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MANALTO LIMITED INVESTOR OVERVIEW

MTL.ASX
October 2016

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To be a globally recognised and **leading social media platform sold via the cloud marketplaces** of hosting companies, Telcos and other cloud resellers, to small, medium and large enterprises

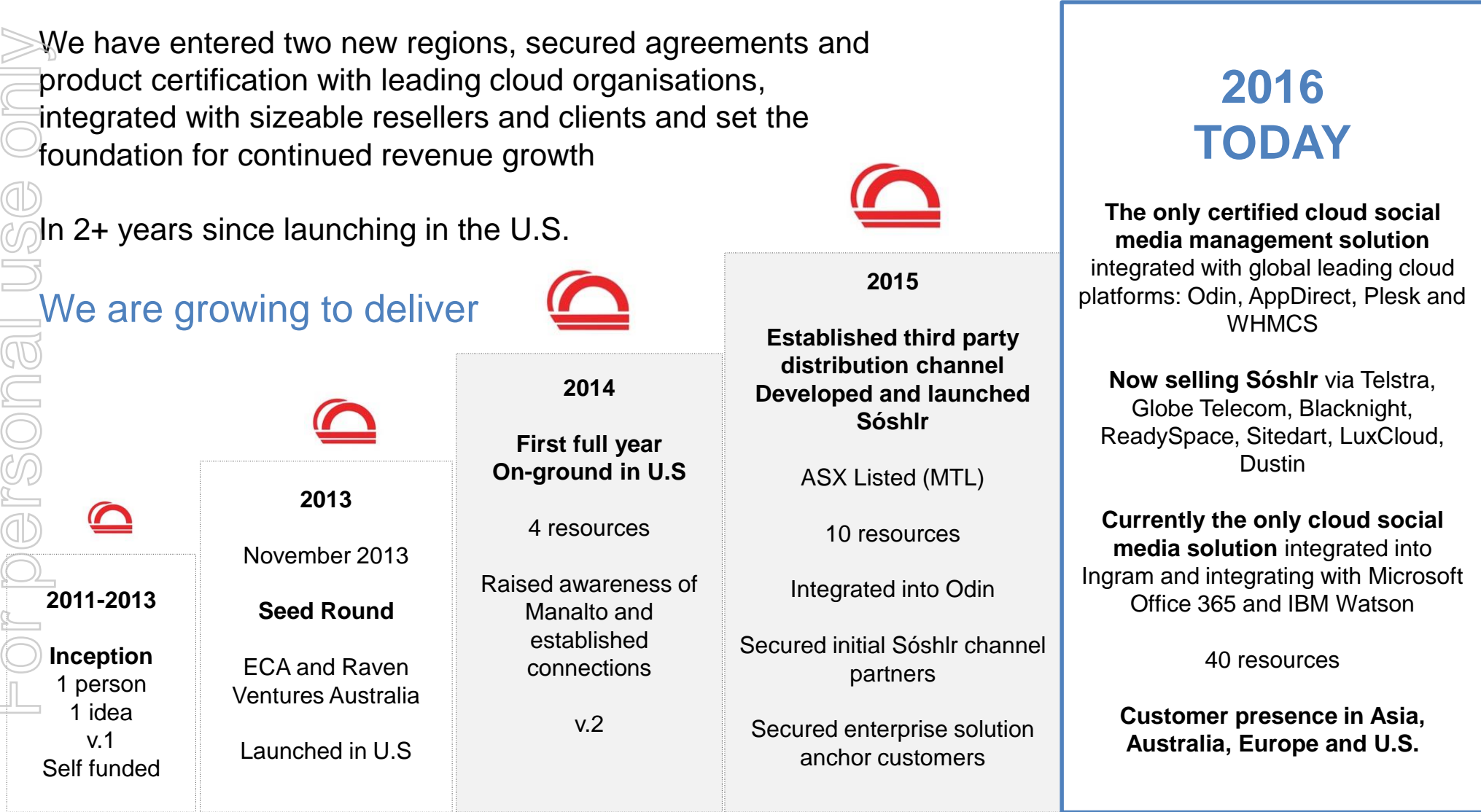
COMPANY SNAPSHOT

We have entered two new regions, secured agreements and product certification with leading cloud organisations, integrated with sizeable resellers and clients and set the foundation for continued revenue growth

In 2+ years since launching in the U.S.

We are growing to deliver

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TWO PRODUCTS

SME Solution

Distributed via cloud resellers



- Scaled for 1- 50 licenses
- **Cloud distribution only** - packaged and provisioned for distribution exclusively via channel resellers to SME's
- Company has partnered with some of the world's largest and leading cloud marketplaces and resellers including hosting companies (Hoster's) and Telcos, offering Sóshlr for resale to SME's

Enterprise Solution

Direct sales & cloud distribution



- Scaled for 50 – 000's licenses
- **Direct sales** targets decentralised organisations
- **Cloud distribution** - Manalto Enterprise Solution is now cloud enabled and will be made available through cloud marketplaces over the next 6 -12 months, as an increasing number of corporates transition to purchasing software through the cloud

