



Investor Presentation
& Capital Raising
June 2016
ASX:NOR

norwood
connect globally, locally™

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Future matters

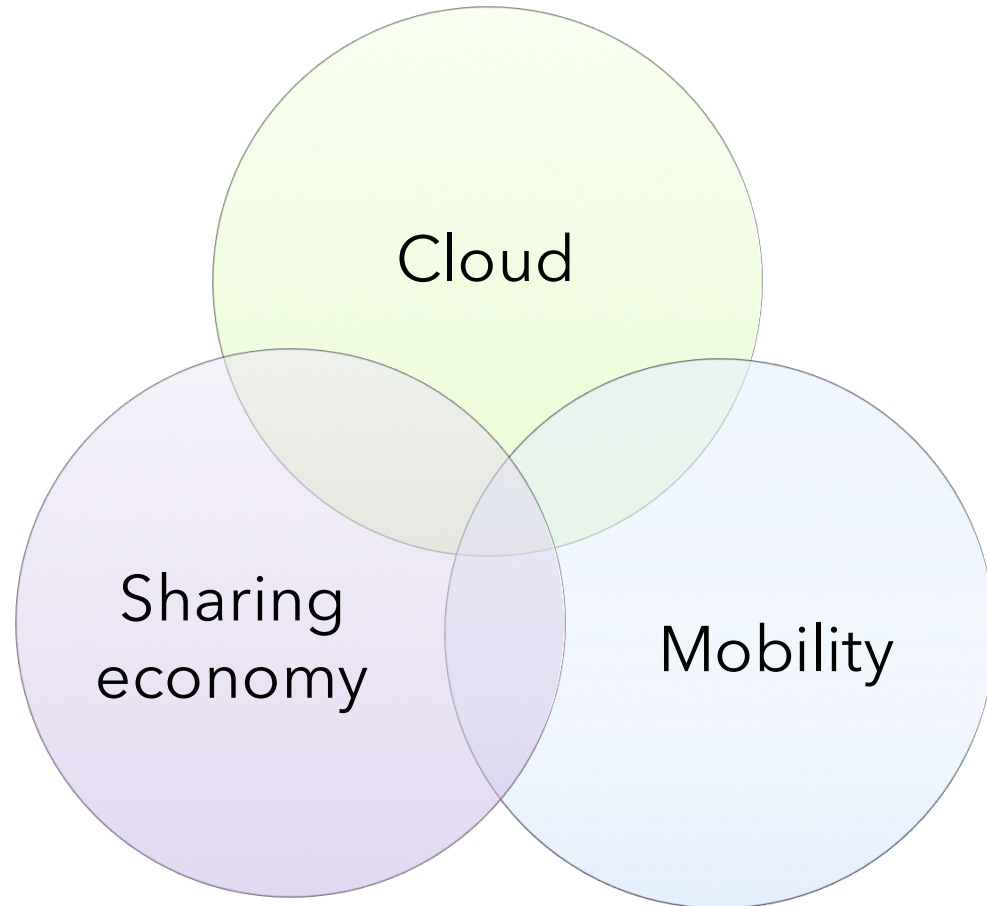
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“Over-the-Top” (OTT) Apps and platforms delivering communications services to consumers and businesses

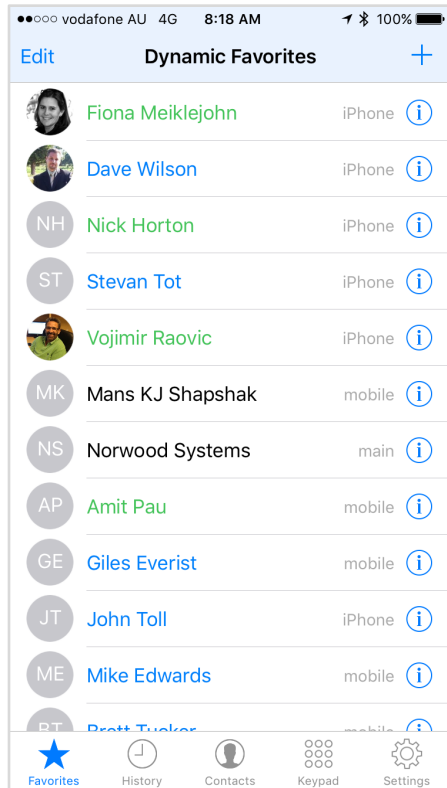
corona 

corona

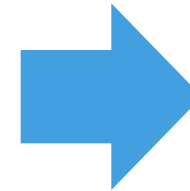
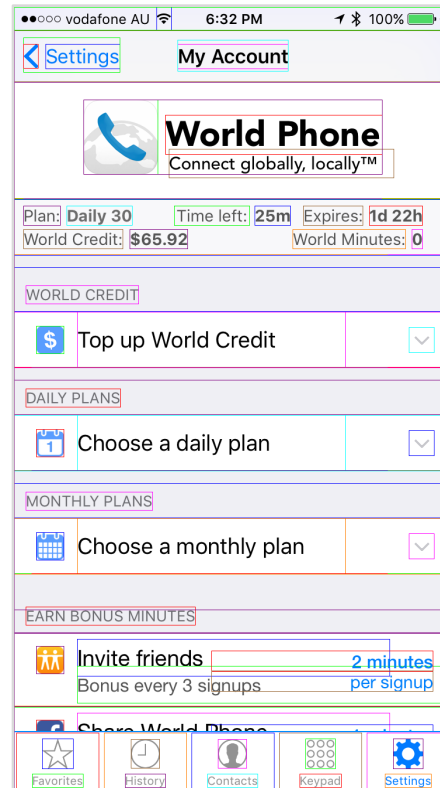
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Our key focus is building 'simply great' Apps and Platforms

