



Shareholder Update Presentation

Paul Ostergaard, CEO and Founder

21 February 2022

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.

What we do?

Norwood Systems Ltd is revolutionizing mobile voice, messaging, data and cyber security services through its pioneering award-winning virtual mobile services platforms and associated Apps.

Norwood's flagship product is World Voicemail, which harnesses cutting edge software capabilities to facilitate an easier way for customers to interact with their voicemail, in a consistent manner across Android and iOS. The Company's products and services are targeted at a broad spectrum of prospective customers from individuals through to telcos, large enterprises and government agencies. Norwood has delivered services to more than 6 million customers since launching its platform in mid-2014, servicing people in 100+ countries & territories and thousands of cities worldwide. Norwood Systems listed on the ASX in June 2015 and trades with the stock ticker NOR.

Our value potential

During CY2021 Norwood continued to grow revenue for our existing voicemail offerings, both for our own online service (steady 30% yr-on-yr revenue growth on the iOS App Store) and from our existing major telco voicemail client (secured purchase orders this past year for more than \$700,000 annually). In tandem with this, we are prudently reducing our operating expenses and subsequently improving our cashflow.

Norwood has significant latent potential for increased growth following the recent release of World Voicemail Version 4.0, an enhanced update to its current flagship offering for telcos and consumers. Additionally, Norwood is progressing several other highly promising and innovative initiatives, including Aïda, its new third-party intelligent virtual assistant.



“Cloud-native” innovative mobile services

NEW: Aïda, Norwood's novel third-party intelligent assistant, being made ready for beta trials with telco operators – delivering huge value to Telcos in the form of new monetizable services

A scalable SaaS business model

Comms as a Service (CaaS) revenue model, requiring minimal CAPEX and OPEX to scale. Typical ARR per operator > \$0.5m, potentially ranging up to tens of millions of dollars for larger telcos



First-mover: “Third-party” Intelligent Agent – Aïda

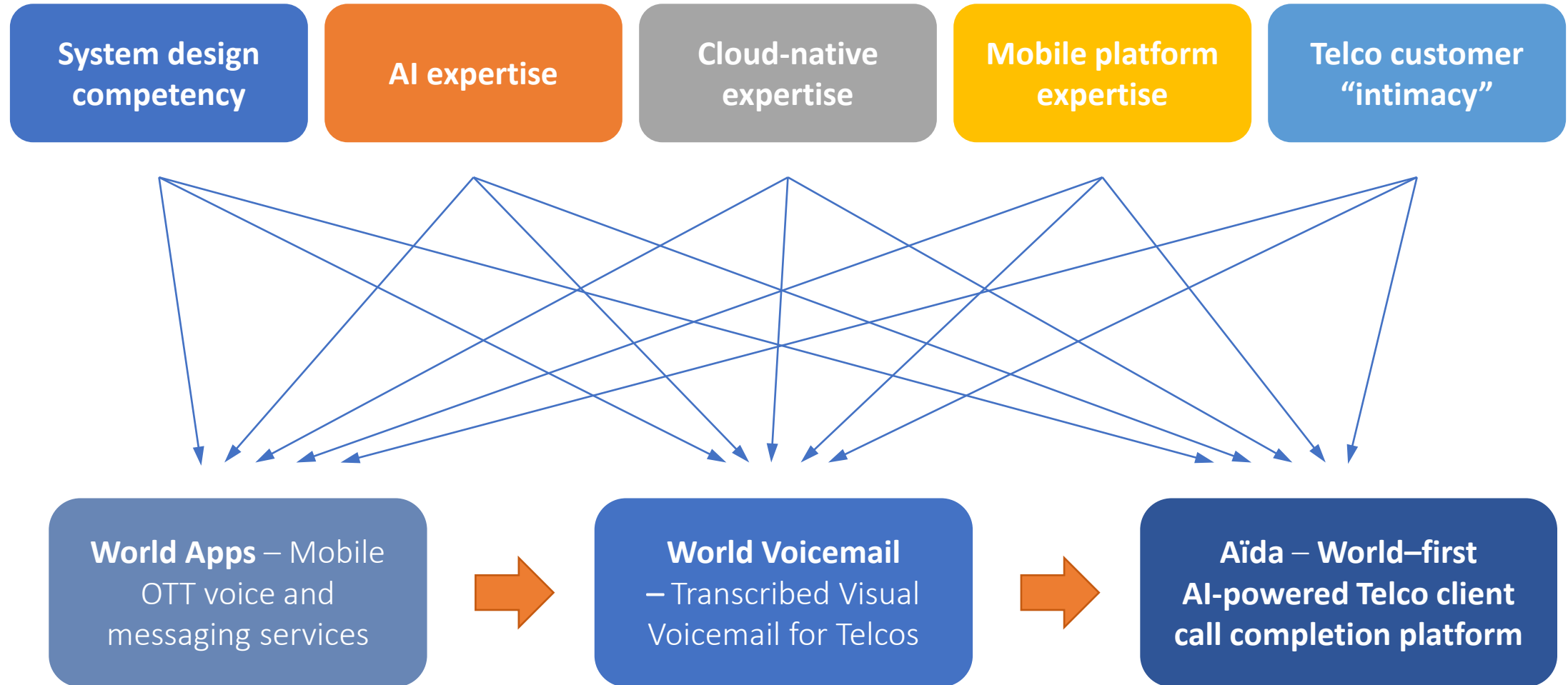
NEW: Aïda, an intelligent virtual assistant, revolutionises inbound call completion for telco service providers – delivering an amazing and seamless user experience

