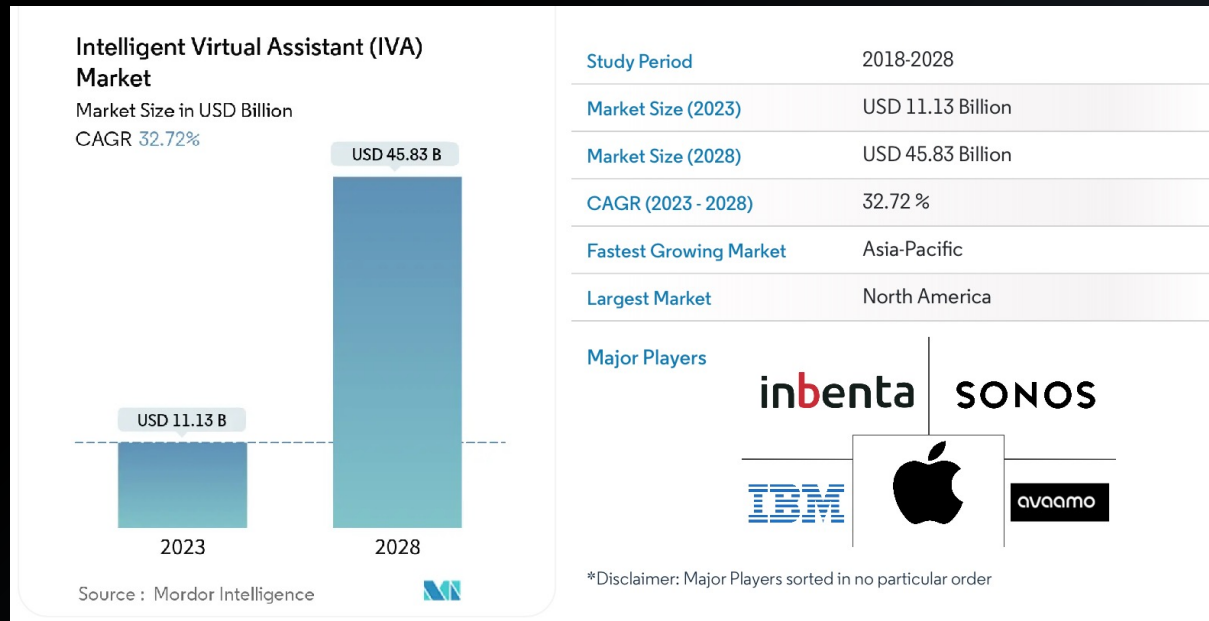
Norwood understood the potential impact of Gen AI on CSP voice services **some 2 years earlier than virtually all others in the telecoms market.**

The company is now 30 months down the curve on building a portfolio of advanced AI 'agentic' services for CSPs and other large entities.

# AI Agents represent a highly dynamic and growing market

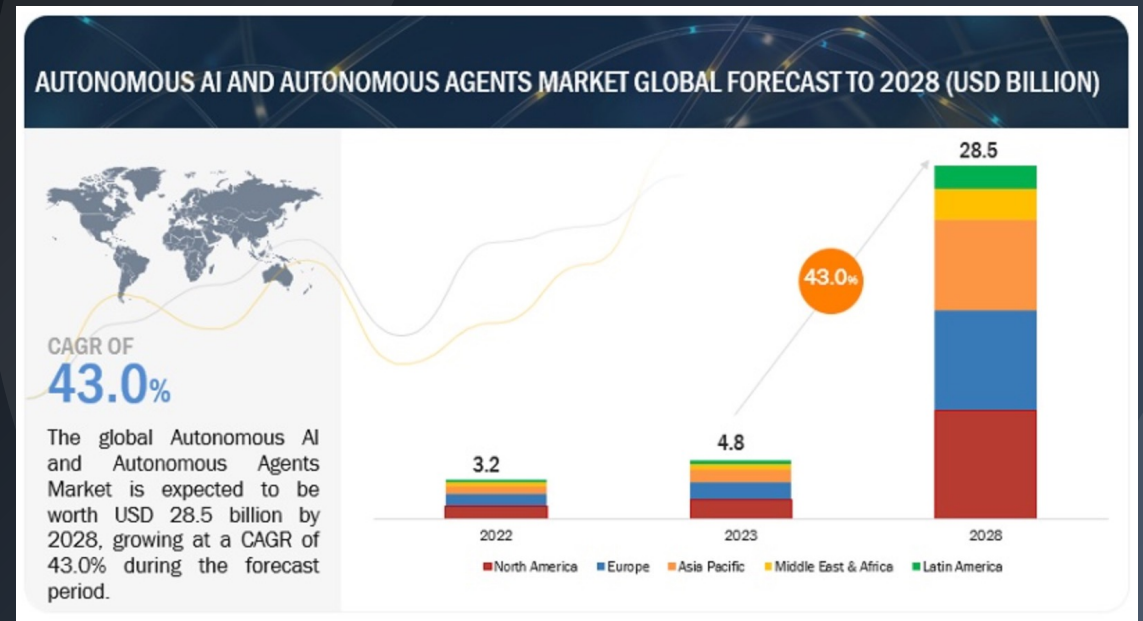
The proxy reports below suggest that the market for advanced agentic systems is growing rapidly and has a huge potential for value creation and innovation.