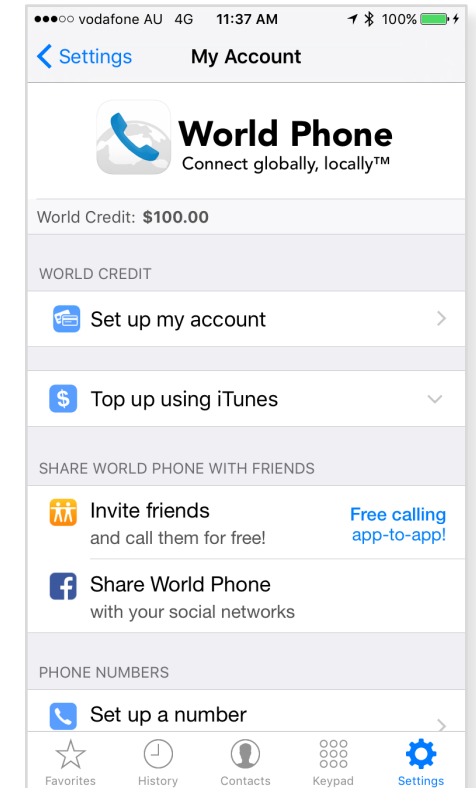
Put some colour
in your life!



From this...



...to this



Significant progress since listing – including revenue

- Company can soon address multiple needs:
 - Long distance calling on mobile or fixed line, roaming voice, travelling data and messaging
 - No longer just roaming
- Across multiple customer segments from Telco, corporates and individuals
- Core product launched 10 months ago
 - Already more than A\$ 700,000 from in-App purchases, more than 4 million downloads
- Recently launched two key monetisation upgrades for current and future Apps – World Credit and Global Dynamic Pricing
- “Self Serve” provisioning for Corporate clients through a zero-touch, web-based business console with real time reporting and central payments



Strategy update

Norwood remains focused on four strategic priorities

Creating...

a multi-service App portfolio to support diverse end-user communications needs - beyond voice services

Integrating...

World Apps with CORONA, supporting a continuum of use cases: Individuals, SMBs, Enterprises & Carriers

Building...

World Credit into a flexible and powerful credit management and monetisation framework

Partnering...

with large Telcos worldwide to create a pathway to scale through carrier licensing of Norwood's platform and Apps



Product Update

World Phone – enhanced with major new features



World Phone

- Android & iOS
- 4m+ downloads
- Global usage



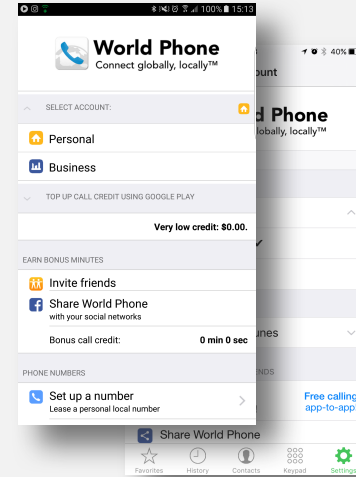
Beta this week



Live now

CORONA Cloud

- Personal or Corporate use context



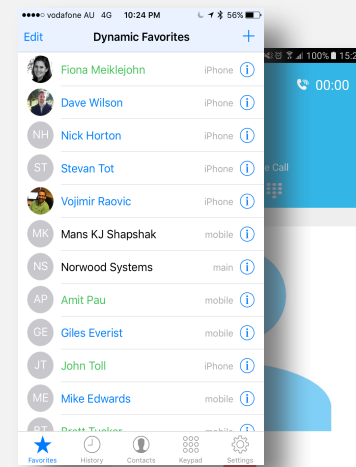
World Credit

- Localised
- Secure
- Across Apps
- Buy using App Store or Credit Card



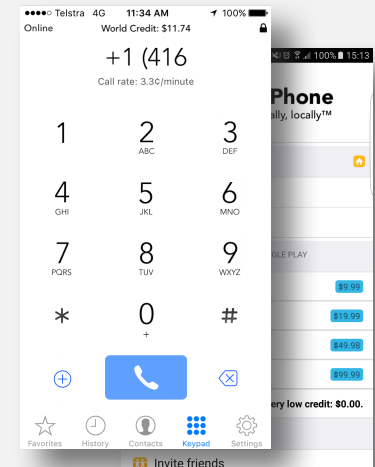
App to App

- Great quality free calls
- “Presence” integrated into the UI



Global Dynamic Pricing

- Competitive “Per route” price/minute
- Maximises the return/corridor



Two new “World” Apps are currently under development



World Message

- An App that combines the best of SMS with the best of WhatsApp
- Supports World Phone presence info
- *Details end June*



World Wi-Fi

- An App that lets you seamlessly get online at millions of Wi-Fi hotspots globally
- Integrates with World Phone and World Message
- *Details end June*

Federated Network

World Credit



corona

Voice, messaging and data products for Businesses. Using patented, award-winning tech.

