

**ASX ANNOUNCEMENT**

18 August 2015

**World Phone™ Global and Viral Adoption Accelerates  
Downloads Grow 400% to 50,000 in First Two Weeks After Launch**

- **World Phone** downloaded more than 50,000 times: 400% growth since launch two weeks ago
- **Key World Phone App Store metrics** (including growth since 11 August 2015):
  - ⇒ **Number 1 most downloaded** travel app in **33 countries** on the iTunes® App store (up 25 countries compared to a week ago)
  - ⇒ **Top 10 most downloaded** travel app in **58 countries** on iTunes (up 27 countries)
  - ⇒ **Number 1 highest grossing** travel app in **five countries** on iTunes (up one country)
  - ⇒ **Top 5 highest grossing** travel app in **16 countries** on iTunes (up five countries)
  - ⇒ **9<sup>th</sup> highest grossing** travel app on **the USA App Store**
  - ⇒ **Number 1 most popular free app** (across all categories) in **multiple North African App Stores**
  - ⇒ **31<sup>st</sup> most popular free travel app, globally, across all iTunes stores**
- **World Phone** has now been used in **189 countries** and **3855 cities**
- Costs of acquisition per customer has fallen to roughly \$1 per customer due to enhanced targeting and increased viral sharing.

Sharing Economy telecommunications pioneer Norwood Systems Ltd (“Norwood” or “the Company”) (ASX:NOR) is pleased to announce that downloads of **World Phone**, the revolutionary communications App for international travellers, have now surpassed 50,000.

The 400 per cent growth in download numbers in the first two weeks after launch, from a pre-launch customer base of 10,000 downloads, to over 50,000 comes as Norwood continues to invest in ongoing digital marketing activities for **World Phone**.

**World Phone** is free to download and users receive an initial introductory allocation of calling time upon activation. Additional calling time and Personal Phone Numbers are then purchased through an in-app purchasing mechanism. Users may also receive additional calling time by sharing **World Phone** with their contacts, via an integrated referral process.

Downloads of **World Phone** continue to grow at a significant rate, alongside increases in early revenues from in-app purchases of calling time, monthly subscriptions and Personal Phone Numbers. The trend of in-app purchases to download ratio (i.e. conversion from downloader to paying customer) continues to increase.

Norwood Systems CEO and founder, Paul Ostergaard, commented on the excitement around the accelerating uptake for **World Phone**.

*“These are just stunning numbers. We continue to see strengthening uptake of our award-winning World Phone app across the planet. I re-emphasise that these figures result from organic and internally driven marketing efforts – we are rapidly building up a detailed internal understanding of our customer segments and usage patterns – knowledge that will further enhance productivity of the Company’s customer acquisition and revenue building efforts going forward.”*

*“I want to also emphasise that the success we are seeing with our World Phone platform does not imply that we have de-focused from our award-winning CORONA platform. On the contrary, we see the learnings from widespread World Phone adoption, as well as the scaling up of the associated cloud services platforms, contributing very positively in the form of enhanced credibility to our CORONA sales, partnering and channel development efforts,” Mr Ostergaard said.*