## Personal virtual assistant proxy report



Source: Mordor Intelligence

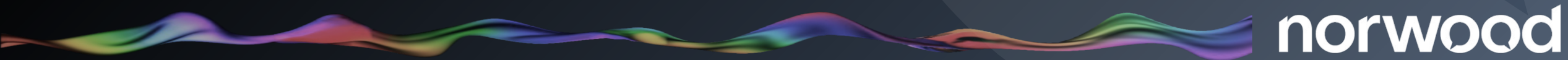
## Autonomous agent proxy report



Source: marketsandmarkets.com

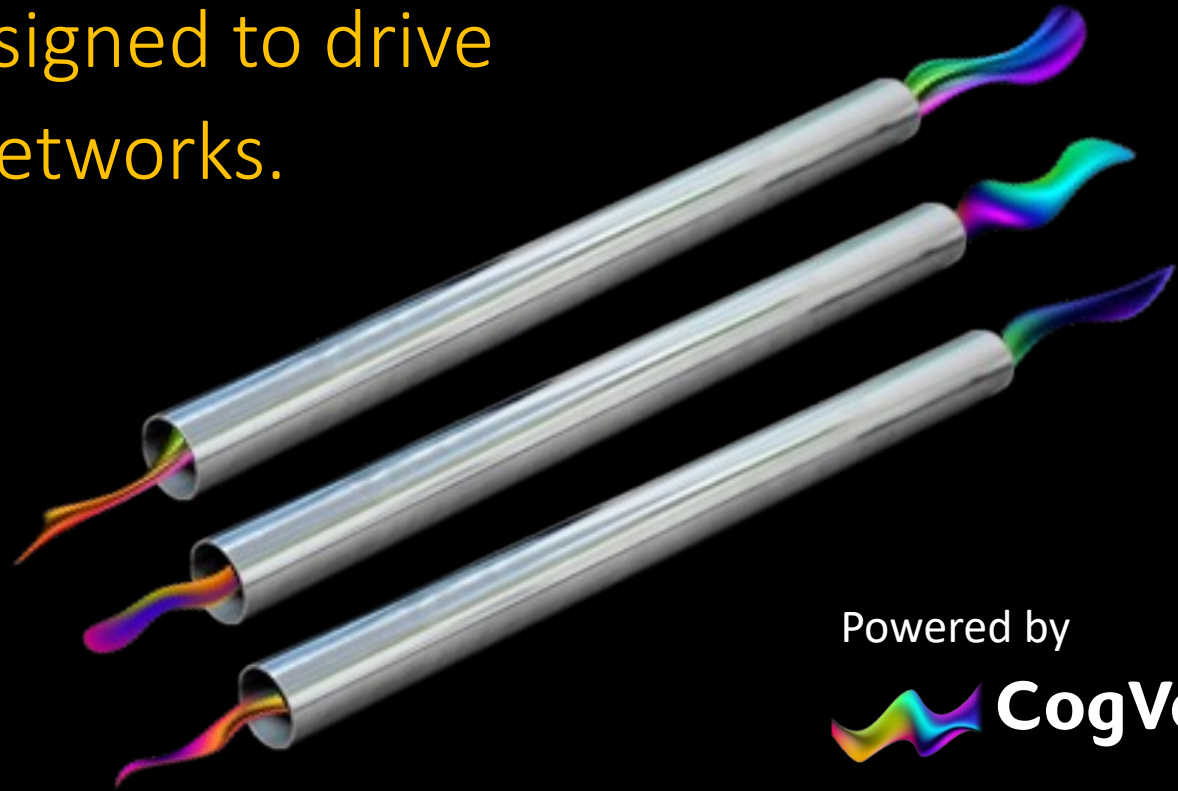


1. **A revolutionary new AI Agent platform**  
Enabling Operators to deliver differentiated, low-cost **cognitive AI agent applications**.
2. **Breakthrough dialog performance**  
**Near-flawless natural language fluidity and intent detection** when engaging with callers.
3. **Designed for mass adoption and scale**  
**Low-cost, hyper-scale and low latency**, supporting high-volume operator use cases.