EXISTING

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CORONA On-Prem

- On-premises architecture
- Mainly targeting large organisations' roaming business travellers

NEW

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CORONA Cloud

- 'Cloud-first' scalable architecture
- Centralised web dashboard for managing multiple users and groups
- Ideal SMB solution

**Public
Beta**

NEW

corona 

CORONA Global Trunk Services

- Connects all-of-office voice traffic to Norwood's global federated network
- Single vendor solution for multi-sited, multi-country organisations

**Public
Beta**

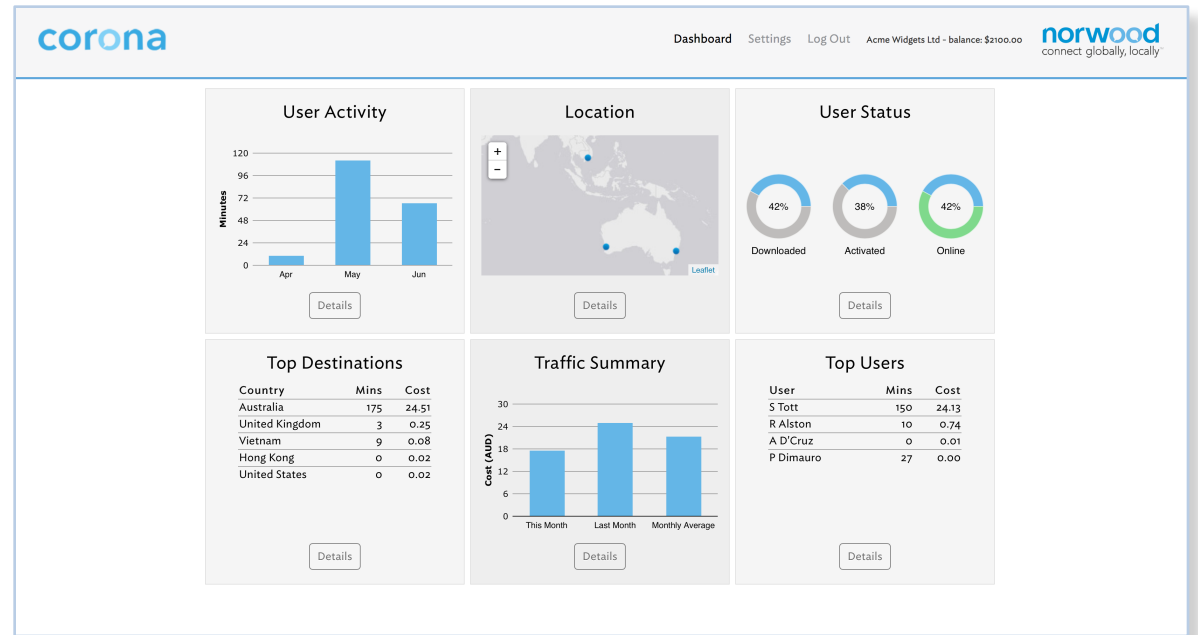
NEXT

TBD

Next Gen CORONA

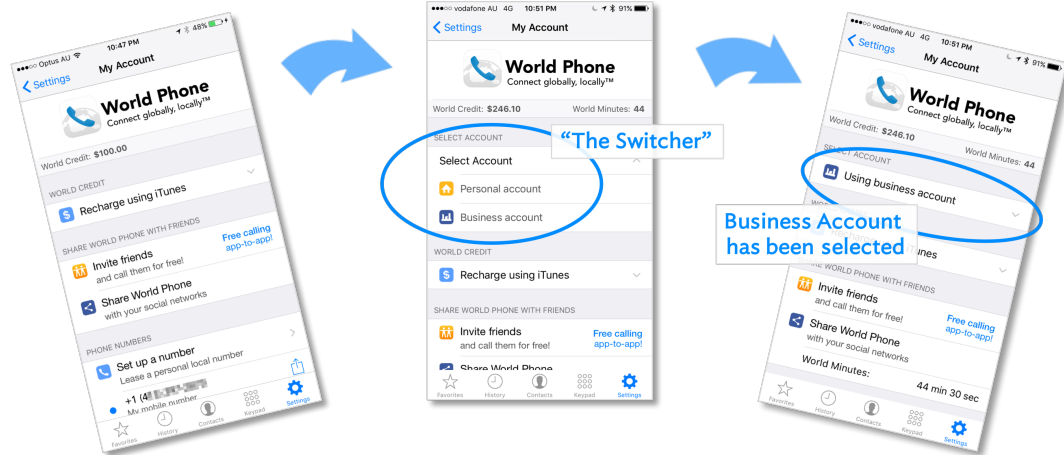
- Further products and feature enhancements in roadmap

CORONA Cloud - Now in Public Beta



World Phone user acts on activation email from CORONA Cloud administrator

World Phone user selects Business Account to access calling credit and call reporting



The main CORONA Cloud Dashboard



Addressing the OTT Opportunity

Over-the-Top (OTT) services – an irreversible phenomenon

Ever faster mobile networks



Ever more capable mobile computers





iPhone 6:

58x speed
64x storage

of...

