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CEO AGM Presentation

Paul Ostergaard

31 January 2022

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The year in summary

Key activities over the past 12 months – 1/2

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- Core engineering focus has been on building Aïda, our new Intelligent Assistant platform, aimed at revolutionising telco call completion services.
- Aïda is the most unique and market leading project Norwood has ever undertaken and we are now preparing to beta test it live with external parties for the first time.
- We launched a major upgrade to World Voicemail (V4.0), delivering improved voicemail transcriptions that arguably now world's-best. Currently anticipating release of several telco tenders, for which its advanced capabilities would be a strong contender.
- In the past quarter, we have been ramping our outbound business development telco engagement for Aïda, and successfully gained attention and interest in the Aïda proposition from C-level telco decisionmakers in Australia, North America and Europe.
- C-level engagements are now developing into detailed discussions with project and product teams in several telcos. Based on the qualitative feedback received, we are highly optimistic about Aïda's future commercial prospects.

Key activities over the past 12 months – 2/2

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- Continued to grow revenue for our existing voicemail offerings, both for our own online service (steady 30% yr-on-yr revenue growth on the iOS App Store) and from our existing major telco voicemail client (secured purchase orders this past year for more than $700,000 annually).
- Maintained an ongoing focus on reducing our operating expenses over the year, running the business ever more efficiently and bringing the company much closer to a cash flow break-even position.
- For both World Voicemail and Aïda, continued to develop major potential partnerships and key relationships with a number of global telco vendors with a number of promising discussions underway.
- To characterize the discussions, most prospective partners currently appear to be very interested in potentially licensing or reselling the Aïda platform. Prospective partner engagement on Aïda has also intensified over the past quarter, and further progress is expected once Aïda is available for in-field evaluations.

The Norwood story

A Pioneer of Mobile Services Virtualisation

Public Australian company (ASX:NOR)

Highly rated apps. Millions of downloads worldwide.

Clients on five continents

33 languages supported

Aïda and World Voicemail – World-class Telco Services

Please welcome our new board members,

Phil Marsland, Philip Otley & Dr John Tarrant,

And

Thanks to our retiring members, Mike Edwards and Giles Everist, for their long service to the Company

Incoming directors' bios

Phil Marsland

Philip Marsland has had a thirty-five year career covering strategic advisory, marketing and general management.

Formerly Head of Customer Marketing and Head of PostPay at Vodafone UK, he now runs his own consultancy providing strategic and management consulting to business leaders using skills he developed in senior roles at a range of top tier companies including Capital One Bank Europe plc, American Express, Virgin Active and Applied Predictive Technologies.

His more recent senior executive roles include Arrow Global Group plc (CEO UK), and Lloyds Bank (Consumer Finance Strategic Analytics Director).

Mr Marsland has an MBA (with Distinction) from INSEAD, France and a BA (Hons), MA in Physics from Oxford University.

Mr Marsland has strong commercial knowledge of business drivers that drive performance, growing both larger and smaller businesses alike, and this will be of great benefit to Norwood and make him a valued member of the Norwood board.

Philip Otley

Philip Otley has developed a more than thirty-year career in commercial business operations, venture creation and strategy consulting at an international level. He is expert in defining and creating strategic growth platforms and digital and data-powered business models.

He has served as Partner/Senior Executive & Pricing Strategy Practice Leader for Accenture (ACN), as Senior Partner & Global Co-lead of the Marketing Strategy Practice for Prophet, as Partner in the Digital Services practice of PwC Australia and as Senior Advisor with the growth strategy consultancy Growth Mantra.

He has founded several companies as an entrepreneur and in collaboration with larger organisations. Most recently, Mr Otley founded The Growth Advisors (Ltd) to act as a strategic growth consultancy serving blue-chip clients and selected high-growth companies globally from his base in Europe.

Mr Otley has an MBA from IMD Switzerland and a Bachelor of Arts from UWA.

Mr Otley has proven capabilities in building highly successful teams and winning market propositions, with a track record of applying balanced strategic, commercial and creative approaches to achieve organic and M&A driven growth.

Dr John Tarrant

Dr Tarrant has had a forty-year career in diverse roles including in accounting and finance, the legal profession, the mining and oil and gas industries (including twenty-five years as an entrepreneur), as legal academic and as a military lawyer in the Royal Australian Air Force.

