

ASX ANNOUNCEMENT

23 November 2020

Norwood partners with Amelia to re-invent Telco Voicemail

Norwood Systems Ltd (Norwood or the Company) (ASX: NOR) is pleased to announce that it has entered into a Teaming Agreement (Agreement) with global leader in cognitive artificial intelligence (AI), Amelia, an IPsoft company (Amelia), to re-invent the telco voicemail service category and unlock substantial new service opportunities with telco providers both locally and globally.

Norwood and Amelia have signed an agreement to collaborate on developing and jointly offering a radical improvement to existing telco-hosted personal call completion services (“Offering”). The mutual goal is to replace “canned” recorded voicemail greetings with a dynamic and engaging **virtual persona** who can answer and screen your calls. This new service constitutes a brand-new service tier for super-premium telco call completion services that complements Norwood’s existing premium transcribed visual voicemail offering.

The new service will utilise Norwood’s new Voice Assistant offering, in conjunction with Amelia’s intelligent virtual assistant hosted in the network.

Norwood’s Voice Assistant is a value-added offering that extends and enhances Norwood’s flagship World Voicemail telco service. It leverages Amelia’s cognitive intelligence to provide an automated, interactive voice platform that seamlessly helps and screens inbound callers, much like a real personal assistant would be able to.

Users of Norwood’s Voice Assistant will be able to configure easily their own intelligent virtual personal assistant powered by Amelia to route calls, take messages and access relevant information within the World Voicemail app (Figure 1). Inbound callers will meet and be served by the Amelia virtual agent which, thanks to Amelia’s natural language processing and context switching capabilities, will ensure inbound callers’ interactions with the virtual assistant retain a natural human feel.

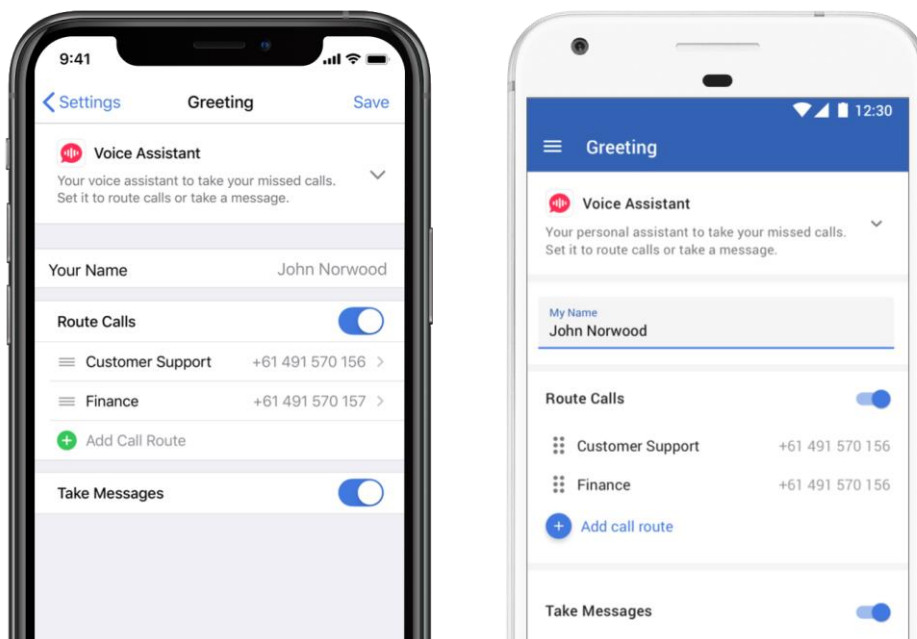


Figure 1. Easily configure your Virtual Assistant in the World Voicemail app. Set it up to offer call routing options to multiple contact, take messages and much more.

The Agreement currently has a one-year term with customary termination provisions for teaming agreements of this nature.

Norwood's CEO and Founder Paul Ostergaard comments: "We are really excited to be partnering with Amelia to bring this new and truly leading-edge AI technology to the telco industry. In particular, the new service offering that we have jointly conceived with Amelia will provide telcos with a revolutionary pathway to upgrade their legacy call completion platforms, by replacing those ageing platforms with a dynamic and personally configurable answering service, powered by Amelia, that we predict will deliver deep value and joy to a telco's subscriber base.

This partnership further cements our position as the vendor of the world's most advanced telco voicemail service platform, and we anticipate the output of the partnership will translate into tangible contract wins."

Andrew Winlaw, Managing Director of Amelia in Australia and New Zealand says: "We are combining our respective strengths in AI software, telco and services to create a cutting-edge offering that we believe will be very attractive to many telecommunication providers across the globe. Our multi-lingual capacity further enhances our collective reach. Amelia is already helping many such organisations innovate the call centre and transform customer services. No doubt, this partnership will drive measurable business benefits through cost and time savings for Norwood customers, present and future."

Authorised for release by Paul Ostergaard, Managing Director and CEO of Norwood

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About Norwood Systems

Norwood Systems is revolutionising mobile voice, messaging, data and cybersecurity services through its pioneering and award-winning virtual mobile services platform and its award-winning apps.

Norwood has delivered services to more than 6 million customers, serving people in 200+ countries & territories and 5000+ cities and has achieved a 4+ App Store rating on all published Apps.

www.norwoodsystems.com

About World Voicemail

World Voicemail is an advanced visual voicemail platform that enables users to access their voicemails in any order using a user-friendly visual interface, rather than having to dial up and listen to voicemails sequentially as is the norm in traditional voicemail. Norwood's platform automatically transcribes received voicemails enabling far easier review of the messages and supporting free-style text searching of a user's voicemail archive, understood by Norwood to be a world's first.

Visual voicemail remains inconsistently available as a service feature across all telco markets, with Mobile Virtual Network Operators (MVNOs) particularly unlikely to offer the feature, being reliant on their host network operator to make available. Norwood's **World Voicemail** solves this availability problem for consumers and Telcos, whilst offering a consistent experience across all operating systems.

Norwood's World Voicemail service provides a more fully featured and flexible visual voicemail service compared to the native visual voicemail features available within both iOS and Android smartphones. World Voicemail offers key ways for Telco operators to differentiate their services or drive additional subscriber engagement. Differentiated value-added features delivered by World Voicemail include high-quality speaker independent speech-to-text transcription (available in 120 languages and dialects) and the ability to search voicemails by name or keyword.

About Amelia, an IPsoft Company

Amelia, an IPsoft Company, is the world's largest privately held AI software company and a leader in automation and Conversational AI. We create fulfilling human experiences through groundbreaking AI solutions, as we enable conversational experiences, streamline IT operations and automate processes. In 2014, we launched Amelia, the Most Human AI™. In 2018, we introduced true end-to-end, enterprise wide automation with the Amelia HyperAutomation Platform, originally named 1Desk. In 2019, we introduced DigitalWorkforce.ai, the world's first marketplace for cloud-sourced Digital Employees. Headquartered in New York City with offices in 15 countries, Amelia's roster of client success stories speaks for itself: Our technology impacts more than 500 of the world's leading brands, including global leaders in banking, insurance, telecommunications and other industries. See how Amelia, an IPsoft Company, is powering the future of work at www.amelia.com.