**a Cray-2
supercomputer**

Europa platform powers Norwood's OTT services

 <p>World Credit</p>	 <p>World Phone</p>	 <p>World Wi-Fi</p>	 <p>World Message</p>
<p>europa multi-service federated network</p>			
<p>Voice</p>  	<p>Data</p>    	<p>Messaging</p> <p>3-4 providers</p>	<p>Payments</p>  <p>stripe</p>
<p>72 country Voice Pops</p>	<p>130 million Wi-Fi Pops</p>	<p>2 billion destination addresses</p>	<p>70 million rural customers</p>

Norwood delivers a three-way Win-Win-Win in OTT



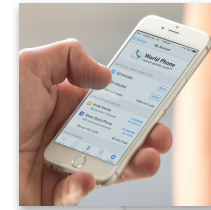
Customers

- Premium quality free calls - App2App
- Premium quality OTT local telephony service
- Premium quality low-cost international voice roaming
- Premium quality seamless messaging
 - App2App and SMS



Operators

- Preserve revenue
- Terminate traffic from other Norwood customers
- Offer new and innovative services
 - local numbers, enhanced messaging, etc.
- Access Norwood digital marketing expertise



Norwood

- Endorsed marketing and customer acquisition
- Customer acquisition co-funded by operator
- Local access to operator POPs
- Access to operator's local number inventories

Compelling to the end-user

NEW:

- Seamless access to 100m+ access points
- Intuitive discovery
- Security



World Wi-Fi



World Phone

Enhanced:

- Android
- App to app calling
- Presence
- Security
- More routes

NEW:

- Digital Wallet shared across all World apps
- Top-up via App Store & Google Play
- Coming soon credit cards and FinTech



World Credit



World Message

NEW:

- On-net and SMS messages in one app
- Send AND receive
- Presence
- World Credit
- Slack/Twitter integration



Deep customer insights: app analytics

A 'back-channel' for process improvements on pricing, marketing, ...



Global service footprint

Permits easy international expansion.
Services work reliably everywhere.



Federated SaaS architecture, great apps

Telcos modernise their platforms, keep their minutes and their customer relationships



Conclusion



1. A scalable business model

Communications-as-a-Service (CaaS) revenue model, requiring minimal CAPEX and OPEX – targeting carrier partners for scale



2. A monetisable App Store presence

A\$ 500,000 in generated revenue – just in the past six months
Most downloaded* Travel App in 109 of 155 App Store countries
Top grossing* Travel App in 122 of 155 App Store countries



3. Significant new market opportunity for OTT partnerships

Providing a strategic alternative for carriers disrupted by Over The Top services



4. Cloud-based disruptive technology

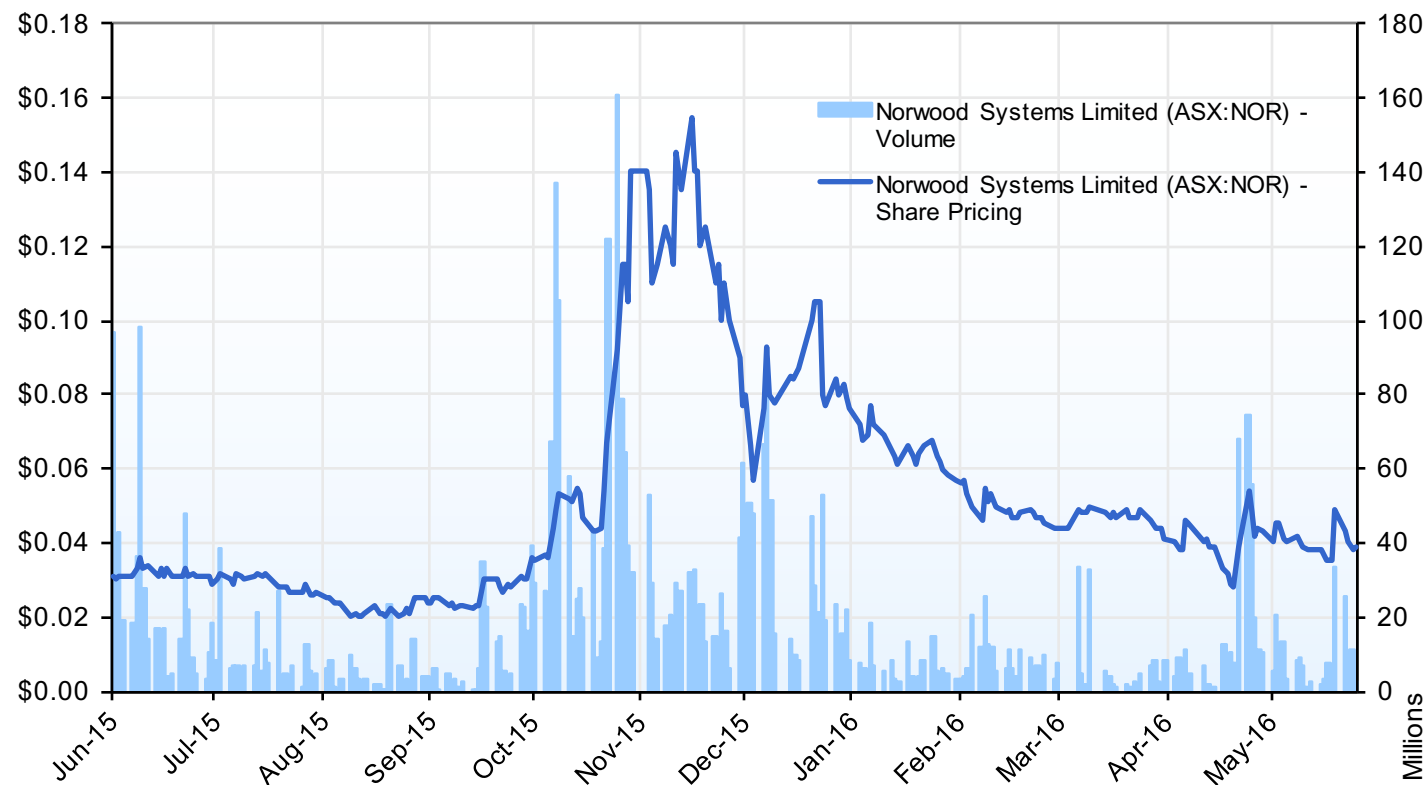
Norwood is leveraging the Sharing Economy to connect business travelers and expat workers to local high-quality telecommunications networks – delivering large savings