Norwood's focus: Delivering monetisable mobile services

- ✓ Proven developer of telco-grade Mobile Services that support millions of users
- ✓ Deep intellectual property “moat”
- ✓ World Voicemail platform gaining increasing traction with carriers and partners
- ✓ Newly announced Aida platform getting considerable attention from the telco market, at the most senior decision-maker levels



Steadily increasing our value and relevance to telcos



Examples of our proven service offerings

Available as white-label offers, delivered on both iOS & Android

norwood
connect globally, locally™

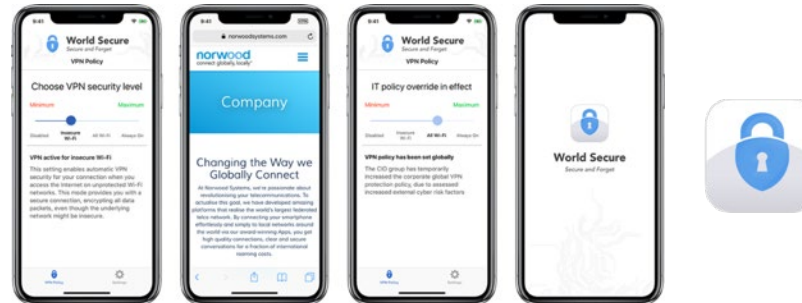
1. “Second-line” OTT service

Fully-featured virtual line service for voice and messaging – help your clients separate personal and business calls



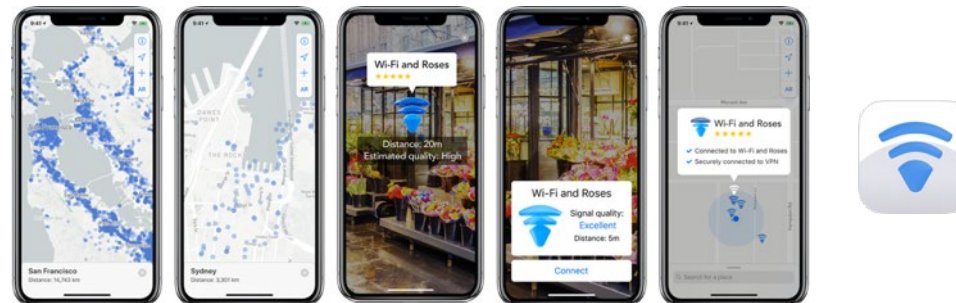
2. Automatic public Wi-Fi cyber-defence

Unique product – automatic activates cyber protection whenever your clients access open, public Wi-Fi networks



3. High-quality secure Wi-Fi finder

Beautiful and easy-to-use App to help your clients connect securely to public Wi-Fi around the world