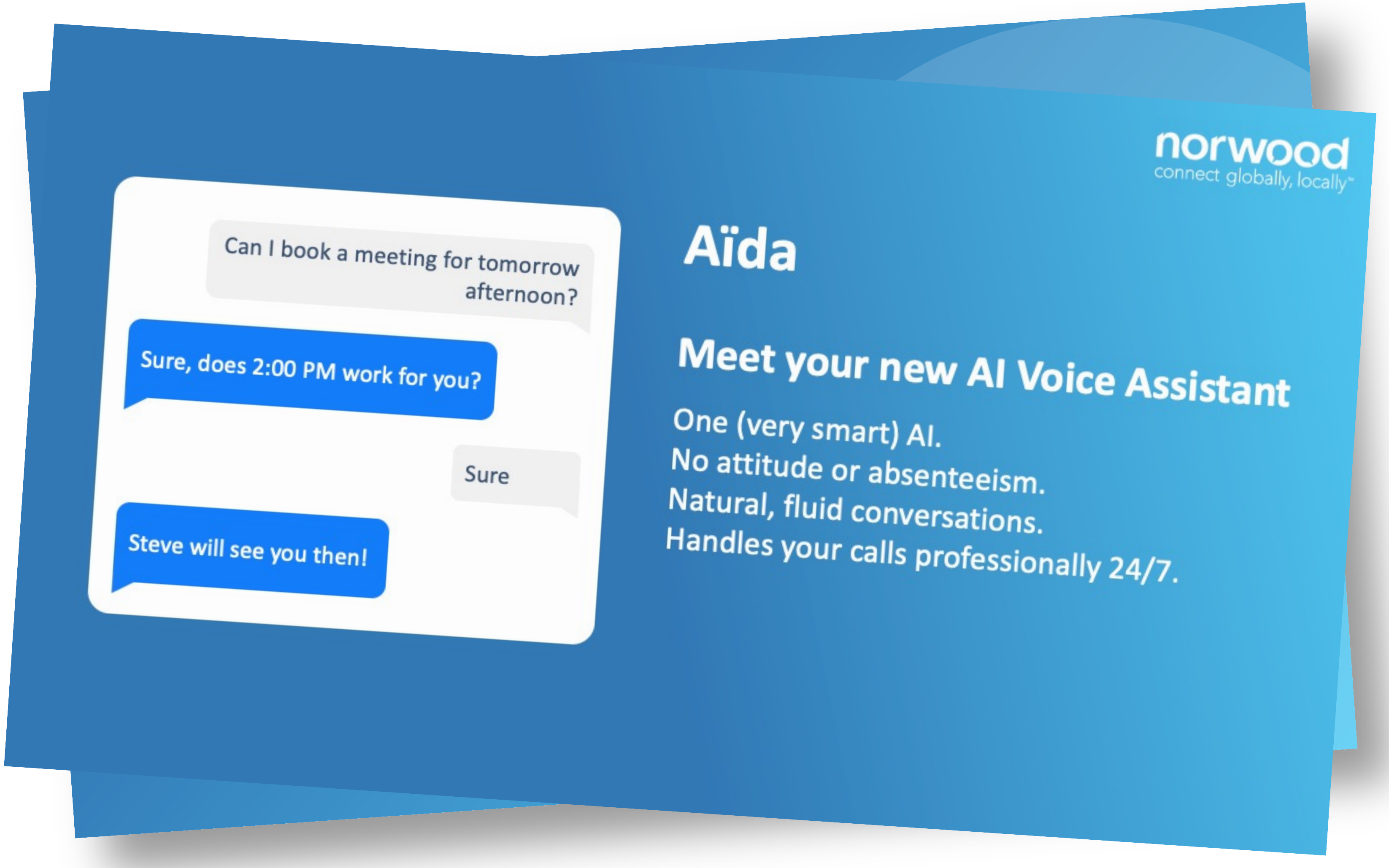
He has served as a director of a wide range of companies in Australia, Canada and the United Kingdom including listed and unlisted companies. The various companies have been active in the mining and oil and gas industries, the higher education sector and in investment activities. He has served in several roles including Managing Director, Chairperson and Chair of audit and other committees.