# CogVoice – a ‘Revenue Lift’ Driver for CSPs

**CogVoice** Agents are designed to drive **re-monetization** of CSP networks.



Powered by

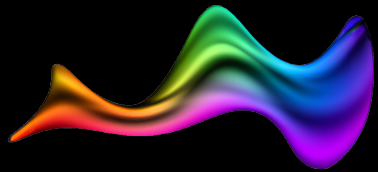


**norwood**



# Strategy: Pre-developed, High-value Voice Agents

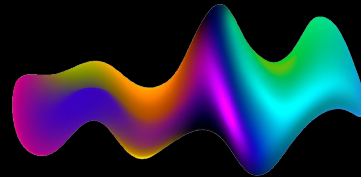
**CogVoice** powers differentiated, **end-to-end** Voice Agents



**CallScreener™**

**‘Enhanced subscriber safety’**

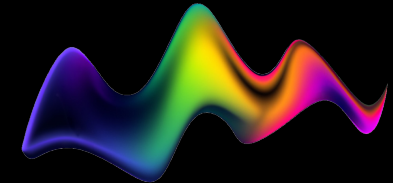
A network security layer that screens for scammers and spammers



**JobsAgent™**

**‘Never miss a gig’**

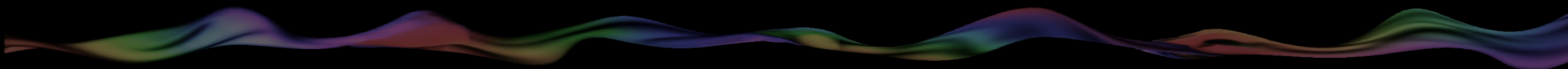
Handle inbound job requests for SOHO / Small Biz tradespeople



**PersonalAssistant™**

**‘Enable Everyone’**

Low-cost next-generation AI personal assistant services



**norwood**

# The Opportunity for SOHO/SMB Voice Agents



**'Never miss a gig'**

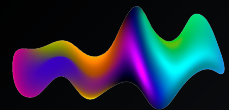
Handle inbound job requests for  
SOHO / Small Biz tradespeople



Play Demo



- ✓ Over the past year we have seen a very high level of interest in our CogVoice Jobs Agent proposition from CSPs in North America, Europe and APAC.
- ✓ A unique and difficult-to-imitate solution that CSPs can use to deliver value to the SOHO/SMB sector.
- ✓ Credible references and track-record position Norwood well to deliver such new CogVoice services to addressable CSPs.



**JobsAgent**

**‘Never miss a gig’**

Handle inbound job requests for  
SOHO / Small Biz tradespeople



Play Demo



**norwood**

# The Norwood Story



Decade of experience  
building scalable cloud  
comms platforms



Public Australian company  
(ASX:NOR)



Value-added offerings  
targeting new and legacy  
CSP services



Focusing on CSPs  
in North America,  
Europe and APAC



Developing a competency  
in advanced AI-powered  
'agentic' services for CSPs

Over-The-Top (OTT) Global Voice Services

2012-2018

CSP Value-Added Services

2018-2021

CSP AI Agent Services

2021-2023



# Summary

- ✓ Greatly improved balance sheet and rising share price.
- ✓ Two core CogVoice Agent applications launched in 2023, to a highly positive international reception by large and small CSPs.
- ✓ Successfully executed on the first CogVoice Platform Proof of Concept for Optus.
- ✓ Continued to grow the long-term contract with Spark NZ.
- ✓ International sales expansion underway, fuelling pipeline growth for future sales of CogVoice applications to the global CSP market.
- ✓ The firm remains very bullish on its prospects in 2024 and beyond.





Paul Ostergaard

Founder & CEO



[info@norwoodsystems.com](mailto:info@norwoodsystems.com)



[www.norwoodsystems.com](http://www.norwoodsystems.com)

# **norwood**

Intelligent agentic services