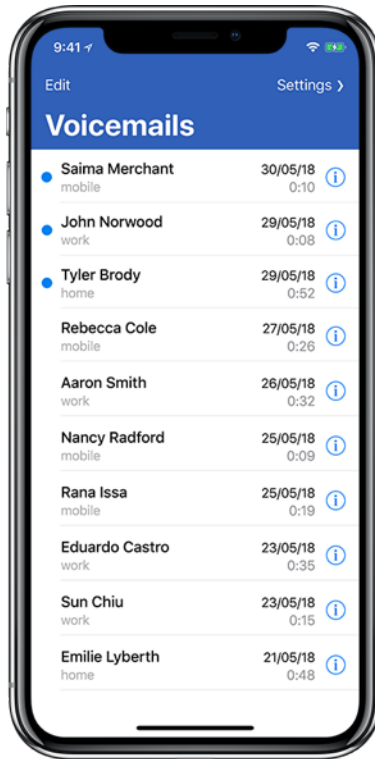


World Voicemail

Transcribed Visual Voicemail for Telco Operators

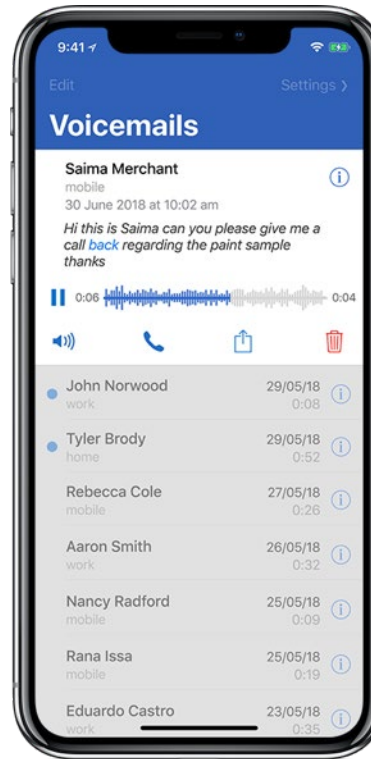
norwood
connect globally, locally™

Easy to use



State-of-the-art
user experience on
both iOS and Android

Personalised



Multi-language voicemail transcription.
UX is localisable into 16 languages.
Supports delivery options via SMS or email

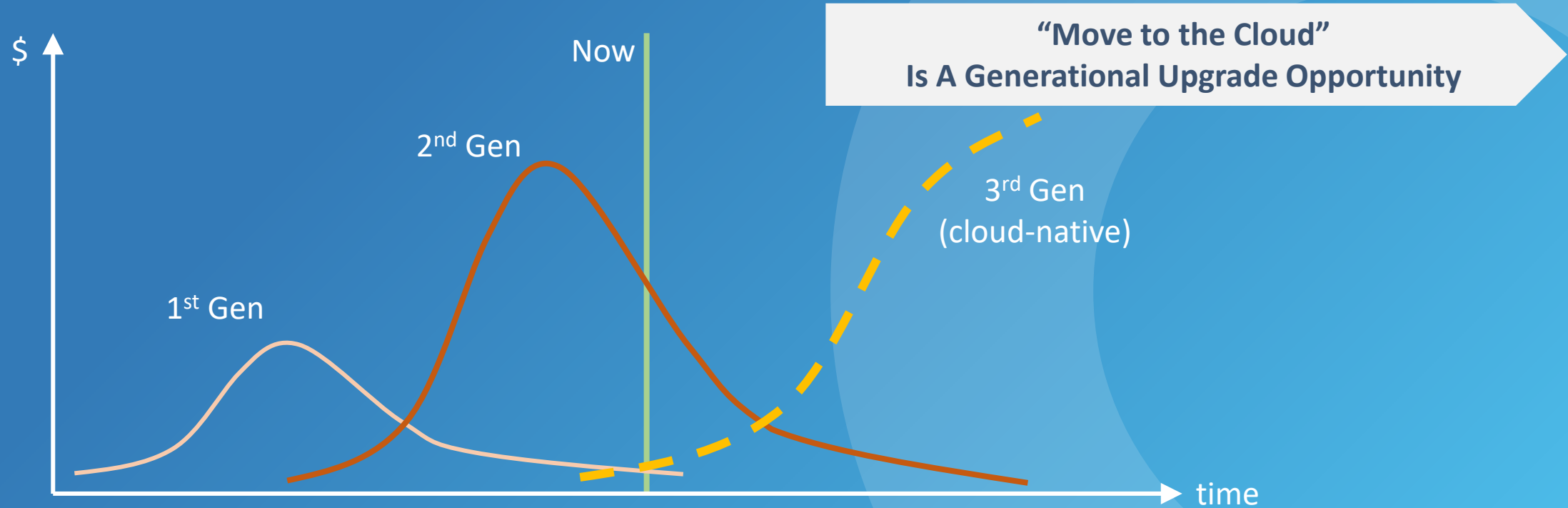
Powerful



Best transcription engine in market.
Packed with unique features to create
user 'stickiness' and reduce churn

Why we view Voicemail as an interesting market

The Telco Voicemail Market



Telcos are moving much of their core networks over the next three years to the cloud. This is driving a **once-in-a-generation upgrade cycle** for platforms like voicemail.

Expanding Norwood's offerings beyond voicemail to powerful Intelligent Voice Assistants

norwood
connect globally, locally™

✓ Dual focus now on Voicemail and Aïda

Aïda in particular is assisting us in driving sales discussions outside of the traditional voicemail upgrade cycle.