Dr Tarrant has a Doctor of Philosophy and a Doctor of Juridical Science, both in law, masters degrees in law and defence studies, and bachelor degrees in arts, commerce, law and science.

Dr Tarrant is a member of CPA Australia, FINSIA, The Tax Institute, the Australasian Institute of Mining and Metallurgy and the New South Wales Bar Association. He is a Public Notary in New South Wales.

Reviewing our core mission

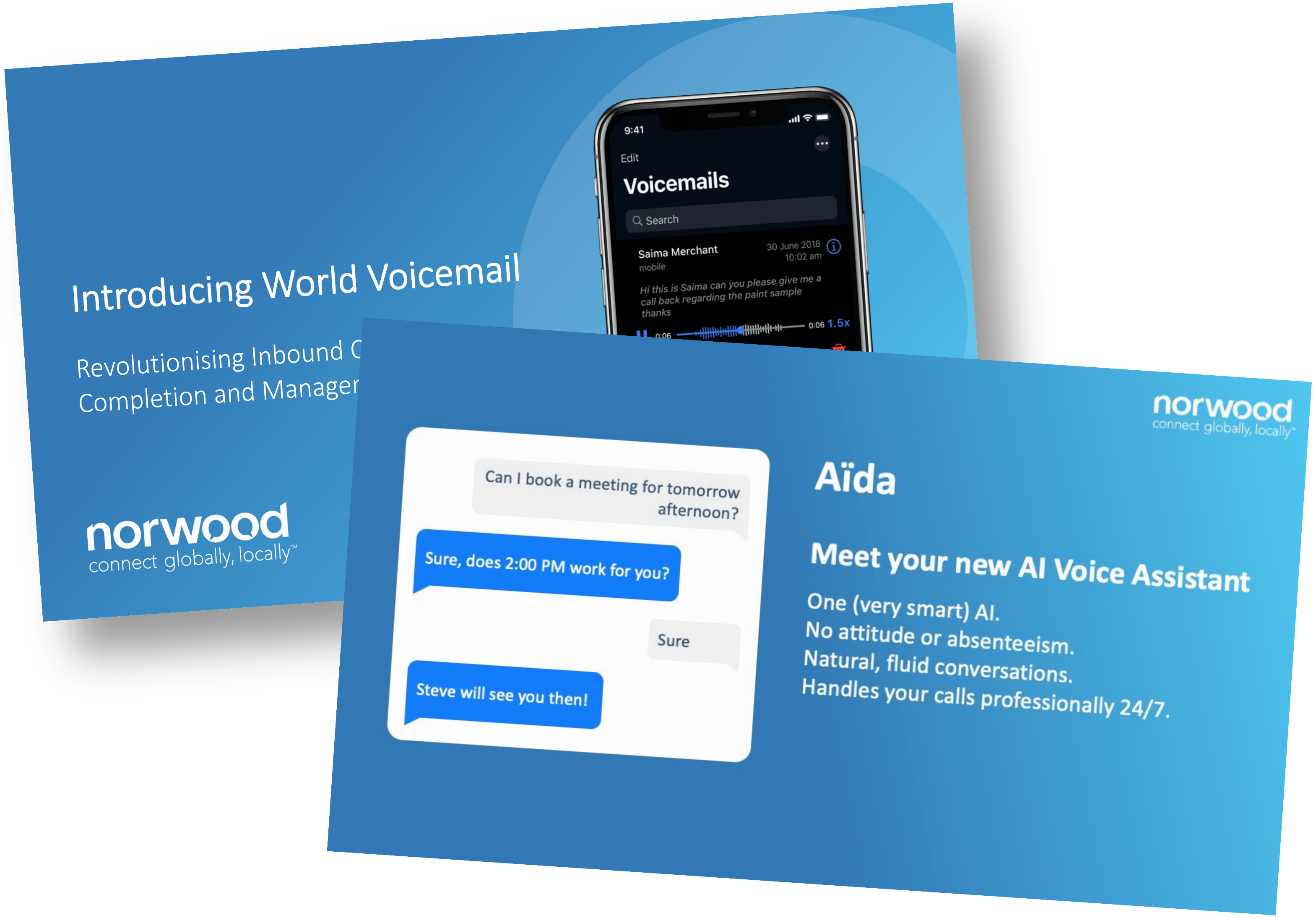
Norwood's focus is on telco call completion services – Aïda and World Voicemail