* "App Annie" App store statistics, selected dates



Capital Raising Details

- Up to \$5.0 million in new capital offered at \$0.035 per share, which together with existing cash reserves, fulfils Norwood's targeted baseline budgets beyond through to mid-2017
 - \$3.5 million Placement to institutional and sophisticated investors
 - \$1.5 million Priority Offer for eligible shareholders
 - Both offers have one free attaching Option, expiring in two years from date of issue exercisable at \$0.055 for every three shares issued
- Shareholders appearing on the Company's share register at ASX market close on Friday, 24 June 2016 will be eligible to participate in the Priority Offer
- Funds raised will be used for Norwood to continue successful build out of "Over-the-Top" (OTT) Apps and platforms delivering communications services to consumers and businesses, alongside marketing and sales spend addressing corporate and telco sales opportunities along with necessary working capital.
- Additional customer revenue, potential option exercise receipts and post 30 June FY16 R&D tax rebate will be used to enhance these activities.



Notes:

1. Comprising 157,739,522 performance shares and 7,855,548 performance rights, which will convert to fully paid ordinary shares upon the achievement of the Milestones 1 & 2 (conversion of 50% each) as follows:
 - a) Milestone 1: Norwood being awarded two separate 'Material Contracts' whereby a 'Material Contract' is defined as a contract with a third party which generates gross revenue to Norwood of at least \$200,000 in any 12 month consecutive period
 - b) Milestone 2: Norwood generating gross revenue for any 12 month consecutive period of at least \$3.0 million

Capital Structure - Pro Forma	Minimum Raise	Full Over-subscription
ASX Code	NOR	NOR
Shares on Issue	997,297,004	1,011,636,719
Performance Shares & Rights ¹	165,595,070	165,595,070
Options (various exercise prices)	95,974,485	95,974,485
Options (2 years @ \$0.055)	42,857,142	47,619,047
Offer Price	\$0.035	\$0.035
Market Capitalisation	~\$34.9m	~\$35.4m



A World Leader in 'Sharing Economy' Telco Services

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A number of consumer mobile app industry metrics may be referred to in this presentation, alongside traditional financial metrics. For the benefit of readers, these metrics are defined further below.

Revenue for mobile apps refers to gross revenue earned from sale of the application to the consumer, i.e. prior to any commission, allocation, sales share or overhead etc. taken by an app store such as the Apple iTunes App Store for iOS or Google Play Store for Android. Typically, these app stores levy an overhead of circa 30% of revenue.

“Consumable” versus “Subscription” Revenue discusses the split between purchases that are one off in nature such as additional calling minutes inside World Phone, or future booking.com commissions and subscription revenue which is primarily comprised of leasing local numbers, and plans such as the ultimate flat rate monthly plan available on World Phone. One off revenue, such as purchasing additional calling minutes, is still classed as one off even if the same user makes multiple purchases in the same month, or regular purchases over an extended period of time.

Revenue Annual Run Rate refers to the approximate Annual Revenues from World Phone that would be received, should the current weekly average revenue continue unchanged (along with similar Foreign Exchange Rates) for a full 12 month period. As World Phone has only been on sale since 31 July 2015, an annual figure for sales is not yet available. This metric is NOT a forecast of future revenues, but an illustration to assist investors in determining the significance of current weekly revenue figures.

Customer Acquisition Cost (CAC) is defined as the fully attributed marketing and sales expense associated in convincing a customer to buy a product/service.

Lifetime Revenue (LTV) is defined as the dollar value of a customer relationship, based on the present value of the projected future cash flows from the customer relationship.

Average Revenue per User or ARPU is simply the total amount of revenue earned divided by the number of users over the relevant period, such as weekly or monthly. In the industry, a monthly period is most commonly used. Given the large numbers of non-paying users present in any consumer mobile app, *average* revenue figures will always be much lower than available spending options as the revenue from spending users is averaged out across the entire user base. Typically, only a few per cent of a consumer mobile app user base will spend money on a mobile app after downloading the app for free.

Engaged Users refers to users who have done more than simply download a mobile app, i.e. they have opened and used the app on their mobile device at least. Engaged Users cease to be counted as engaged if they have not interacted with the app for a given time period.

