



ASX ANNOUNCEMENT

30 September 2015

Norwood Partners with Booking.com

World Phone to partner with Booking.com to provide global accommodation options to users

Telecommunications pioneer Norwood Systems Ltd (“Norwood” or “the Company”) (ASX:NOR) is pleased to announce a partnership with **Booking.com**, the world leader in booking accommodation online, with over 787,000 accommodation options on offer around the globe.

The collaboration will see **Booking.com’s** full range of global accommodation options in over 80,000 destinations around the world made easily available inside the **World Phone** App, and will direct **World Phone** users to a co-branded landing page at **Booking.com** while providing new revenue for Norwood for all stays booked via this partnership.

World Phone is a revolutionary communications App for international travellers that harnesses the “sharing economy” to provide access to high quality, low-cost telecommunications providers around the world, making it easy and affordable to make voice calls from a mobile device wherever you are around the globe.

The partnership is a significant demonstration of Norwood’s growing relevance in the travel space and of the traction **World Phone** is receiving just two months after its launch. **World Phone** has now been the number 1 most downloaded travel App in 68 countries and number 1 highest grossing travel App in 33 countries on the Apple App Store.

As previously outlined, the Company will continue to invest in both **World Phone** via direct digital marketing and in both direct and indirect enterprise sales channels for its other platform **CORONA** over the coming year.

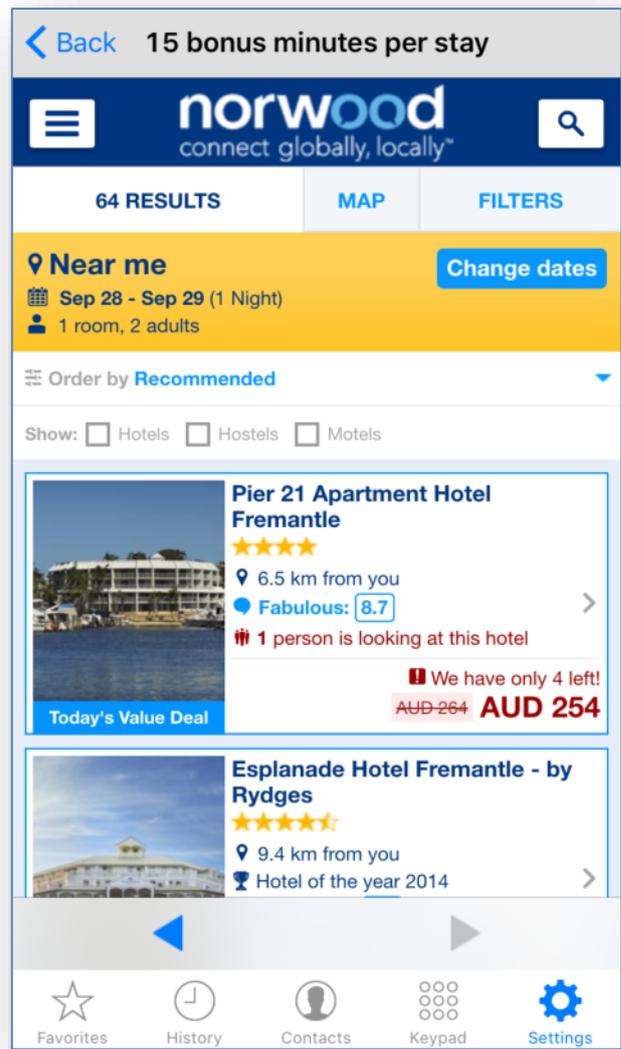
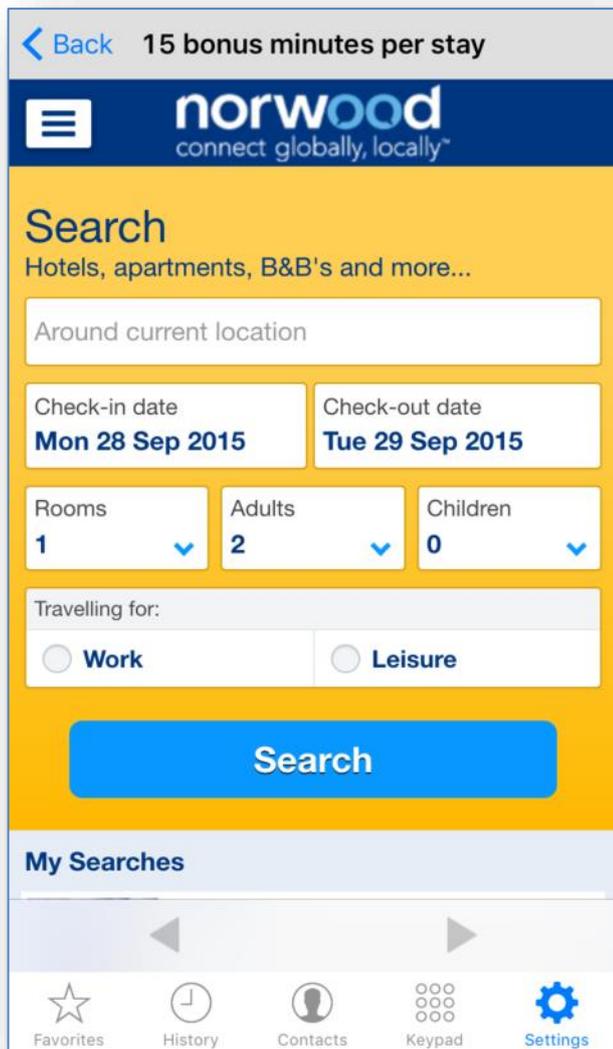
Norwood Systems CEO and founder, Paul Ostergaard, commented:

*“Thanks to our initial success in growing the **World Phone** user base, and our strong position with the Apple App Store travel category, World Phone is now developing into a significant platform within the global travel sector.*

It’s incredible to think that 86% of global travellers are likely to book accommodation using a smartphone in 2015, and we believe our partnership with Booking.com will play a beneficial role in growing our business”.

We are extremely pleased by this partnership with such a recognised and global travel brand, and with the momentum we are receiving from our Sharing Economy communications platforms and solutions.”

The Norwood co-branded landing page is available at: www.booking.com



Norwood co-branded Booking.com landing page, viewed within a beta release version of World Phone.

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For Further information, please contact:

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About Booking.com

About [Booking.com](http://www.booking.com):

Booking.com is the world leader in booking hotel and other accommodations online. It guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the Booking.com website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don't pay booking fees – ever. The Booking.com website is available in 42 languages, offers over 787,000 hotels and accommodations including more than 362,000 vacation rental properties and covers over 80,000 destinations in 221 countries and territories worldwide. It features over 56M reviews written by guests after their stay, and attracts online visitors from both leisure and business markets around the globe. With over 17 years of experience and a team of over 9,300 dedicated employees in 165 offices worldwide, Booking.com operates its own in-house customer service team, which is available 24/7 to assist guests in their native languages and ensure an exceptional customer experience.

Established in 1996, Booking.com B.V. owns and operates Booking.com™, and is part of The Priceline Group (NASDAQ: PCLN). Follow us on [Twitter](#), [Google+](#) and [Pinterest](#), like us on [Facebook](#), or learn more at <http://www.booking.com>.

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 for international travellers that harnesses the "sharing economy" to provide access to high-quality, low-cost telecommunications providers around the world. The App provides unparalleled local access to high-quality voice networks in more than 90 countries, and is especially suited to address the needs of international travellers with exacting communications requirements, and a desire to continue conversing with contacts beyond the travel period.



World Phone™