- $ billion market potential*
- Very few to zero competitors
- Highly credible reference sites in market already
- Breaking new ground on third-party intelligent assistant services
- Actively engaged in a number of partnership and direct sales opportunities

* Norwood estimate

Norwood's focus is on telco call completion services
– Aïda and World Voicemail



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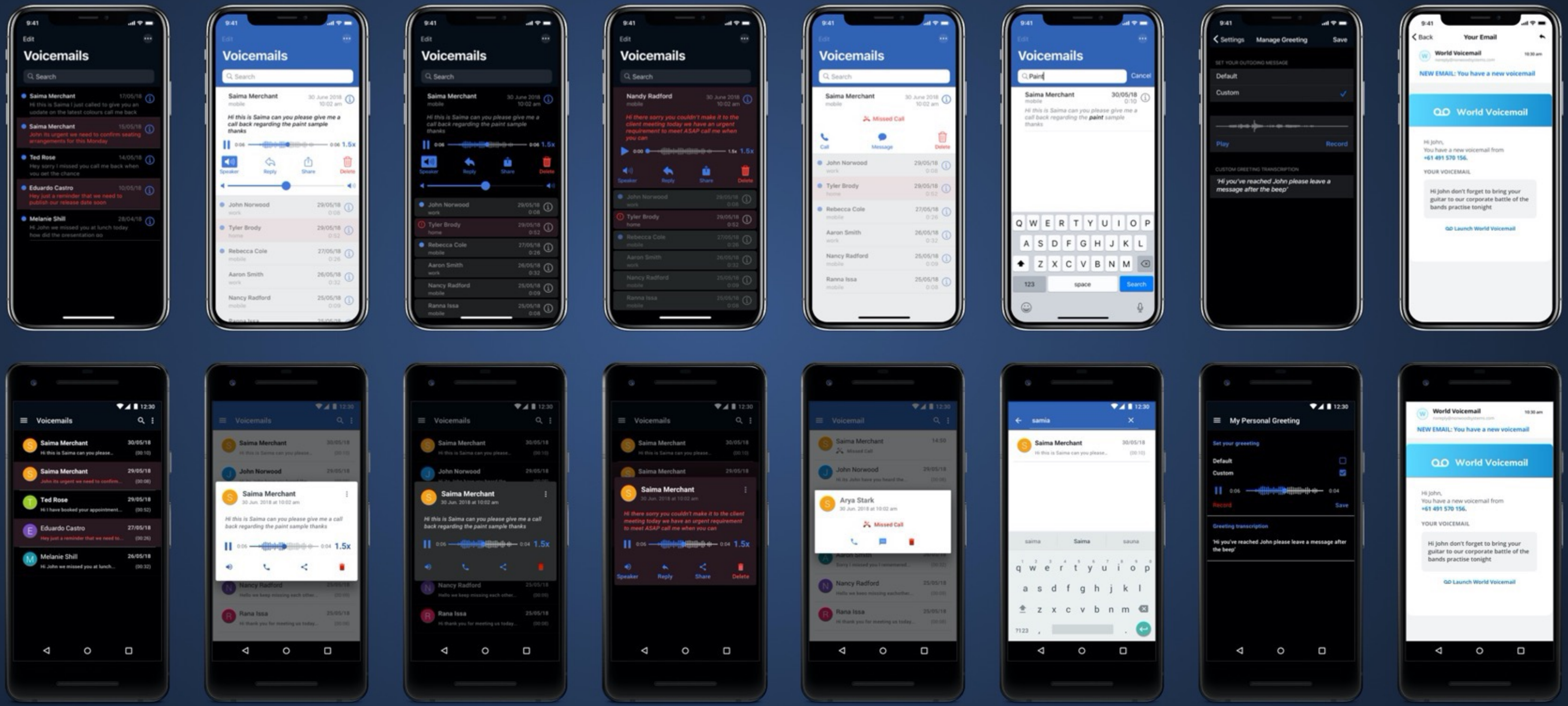
* Norwood estimate

World Voicemail and Aïda Update

World Voicemail v4.0 – transformational and better than ever

	View	Listen	Dark Mode	Urgent	Missed Calls	Search	Greeting	Email Forwarding
iOS								
Android								