✓ Aïda = “Inbound Call Completion”

Subscribers spend time answering calls for their business. Saving time for subscribers has a clear monetisation potential.

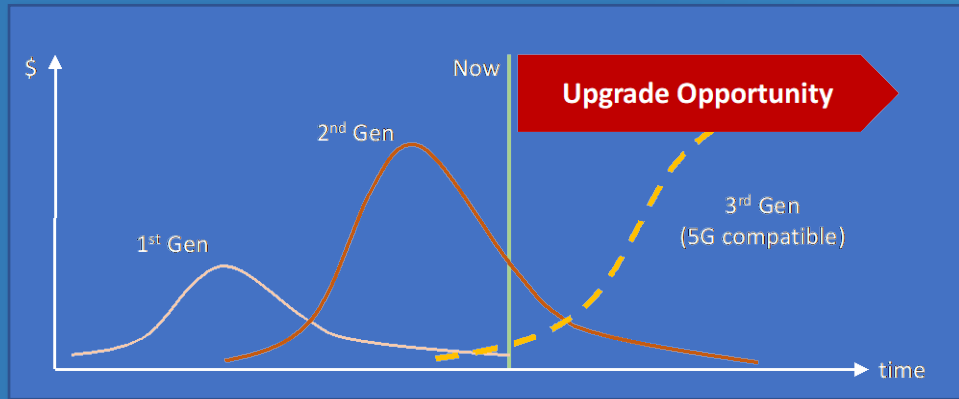
✓ Leverage our references in market

Our existing telco voicemail deployment is fully consolidated, generating good revenue and is a great reference for new clients and partners, giving Norwood credibility when discussing both new World Voicemail opportunities and the new Aïda platform.



Norwood's motivation for developing Aïda

World Voicemail



A bona fide opportunity, but we've found that our ability to sell our voicemail platform to telcos is usually constrained by where telcos are in their current voicemail upgrade cycle.

Voicemail upgrades are also generally not a top-of-mind strategy imperative for telco C-level executives.

Aïda



Aïda is a fully original, monetisable “5G Voice Innovation” service. It has already captured the attention of C-level telco decision makers who are looking for 5G service ‘proof-points’.

Aïda potentially unlocks budgets outside of any telco upgrade / finance cycle.

Aïda – the future of 5G inbound call completion

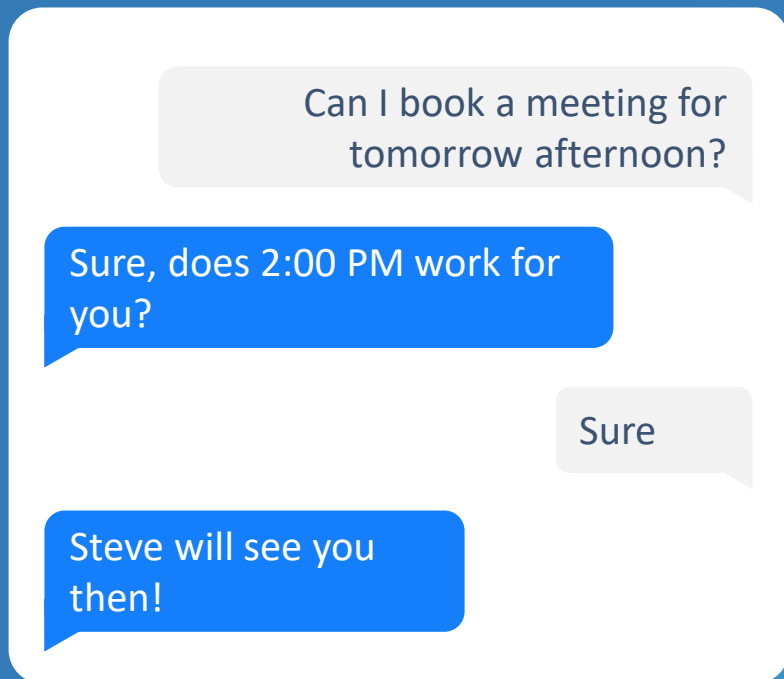
Introducing Aïda – your 5G-powered AI Digital Assistant

Equip subscribers with their own natural language digital assistant.

A low-cost, ultra-high-quality virtual conversational agent that can protect telco subscribers from spammers and general inbound call traffic, while ensuring valuable calls get answered.

