

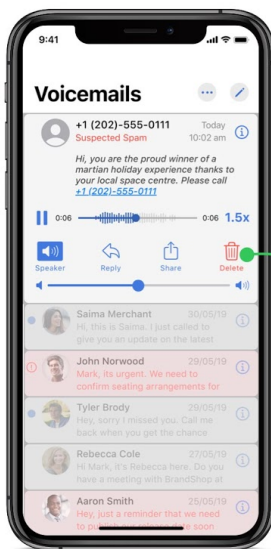
ASX ANNOUNCEMENT

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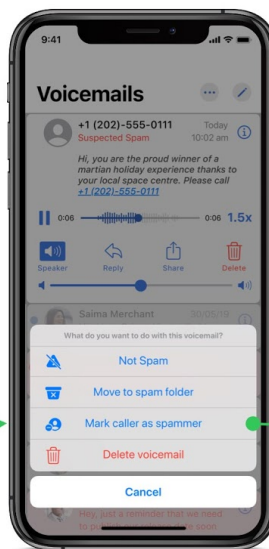
Norwood releases Version 3.5 of World Voicemail, with new spam filtering capabilities, powered by machine learning

AI-powered Spam Filtering and Tagging addresses a key emerging telco worldwide need

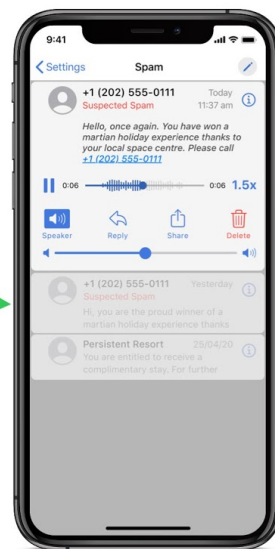
AI-powered Auto Spam Detection flags Suspected Spam



User confirms voicemail status - in this case, marks caller as a spammer



Voicemail moved to Spam and future voicemails from number appears here

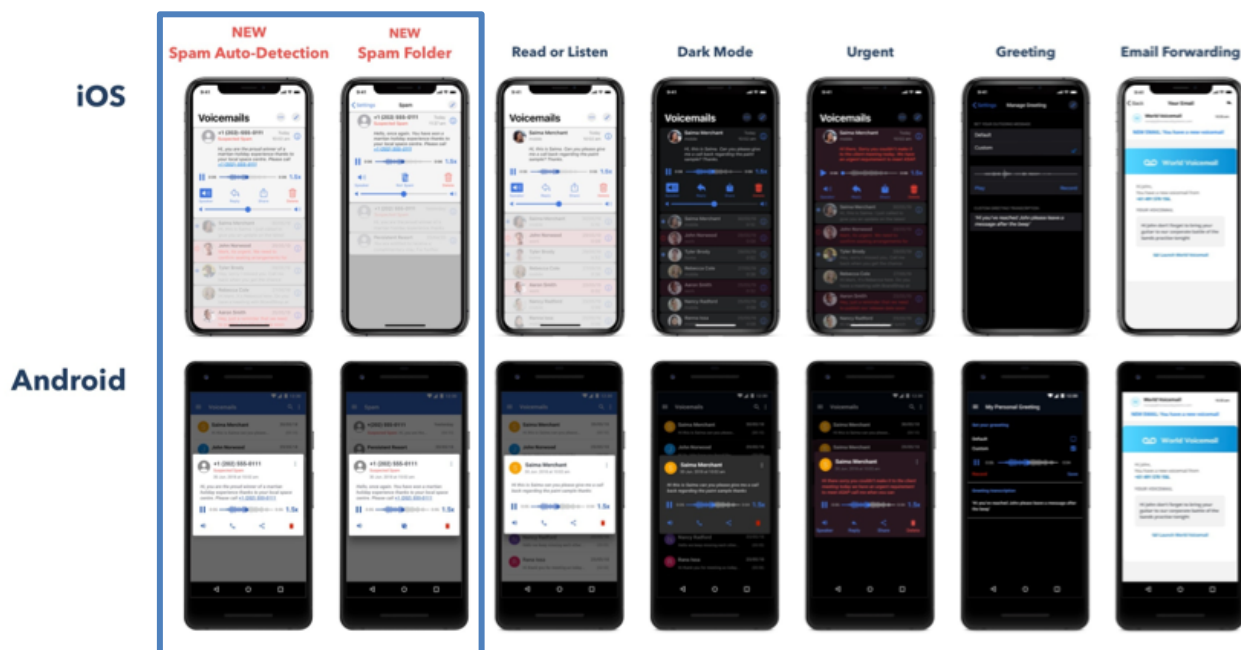


New AI and User-driven Spam filtering workflow in World Voicemail

Highlights

- **World Voicemail Release 3.5** builds on a winning feature set, today adding a key new set of capabilities for telco and consumers: Voicemail **Spam Filtering and Tagging**.
- Norwood Systems is targeting the \$1 billion telco voicemail market through both direct sales and telco partnerships.
- The new functionality supports both user-initiated and machine-learning-enabled tagging, management and blocking of “rogue” callers and their nuisance messages, for example when leaving spam voicemails in customers’ voicemail in-boxes.
- Norwood’s **World Voicemail** telco-scale platform architecture features “continuously available” service delivery technologies, using cutting-edge server and distributed database technologies able to scale to more than 100 million subscribers per telco.
- Telco-grade scalability, availability and redundancy capabilities are built-in as standard.