Expanding Norwood's offerings beyond "just voicemail"

Dual focus now on Voicemail and Aïda

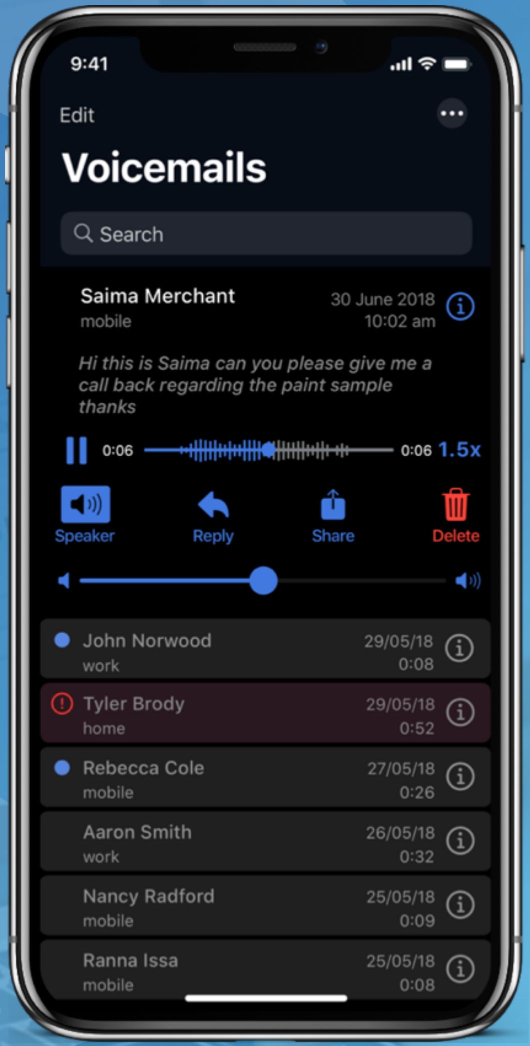
Aïda in particular is assisting us in driving sales discussions outside of the traditional voicemail upgrade cycle.

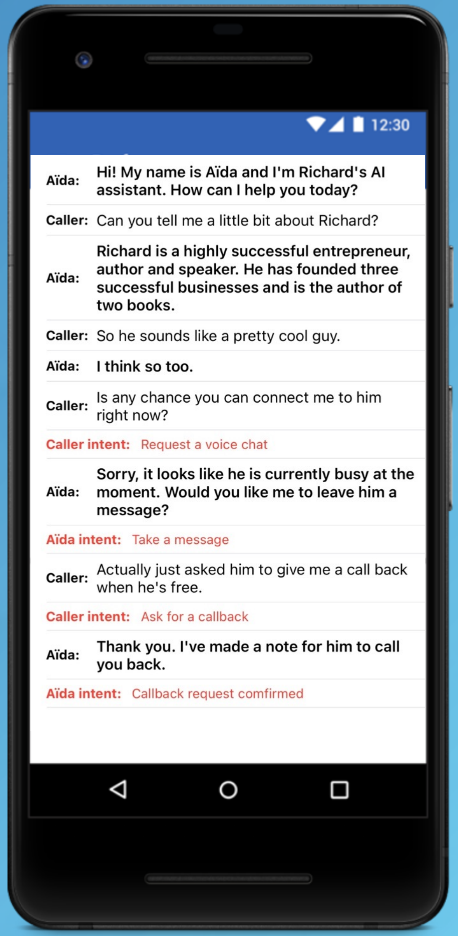
Aïda = "Inbound Call Completion"

Subscribers spend time answering calls for their business. Saving time for subscribers has a clear monetisation potential.

Leverage our references in market

Our existing telco voicemail deployment is fully consolidated, generating good revenue and is a great reference for new clients and partners, giving Norwood credibility when discussing both new World Voicemail opportunities and the new Aïda platform.