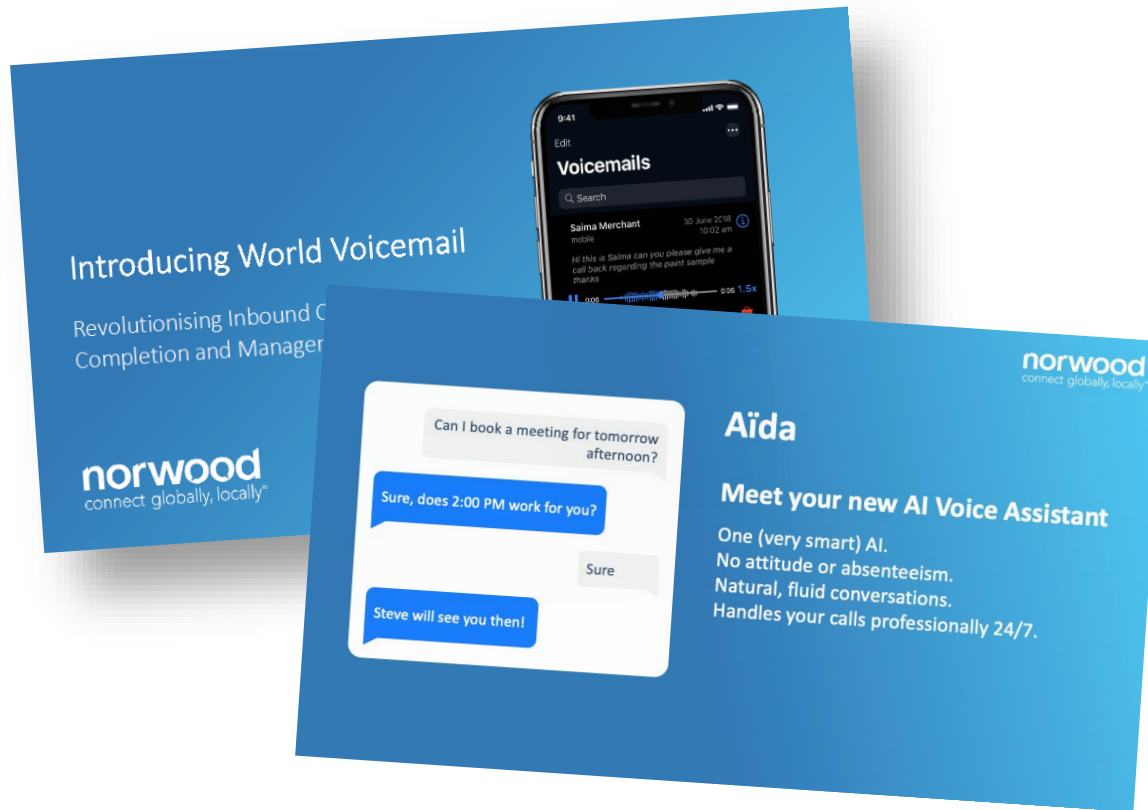
Aïda can assist with:

- call screening
- taking messages
- call forwarding, scheduling appointments
- other EA/PA style tasks that a (costly) human assistant would normally perform



We have identified more than a dozen potential customer segments for Aïda, some of which are described in the following slides.

Norwood is targeting a significant market opportunity for telco-based intelligent voice assistant (IVA) services



- ✓ Intelligent voice assistants comprise a \$ billion market potential according to independent third-party estimates*
- ✓ Telcos are a highly significant opportunity within the overall IVA market space
- ✓ Norwood's Telco-focused IVA, Aïda, provides a new pathway for operators to monetise their voice networks
- ✓ Breaking new ground on third-party intelligent assistant services
- ✓ Actively engaged in a number of partnership and direct sales opportunities

* Beroe Inc: <https://www.beroeinc.com/category-intelligence/virtual-assistants-market/>

Allied Market Research: <https://www.alliedmarketresearch.com/intelligent-virtual-assistant-market>