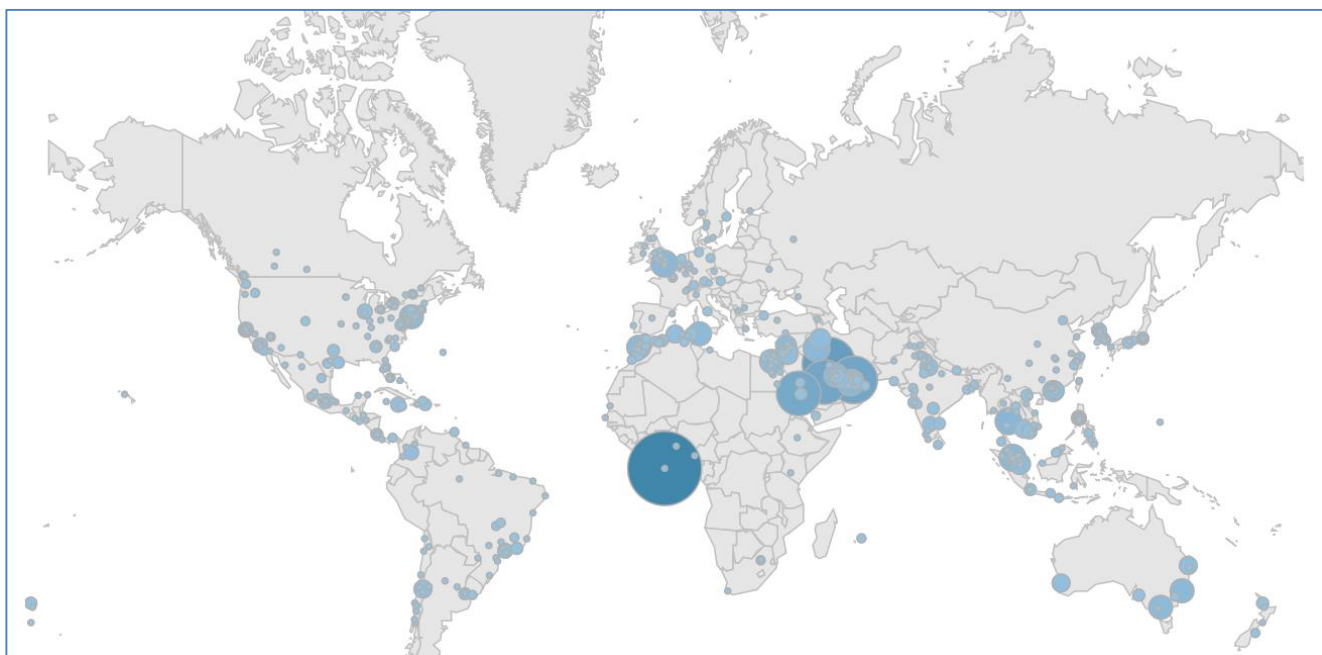
*“We have identified a need to grow the team charged with developing our CORONA sales pipeline and expect to make announcements on this front in the current quarter. CORONA remains a core long-term focus for the Company.”*

As noted in a previous announcement, Norwood will incorporate these strong early results and initial advertising cost metrics into an expanded user acquisition campaign and associated Board-approved increased investment levels, with these targets to be announced by the end of Q3CY2015. Since the previous update, marginal costs of acquisition per customer has fallen to roughly \$1 per customer due to enhanced targeting, learnings from inbound analytics and increased viral sharing.

**World Phone** is an award-winning, revolutionary communications App for international travellers that harnesses the “sharing economy” to provide access to high-quality, low-cost telecommunications providers around the world. It is especially suited to addresses the needs of international travellers with exacting communications requirements, and a desire to continue conversing with contacts beyond the travel period.

**World Phone** disrupts the personal mobile roaming experience by providing tight integration to high-quality fixed line networks worldwide, delivering much lower cost-per-minute calling (up to 80% lower than corporate plans) and clearer audio to the end-user, while introducing completely novel features, such as effortless in-app provisioning of local numbers when travelling – all without needing an additional SIM.

**World Phone** is available for download on Apple’s App Store, at <https://itunes.apple.com/au/app/world-phone/id956373738> for iOS devices, such as iPhone, iPad, and iPod touch (optimised for iPhone 5, iPhone 6, and iPhone 6 Plus).



*Current **World Phone** usage patterns – larger bubble represents more users*

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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\*, which is forecast to grow to more than \$80 billion by 2018 (source: *Juniper Research report on the Mobile Roaming Market, 2014*).

Norwood Systems' patent-pending cloud service platforms integrate the international fixed phone network with short-haul Voice over Internet Protocol (VoIP) technologies to optimise roaming business travellers' telephony experiences.

Australian businesses and individual business travellers are using Norwood's services today on multiple continents. 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 revolutionizing the delivery of high-quality voice telecommunications services for individual business travellers and organisations on a worldwide basis. The Company listed on the ASX on 16 June 2015.

Norwood Systems was founded in 2011 to develop and supply the best possible global mobility and roaming solutions using Over The Top (OTT) voice technologies. The Company's breakthrough offerings, **CORONA™** and **World Phone™**, deliver the world's most advanced international fixed-line roaming solutions addressing a broad spectrum of customers, from individual business travellers all the way through to large enterprise and government clients.

**CORONA** is an award-winning, enterprise-class cloud services platform that integrates compatible mobile devices securely and seamlessly with the organisation's existing Unified Communication or PBX networks, independent of their location.

**World Phone** is an award-winning, revolutionary communications App, delivering effortless "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.



**World Phone™**