Aida training app, mirroring the audio call in the network

Our motivation for developing Aïda

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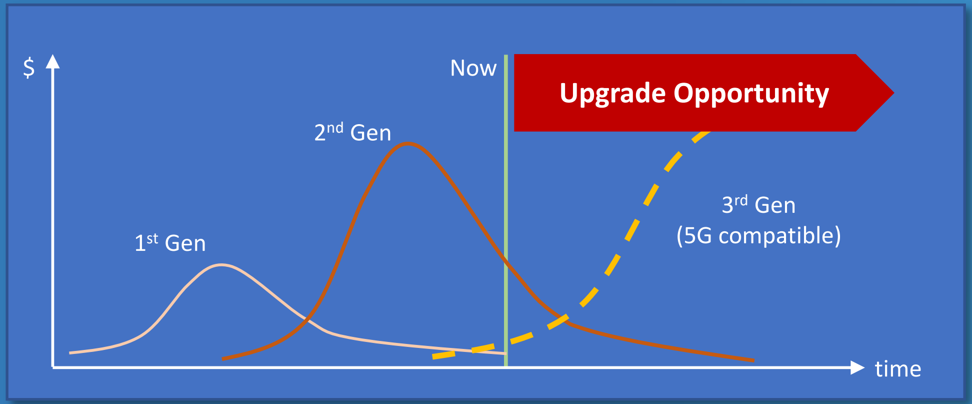
World Voicemail



A bona fide opportunity, but we've found our ability to sell our voicemail platform to telcos is usually constrained by where telcos are in their current voicemail upgrade cycle.

Voicemail upgrades are also generally not a top-of-mind strategy imperative for telco C-level executives.

Aïda

Aïda is a fully original, monetisable "5G Voice Innovation" service. It has already captured the attention of C-level telco decisionmakers who are looking for 5G service 'proof-points'.

Aïda potentially unlocks budgets outside of any telco upgrade / finance cycle.

Meet the future of 5G inbound call completion

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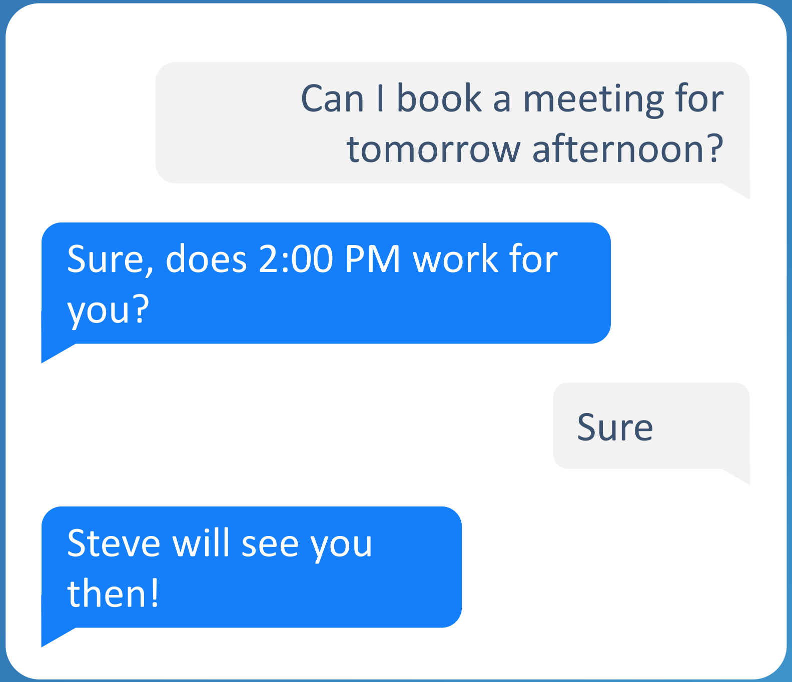

Introducing Aïda – your 5G-powered AI Digital Assistant

Equip subscribers with their own natural language digital assistant.

A low-cost, ultra-high-quality virtual conversational agent that can protect telco subscribers from spammers and general inbound call traffic, while ensuring valuable calls get answered.

Aïda can assist with:

- **call screening**
- **taking messages**
- **call forwarding, scheduling appointments**
- **other EA/PA style tasks that a (costly) human assistant would normally perform**

We have identified more than a dozen potential customer segments for Aïda, some of which are described in the following slides.

Use case: Intelligent spam screening

Consumers

Challenge

Spam and Robo-calls are a huge problem and they waste valuable time.

Solution

Aïda engages and screens unanswered incoming calls to filter out spam callers from real ones.

Benefits

Aïda speaks to callers on your behalf to save you from potential scams and time wasters.