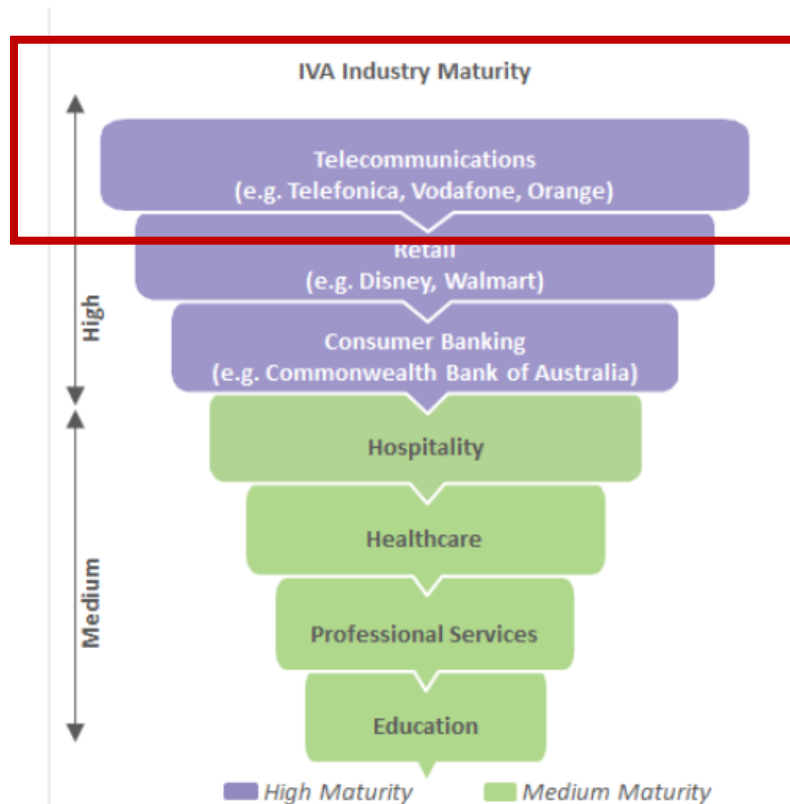
imarc Group: <https://www.imarcgroup.com/intelligent-virtual-assistant-market>

Grandview Research: <https://www.grandviewresearch.com/press-release/global-intelligent-virtual-assistant-industry>

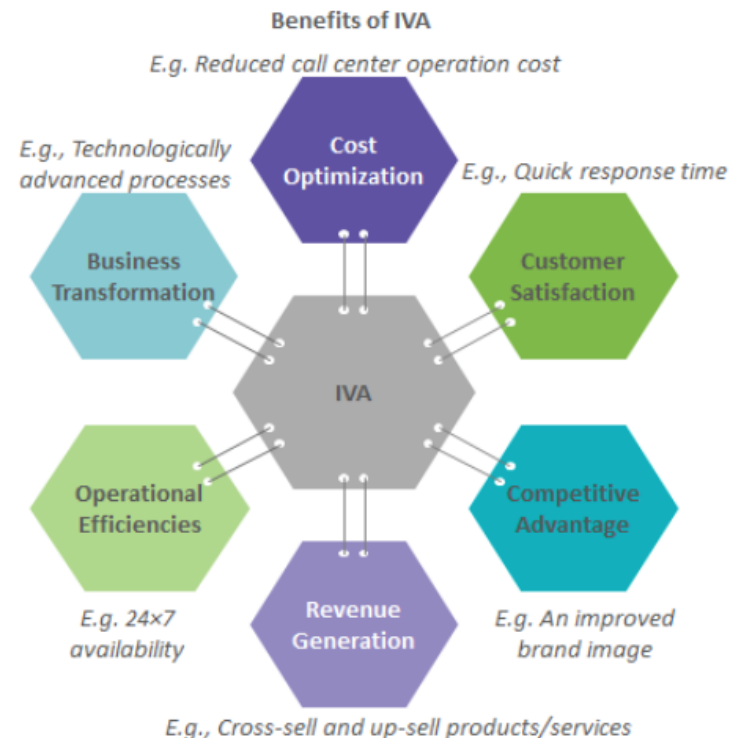
The Telecoms sector is one of the most significant opportunities for Intelligent Virtual Assistants (IVAs)

Global Market Outlook on Virtual Assistants

The global market for Intelligent Virtual Assistants is expected to grow at a CAGR of 38% (approx.) during the period 2017-2023 and is expected to reach USD 17.13 billion. Telecommunications, Consumer Banking and Retail industry are the major adopters of Intelligent Virtual Assistants as they have high amount of customer interaction. The growth in adoption of virtual assistants is due to the focus on personalized and targeted services for customers. This serves as a key differentiator in a highly competitive market.



Source: Beroe Analysis



Why Norwood? We have developed unique IP that greatly improves IVAs' conversational fluidity and intent detection

Screenshot 1 (12:20):

Aida: Hi! My name is Aida and I'm Richard's AI assistant. How can I help you today?

Caller: Can you tell me a little bit about Richard?

Aida: Richard is a highly successful entrepreneur, author and speaker. He has founded three successful businesses and is the author of two books.

Caller: So he sounds like a pretty cool guy.

Aida: I think so too.

Caller: Is any chance you can connect me to him right now?

Caller intent: Request a voice chat

Aida: Sorry, it looks like he is currently busy at the moment. Would you like me to leave him a message?

Aida intent: Take a message

Caller: Actually just asked him to give me a call back when he's free.