"Communication as a Service" pioneer Norwood Systems Ltd ("Norwood" or the "Company") (ASX: NOR) is pleased to announce the launch of World Voicemail **Spam Filtering and Tagging** capabilities for telcos and consumers, allowing customers to 'mute' or hide inbound telemarketing and nuisance calls, either manually or automatically, through Norwood's new advanced machine learning filter.



New Spam filtering capabilities added to Norwood's feature-rich voicemail platform

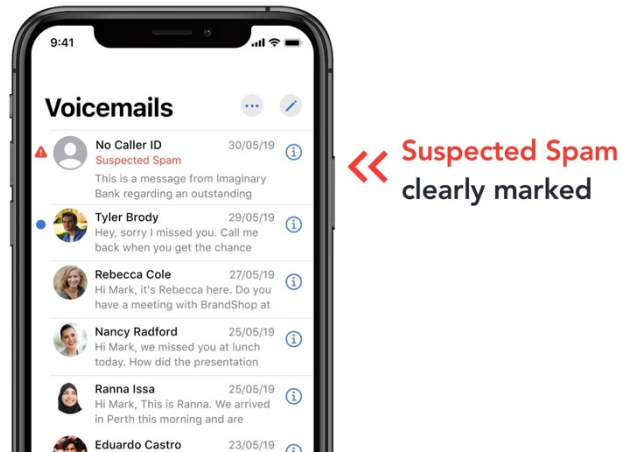
Developed in response to the overwhelming surge in spam and robocalls received by people worldwide and the corresponding demand from telco operators worldwide, Norwood's advanced new **Spam Filtering and Tagging** capabilities significantly enhance the value of World Voicemail for telcos and consumers. This launch also marks another significant leap towards Norwood's vision to bring new meaning and utility to the inbound call termination segment of the telco market.

According to findings by Hiya², the United States alone received 26.3 billion spam calls in 2018 and 54.6 billion in 2019¹. It is not just a United States' phenomenon. Spain, the UK, Italy and France, experienced the highest spam call rates in the world, between 20 - 24 percent in 2018³.

The worldwide growth of spam calls is a distinct source of inconvenience and frustration for the 5+ billion mobile phone users around the world today and is becoming a high priority concern for telcos, as has been reflected in through numerous discussions with Norwood and thus forming the motivational basis for delivering this functionality.

The new functionality delivers three new ways for end-users to manage spam voicemails:

1. Artificial intelligence (machine learning) in the App detects and marks suspected spam for the user to confirm its status.
2. The end-user can optionally move voicemails to a new in-app "spam folder" supported in the World Voicemail App.
3. Subsequent voicemails from a caller previously marked as a spammer can be silenced and automatically moved to the spam folder.



Example of AI-powered automatic Spam labelling using World Voicemail

The launch of Norwood's AI-powered **Spam Filtering and Tagging** technology provides Norwood with significantly more utility and differentiation in the worldwide telco voicemail market.

World Voicemail Version 3.5 with new **Spam Filtering and Tagging** features will be available this week on both Apple App Store and Google Play Store for iOS and Android users, respectively.

Norwood is currently developing go-to-market partnerships for **World Voicemail** with several prospective telco vendors and prospective telcos – such discussions are continuing afoot.

Norwood's CEO and Founder, Paul Ostergaard, commented:

“With this new release, we are significantly enhancing the utility that World Voicemail provides to telcos and their subscribers. Our voicemail Spam Filtering and Tagging capabilities directly addresses a major source of customer dissatisfaction when using telco voice services.

“With our focus on carefully and continuously improving the platform, we have entrenched World Voicemail's position as the world's most advanced telco-grade visual voicemail service platform. We believe the advanced new Spam Filtering and Tagging capabilities, complementing World Voicemail's already-extensive and class-leading feature set, will see strong interest from telcos who are looking to combat the emerging threat from spam calling and nuisance robocallers.

“Norwood is looking forward to assisting telcos to deliver the new subscriber and network capabilities needed to address this emerging concern. It is especially relevant to telcos who are currently considering how to upgrade their existing, ageing voicemail platforms.

“We have recently also demonstrated that major telcos are very comfortable with deploying Norwood's voicemail propositions to their subscribers and we intend to continue capitalising on this momentum over the coming months.”

Authorised for release by Paul Ostergaard, Managing Director of the Company.

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About Norwood Systems

Norwood Systems Ltd (ASX: NOR) is revolutionizing mobile voice, messaging, data and cyber security services through its pioneering award-winning virtual mobile services platform, Corona® and associated Apps.

The Company's breakthrough offerings deliver Over the Top (OTT) connectivity, knowledge and intelligence services. Norwood's products and services are targeted at a broad spectrum of prospective customers from individuals through to 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 200+ countries & territories and 5000+ cities worldwide and has achieved a 4+ App Store rating on all published Apps.

Norwood Systems listed on the ASX in June 2015 and trades with the stock ticker NOR.

References and Relevant links

1. The Washington Post, "Report: Americans got 26.3 billion robocalls last year, up 46 percent from 2017", 30 Jan 2019. Available from <https://www.washingtonpost.com/technology/2019/01/29/report-americans-got-billion-robocalls-last-year-up-percent/>
2. Hiya, "State of the call", 2019. Available from <https://hiya.com/uk/state-of-the-call>.
3. Infosecurity, "Global Spam Calls Hit 85 Billion in 2018", 28 Feb 2019. Available from <https://www.infosecurity-magazine.com/news/global-spam-calls-hit-85-billion-1/>.