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Use case: Assistance while you're busy

SOHO, Tradespeople & Contractors

Challenge

Sole traders and small businesses are often too busy with their craft to attend phone calls.

Solution

Aïda handles incoming calls like a personal assistant to route calls, take messages or arrange appointments over the phone.

Benefits

Focus on your work while Aïda saves you from lost customers and time. Minimize staffing overhead by using Aïda's natural AI.

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Use case: An assistant for everyone

Professionals and busy individuals

Challenge

"I don't have time to redirect calls to the sales team or schedule meetings."

Solution

Aïda interacts with callers to direct calls to sales and schedule meetings in your integrated calendar.

Benefits

Focus on what's in your pay grade. Let Aïda take care of the simple tasks.

Unrivalled conversational fluidity and intent detection

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1:29

Aïda

Livestream Aïda | Reset connection

Aïda: **Hi! My name is Aïda and I'm Richard's AI assistant. How can I help you today?**

Caller: Can you tell me a little bit about Richard?

Aïda: **Richard is a highly successful entrepreneur, author and speaker. He has founded three successful businesses and is the author of two books.**

Caller: So he sounds like a pretty cool guy.

Aïda: **I think so too.**

Caller: Is any chance you can connect me to him right now?

Caller intent: Request a voice chat

Aïda: **Sorry, it looks like he is currently busy at the moment. Would you like me to leave him a message?**

Aïda intent: Take a message

Caller: Actually just asked him to give me a call back when he's free.

Caller intent: Ask for a callback

Aïda: **Thank you. I've made a note for him to call you back.**

Aïda intent: Callback request comfirmed

12:20
◀ Messenger

Aïda

Livestream Aïda | Reset connection

Aïda: **Hi! My name is Aïda and I'm Richard's AI assistant. How can I help you today?**

Caller: Can I speak with Richard please?

Aïda: **I'm sorry, but Richard is not available to take your call.**

Caller: In that case, can I leave a message?

Caller intent: Leave a message

Aïda: **Of course. What would you like me to tell him?**

Aïda intent: Take a message

Caller: Richard, I'll call you back this afternoon sometime.

Caller intent: Leave the message

Aïda: **I'll tell Richard that you said that.**

Aïda intent: Message comfirmed

Caller: Wonderful thanks so much.

Caller intent: End the conversation

Aïda: **Ok, have a nice day.**

Aïda intent: Hang up call

8:37

Aïda

Livestream Aïda | Reset connection

Aïda: **Hi! My name is Aïda and I'm Richard's AI assistant. How can I help you today?**

Caller: Hi is Richard free to meet up today?

Caller intent: Request a meeting

Aïda: **I can give you a slot at 4:30 pm. Does that work?**

Aïda intent: Offer a meeting slot

Caller: Yes, perfect.

Aïda: **Great! I have booked you in for 4:30 pm.**

Caller: Actually, I prefer to meet with him this evening.

Caller intent: Request a meeting

Aïda: **I can give you a slot at 7:00 pm. Does that work?**

Aïda intent: Offer a meeting slot

12:33

Aïda

Livestream Aïda | Reset connection

Aïda: **Hi! My name is Aïda and I'm Richard's AI assistant. How can I help you today?**

Caller: How are you doing?

Aïda: **I'm doing great!**

Caller: Sensational, can you put me through to Richard please?

Caller intent: Request a voice chat

Aïda: **He is currently busy at the moment. Would you like me to send him a note?**

Aïda intent: Take a message

Caller: sure.

Aïda: **What would you like me to say?**

Caller: can you let him know we're running 10 minutes late for our meeting

Caller intent: Leave the message

Aïda: **Sure! I'll pass on the message.**

Aïda intent: Message comfirmed

Transcribed conversations using Norwood's internal training app depicted. Inbound callers will converse with Aïda using voice over the 5G network and enjoy a similar experience.

Summary

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- Consolidated our first meaningful telco rollout and actively developing two pathways (Aïda and World Voicemail) to scale the business.
- Immediate focus is to convert the existing project and partnership engagements into meaningful contracts and agreements.
- Medium term focus is to capitalise on our evident technological lead with Aïda. Responses from senior executives in targeted partners and telcos have been quite striking, so we are working intensively to secure our apparent first-mover advantage.

Paul Ostergaard
Founder & CEO

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