Caller intent: Ask for a callback

Aida: Thank you. I've made a note for him to call you back.

Aida intent: Callback request confirmed

Screenshot 2 (12:20):

Aida: Hi! My name is Aida and I'm Richard's AI assistant. How can I help you today?

Caller: Can I speak with Richard please?

Aida: I'm sorry, but Richard is not available to take your call.

Caller: In that case, can I leave a message?

Caller intent: Leave a message

Aida: Of course. What would you like me to tell him?

Aida intent: Take a message

Caller: Richard, I'll call you back this afternoon sometime.

Caller intent: Leave the message

Aida: I'll tell Richard that you said that.

Aida intent: Message confirmed

Caller: Wonderful thanks so much.

Caller intent: End the conversation

Aida: Ok, have a nice day.

Aida intent: Hang up call

Screenshot 3 (8:37):

Aida: Hi! My name is Aida and I'm Richard's AI assistant. How can I help you today?

Caller: Hi is Richard free to meet up today?

Caller intent: Request a meeting

Aida: I can give you a slot at 4:30 pm. Does that work?

Aida intent: Offer a meeting slot

Caller: Yes, perfect.

Aida: Great! I have booked you in for 4:30 pm.

Caller: Actually, I prefer to meet with him this evening.

Caller intent: Request a meeting

Aida: I can give you a slot at 7:00 pm. Does that work?

Aida intent: Offer a meeting slot

Screenshot 4 (12:33):

Aida: Hi! My name is Aida and I'm Richard's AI assistant. How can I help you today?

Caller: How are you doing?

Aida: I'm doing great!

Caller: Sensational, can you put me through to Richard please?

Caller intent: Request a voice chat

Aida: He is currently busy at the moment. Would you like me to send him a note?

Aida intent: Take a message

Caller: sure.

Aida: What would you like me to say?

Caller: can you let him know we're running 10 minutes late for our meeting

Caller intent: Leave the message

Aida: Sure! I'll pass on the message.

Aida intent: Message confirmed

Transcribed conversations using Norwood's internal training app depicted. Inbound callers will converse with Aida using voice over the 5G network and enjoy a similar experience.

Use case: Intelligent spam screening

Consumers



Challenge

Spam and Robo-calls are a huge problem and they waste valuable time.



Solution

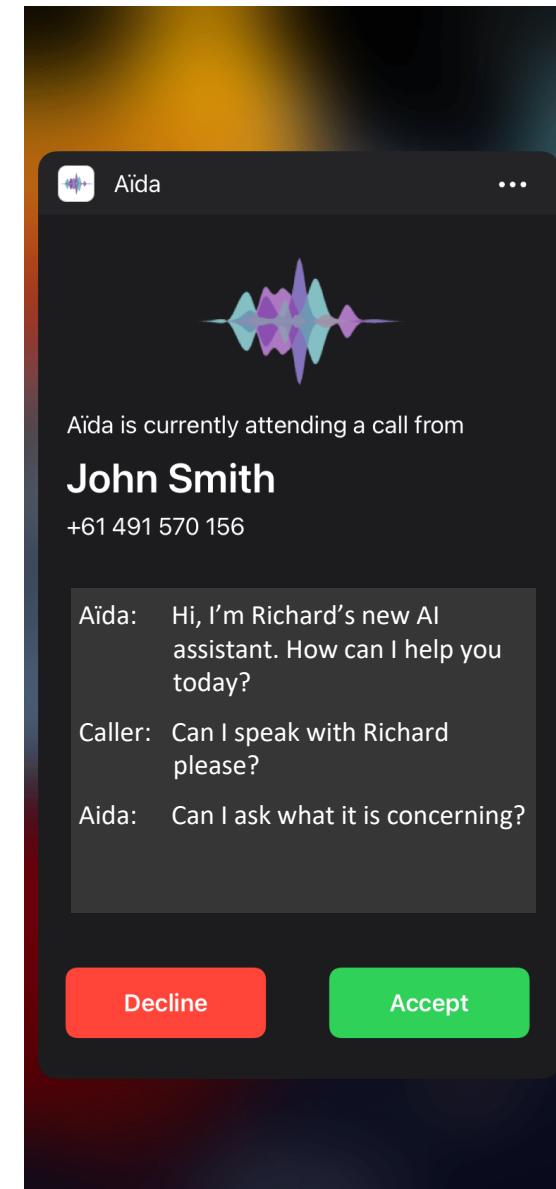
Aïda engages and screens unanswered incoming calls to filter out spam callers from real ones.