Engagement similarly refers to users actually using the app, rather than simply downloading the app.

Investing heavily in enhancing its Apps and Services

The Corona logo is displayed in a blue circle. It consists of the word "corona" in a lowercase, sans-serif font.

Enhancing World Phone & CORONA to improve engagement, monetisation and market coverage



Expanding the go-to-market focus to include telco licensing options, due to inbound interest arising from our high App Store rankings



Augmenting service offerings to include Messaging and Data services

An Australian company with a global footprint

5 international
patent families

4 million+
customers

Most downloaded
Travel App in
109 countries

Top grossing
Travel App in
122 countries

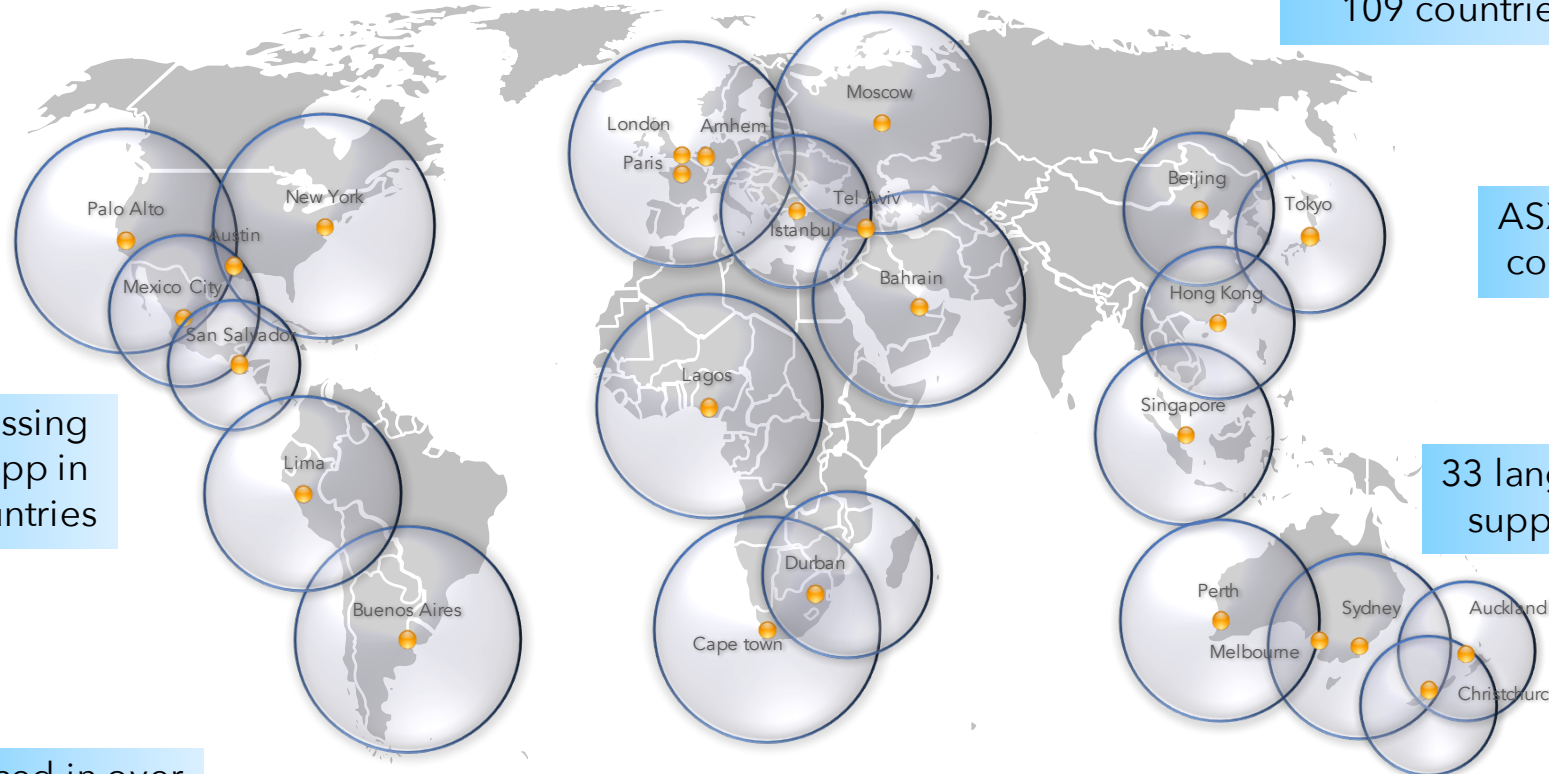
ASX listed
company

33 languages
supported

Used in over
5100 cities
worldwide

Shared Economy
Telco partners in
Over 70 countries

Representation on
Four continents



Key achievements since listing on June 16, 2015

Operational

- **World Phone**, successfully launched Jul 2015, currently following a path to profitable monetisation
- Over 4 million downloads in 8 months, active users in more than 200 countries and 5100 cities
- Launched initial Android version on time on 30 Nov 2015
- Business oriented CORONA enhancements in Public Beta
- Key CORONA patent awarded
- Enhanced World Phone with additional features aimed at increasing monetisation, ARPU and overall revenue
- Two new products in advanced development

