

ASX ANNOUNCEMENT

18 March 2025

Norwood Systems Signs Voicemail Platform Supply Contract with Optus

Key Details:

- Norwood Systems secures a 5-year contract with an estimated value of \$2.98 million [excl of GST] to replace Optus' existing voicemail system with Norwood's CogVoice Voicemail platform.
- The new platform will refresh Optus' voicemail platform, delivering enhanced functionality and user experience, and can provide a basis for future premium call termination services.
- Contract follows a successful Proof of Concept (PoC) with Optus in Q4 2023 and has been facilitated via the Group Master Supply Agreement (GMSA) with the Singtel Group announced in October 2023.

Norwood Systems Ltd (ASX: NOR, Norwood), a leading provider of Communications Service platforms, is pleased to announce a significant supply contract with Optus, to refresh the Optus voicemail system.

Following a detailed contracting and competitive vendor evaluation process, Optus has chosen Norwood's CogVoice platform to enhance functionality, improve user experience, boost platform efficiencies, and support novel future premium call termination capabilities. This decision comes after a successful PoC conducted in Q4 2023.

The 5-year contract, covers platform license fees, professional services, support & maintenance, and migration costs. Payment is made subject to a number of payment triggers based on progress performance being achieved. There is also potential for Norwood to provide additional premium voicemail services to Optus, which are not included in the current scope, and which would be the subject of a further supply contract.

The supply contract otherwise includes terms customary for an agreement of this nature.

This contract aligns with Norwood's strategic objective to expand its global partnerships with Tier 1 Communication Service Providers (CSPs) and reinforces its reputation as a trusted and competitive supplier in the telecommunications industry.

Norwood's CogVoice platform, powered by cutting-edge artificial intelligence technologies, serves as the cornerstone of Norwood's advanced voice call termination service delivery for CSPs. Engineered for seamless low-cost deployment, unmatched latency, and full 4G/5G compatibility, CogVoice provides an ideal foundation for rolling out next-generation telco AI voice applications.

Paul Ostergaard, CEO and Founder of Norwood, said:

“We’re thrilled to be supporting Optus on this voicemail refresh project. This contract with Optus marks a significant step for Norwood Systems as a supplier to the telecommunications infrastructure market, reaffirming Norwood’s position as an internationally competitive vendor in the CSP sector. Our CogVoice platform will replace Optus’ legacy voicemail system, introducing AI-driven capabilities and improved operational efficiencies.

This five-year voicemail contract not only validates our technology but will also provide Optus with a solid foundation for modernised call completion services. We’re committed to ensuring a smooth transition for Optus and their subscribers, while exploring how our AI-powered solutions can further enhance their network operations and customer offerings in the future.”

This announcement has been authorised for public release by Paul Ostergaard, CEO and Founder of Norwood Systems.

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About Norwood Systems

Norwood Systems (ASX: NOR) is a leading innovator in voice communication services, providing advanced conversational and generative AI technologies to revolutionise global communications. Its solutions enhance user experiences, delivering reliable and cutting-edge voice services to customers worldwide.

About Optus

Optus is Australia’s second-largest telecommunications provider, helping people stay connected every day. With a team of over 6,800* employees across the country, we offer a wide range of services, including mobile and home phone plans, internet and broadband, entertainment options, satellite services and business solutions.

As technology evolves, so do we. We’re always looking for new ways to go beyond just keeping people connected, offering innovative solutions that meet the changing needs of our customers. At the same time, we’re committed to building a more sustainable future—working together with our customers and partners to reduce our environmental footprint and make a positive impact on the community.

*employee figure as at March, 2025