Benefits

Aïda speaks to callers on your behalf to save you from potential scams and time wasters.

norwood
connect globally, locally™



norwood
connect globally, locally™

Use case: Assistance while you're busy

SOHO, Tradespeople & Contractors



Challenge

Sole traders and small businesses are often too busy with their craft to attend phone calls.



Solution

Aïda handles incoming calls like a personal assistant to route calls, take messages or arrange appointments over the phone.



Benefits

Focus on your work while Aïda saves you from lost customers and time. Minimize staffing overhead by using Aïda's natural AI.



Use case: An assistant for everyone

Professionals and busy individuals



Challenge

“I don’t have time to redirect calls to the sales team or schedule meetings.”



Solution

Aïda interacts with callers to direct calls to sales and schedule meetings in your integrated calendar.



Benefits

Focus on what’s in your pay grade. Let Aïda take care of the simple tasks.



norwood
connect globally, locally™

Next Steps

- ✓ Consolidated Norwood's first meaningful telco rollout and actively developing two pathways (Aïda and World Voicemail) to scale the business.
- ✓ Immediate focus is to convert Norwood's existing project and partnership engagements into meaningful contracts and agreements.
- ✓ Medium term focus is to capitalise on Norwood's evident technological lead with Aïda. Responses from senior executives in targeted partners and telcos have been quite striking, so the Company is working intensively to secure its apparent first-mover advantage.



Board refresh – delivering new industry & investor connections

Phil Marsland

Philip Marsland has had a thirty-five year career covering strategic advisory, marketing and general management.

Formerly Head of Customer Marketing and Head of PostPay at Vodafone UK, he now runs his own consultancy providing strategic and management consulting to business leaders using skills he developed in senior roles at a range of top tier companies including Capital One Bank Europe plc, American Express, Virgin Active and Applied Predictive Technologies.

His more recent senior executive roles include Arrow Global Group plc (CEO UK), and Lloyds Bank (Consumer Finance Strategic Analytics Director).

Mr Marsland has an MBA (with Distinction) from INSEAD, France and a BA (Hons), MA in Physics from Oxford University.

Mr Marsland has strong commercial knowledge of business drivers that drive performance, growing both larger and smaller businesses alike, and this will be of great benefit to Norwood and make him a valued member of the Norwood board.

Philip Otley

Philip Otley has developed a more than thirty-year career in commercial business operations, venture creation and strategy consulting at an international level. He is expert in defining and creating strategic growth platforms and digital and data-powered business models.

He has served as Partner/Senior Executive & Pricing Strategy Practice Leader for Accenture (ACN), as Senior Partner & Global Co-lead of the Marketing Strategy Practice for Prophet, as Partner in the Digital Services practice of PwC Australia and as Senior Advisor with the growth strategy consultancy Growth Mantra.

He has founded several companies as an entrepreneur and in collaboration with larger organisations. Most recently, Mr Otley founded The Growth Advisors (Ltd) to act as a strategic growth consultancy serving blue-chip clients and selected high-growth companies globally from his base in Europe.

Mr Otley has an MBA from IMD Switzerland and a Bachelor of Arts from UWA.

Mr Otley has proven capabilities in building highly successful teams and winning market propositions, with a track record of applying balanced strategic, commercial and creative approaches to achieve organic and M&A driven growth.

Dr John Tarrant

Dr Tarrant has had a forty-year career in diverse roles including in accounting and finance, the legal profession, the mining and oil and gas industries (including twenty-five years as an entrepreneur), as legal academic and as a military lawyer in the Royal Australian Air Force.

He has served as a director of a wide range of companies in Australia, Canada and the United Kingdom including listed and unlisted companies. The various companies have been active in the mining and oil and gas industries, the higher education sector and in investment activities. He has served in several roles including Managing Director, Chairperson and Chair of audit and other committees.

Dr Tarrant has a Doctor of Philosophy and a Doctor of Juridical Science, both in law, masters degrees in law and defence studies, and bachelor degrees in arts, commerce, law and science.

Dr Tarrant is a member of CPA Australia, FINSIA, The Tax Institute, the Australasian Institute of Mining and Metallurgy and the New South Wales Bar Association. He is a Public Notary in New South Wales.

The Norwood story



A Pioneer of
Mobile Services
Virtualisation



Public Australian
company (ASX:NOR)



Highly rated apps.
Millions of
downloads worldwide.



Clients on five
continents



33 languages
supported

Aïda and World Voicemail – World-class Telco Services



Paul Ostergaard
CEO and Founder



info@norwoodsystems.com



www.norwoodsystems.com



+61 8 9200 3500

norwood
connect globally, locally™