Financial

- Oversubscribed first raising of A\$5.5 million at A\$0.02/share – Jun 2015
- Oversubscribed second raising from institutions / retail of A\$7.1 million at A\$0.08/share – Nov 2015
- Funds applied to marketing, customer acquisition and R&D

Corporate

- Senior Leadership Team – appointed VP Sales and VP Marketing in Oct 2015
- Strengthened Board - appointment of Giles Everist as Non-Executive Director in Nov 2015
- Actively recruiting further senior roles to build out internal capability

Paul Ostergaard
Managing Director & Founder



- One of Australia's 100 Most Influential Engineers in 2015 (Engineers Australia)
- Led strategy for a \$1bn revenue data network platform at 3Com Corporation in the 1990s
- Founded and led one of Europe's 30 Hottest Tech Firms (ranked by Time Magazine) in the 2000s
- Pearcey Foundation's WA Entrepreneur of The Year in 2014
- MBA (INSEAD), BE (UWA)

Amit Pau
Non Executive Director



- Former Group Managing Director for International Accounts and Business Markets at Vodafone
- Led divisional units of AT&T, Global TeleSystems
- Former director of Vodafone Spain Radamec Plc
- Managing Director of Ariadne Capital Ltd

Giles Everist
Non Executive Director



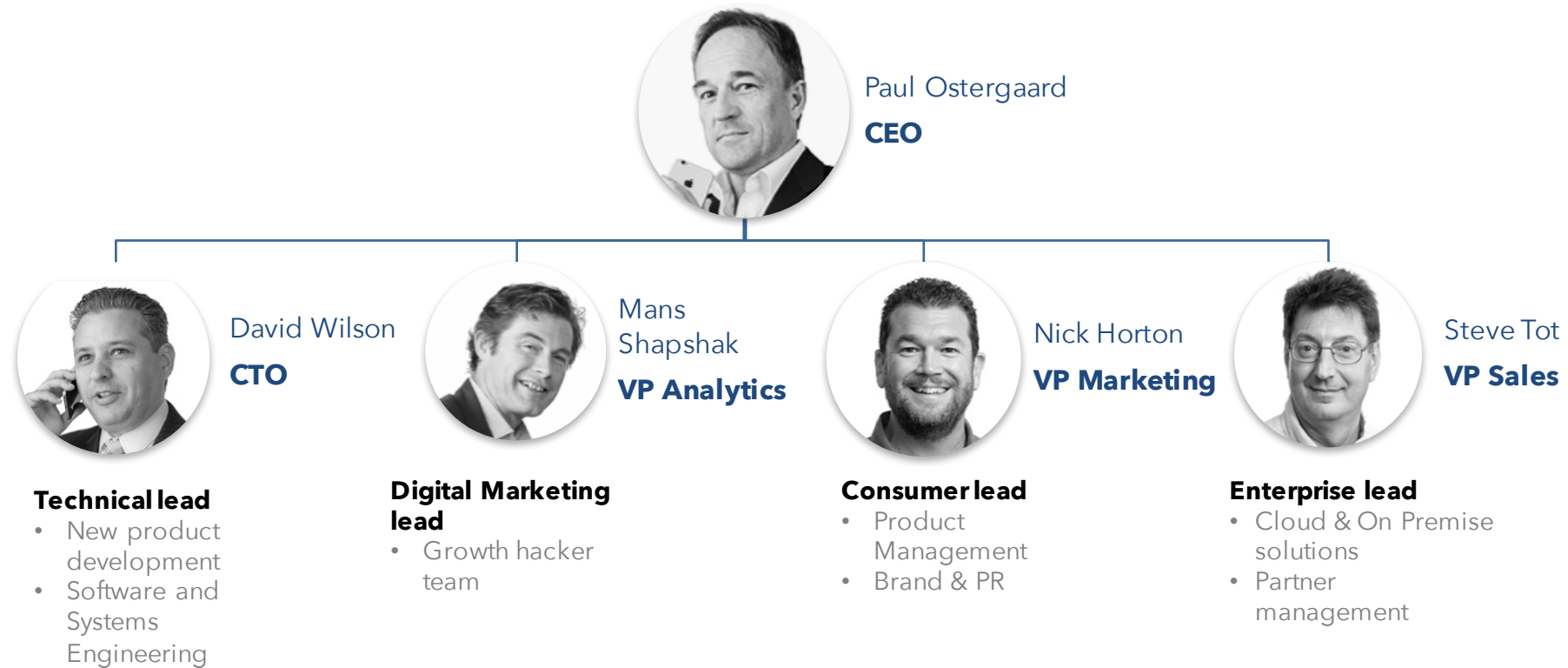
- Extensive corporate and financing experience at Coopers & Lybrand, Rio Tinto, Fluor Australia, and Monadelphous
- Has chaired ASX listed companies and is a Director of ASX listed Macmahon Holdings, Decmil Group and Austal

Mike Edwards
Non Executive Chairman



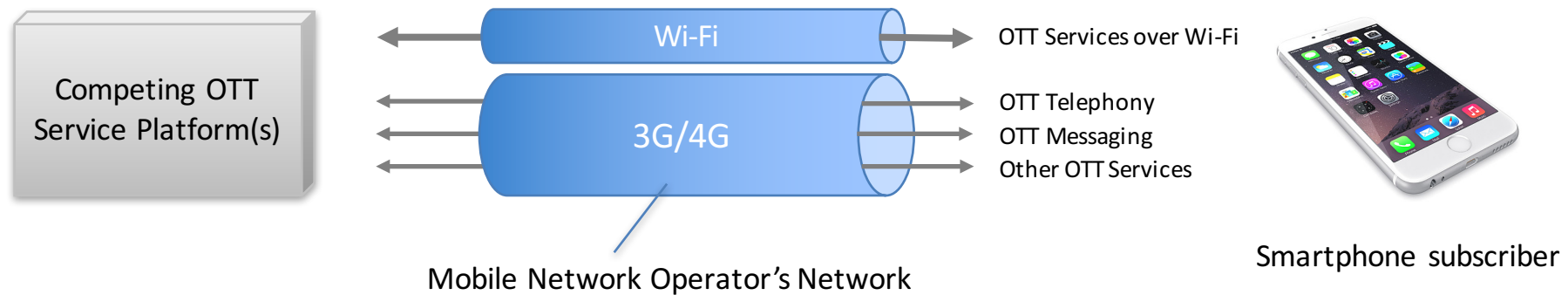
- Over 20 years Senior Management experience in the private and public sector
- Former CEO, Monterey Mining Group and Former CEO and Exploration Manager for ASX listed Latitude Consolidated
- Non-Exec Director of Dawine Pty
- Consultant to Ventnor Capital

Senior Leadership Team



50+ Years Cumulative Start-up Experience
75+ Years Cumulative Telco Industry Experience

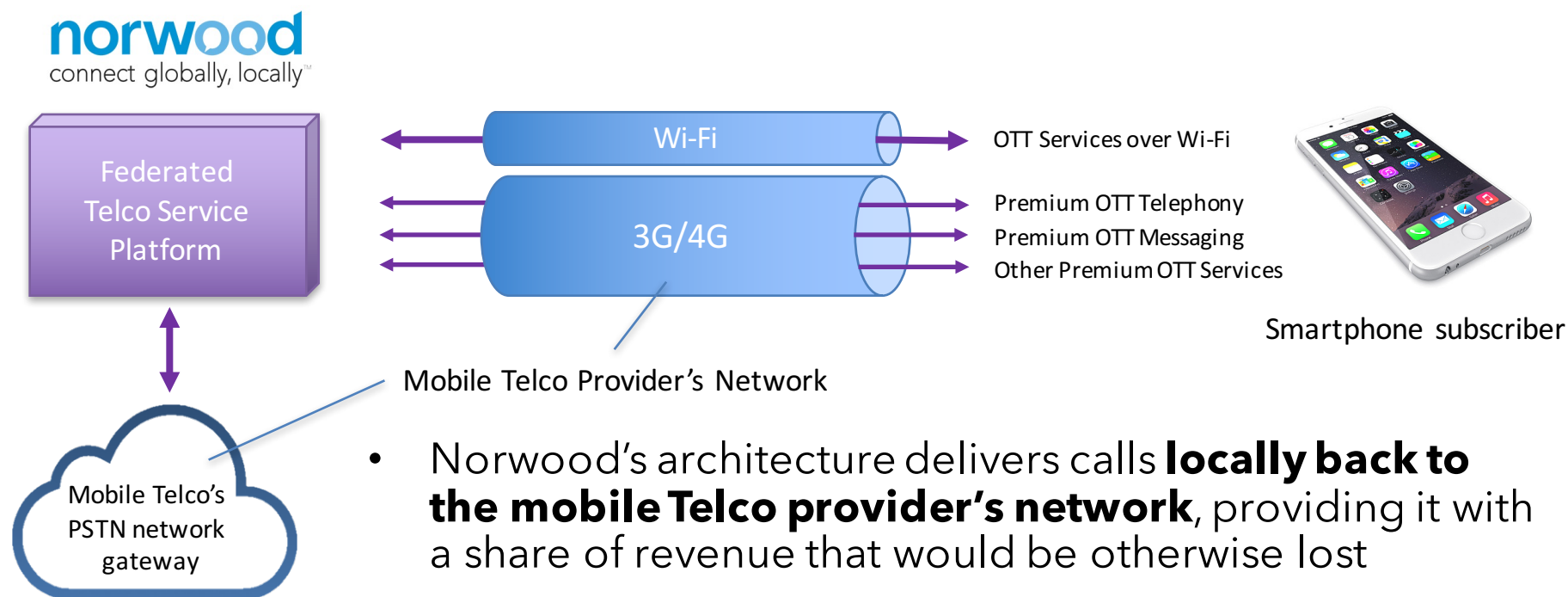
The OTT threat to core mobile services



- OTT* service providers have been using the broadband data interfaces now in mobile handsets to deliver OTT voice and messaging services directly to end-users, bypassing the mobile network operators' own native services
- **A significant risk is emerging for Mobile Telco providers:** that they become disintermediated by such OTT providers for high-margin telephony and messaging services

* OTT = "Over The Top"

Win-Win-Win for Norwood, operators & customers



- Norwood's architecture delivers calls **locally back to the mobile Telco provider's network**, providing it with a share of revenue that would be otherwise lost
- **This drives premium service delivery**, due to on-net routing of calls, bypassing the Internet entirely - strong service offer differentiation against 'vanilla' OTT services