KEY GROWTH DRIVERS

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ADOPTION OF THE CLOUD

Increasing business transition to **cloud-based applications**

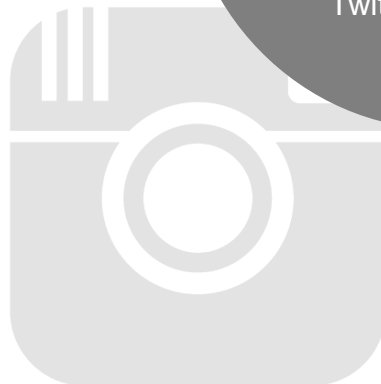
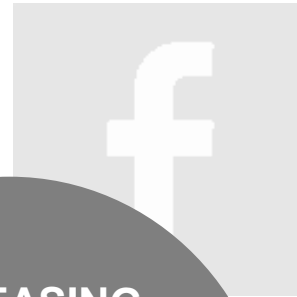


INCREASING BUSINESS UPTAKE OF SOCIAL MEDIA

Increasing number of business accounts and pages across Facebook, Twitter, LinkedIn

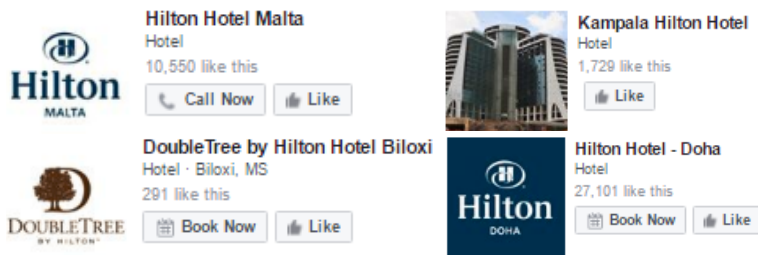
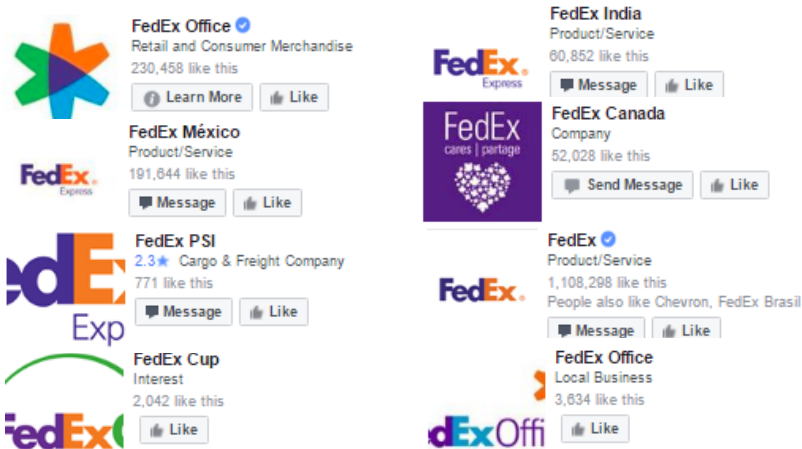


The two most significant drivers that continue to expand Manalto's addressable market



The Problem

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Brand Inconsistency

Lack of central visibility of all social media activity on one dashboard

Inability to efficiently post content

Lack of user security and access controls



Manage, Publish, Analyse & Listen at scale

AT A GLANCE - CLOUD DISTRIBUTION CHANNEL

1. Cloud Platforms

Currently only social media management solution to integrate with Ingram Micro Cloud

Only certified cloud social media management solution available via Odin, AppDirect, Plesk and WHMCS



2. Resellers (Telcos, Hosters & Others)

Signed reseller agreements and commenced selling across Europe, Asia and Australia



SME'S

ENTERPRISE

3. Third Party Integrations



Currently in process of fully integrating software with both IBM Watson and Microsoft Office 365

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KEY FOUNDATION CLOUD PLATFORM PARTNERS

Key strategic partnerships have been secured

- Only social media management provider certified and integrated
- Secured platform partners currently dominate the cloud and cloud sales
- Manalto has secured first mover advantage



AppDirect powers the largest network of cloud service marketplaces, reaching approximately 30M small businesses worldwide via partners such as Telstra, Globe Telecom, Comcast, Deutsche Telekom



Plesk is a recognised global leader in the web hosting Cloud Market Place with a global network of 2500+ resellers - hosting companies, and an estimated addressable market of 8M SME's



Ingram Micro, Inc. (NYSE: IM), U.S. global provider of cloud, mobility, supply chain services and technology solutions with a network of more than 200,000 reseller customers



Odin is a global cloud marketplace reaching an estimated addressable market of approximately 10M SME's



WHMCS is a global cloud marketplace with more than 10,000 partners

SOSHLR - FOUNDATION CLOUD RESELLERS

Sóshlr is live and being sold via the following cloud resellers.

Foundation cloud platform partners secured including AppDirect, Ingram, Odin, Plesk and WHMCS. Within 8 months of receiving certification, the Company has signed agreements and commenced commercialisation with the following resellers:



Live with early revenue. Actively promoting Sóshlr



A major provider of telecommunications services in the Philippines. Live. Anticipated that marketing and revenue to commence during quarter



A small but vital partner. Blacknight is a web hosting and domain registrar company in Ireland with 120,000 SME's



Luxemburg-based Cloud Service Brokerage enablement company with 350+ partners distributing cloud applications to SME's



U.S based WebOps platform with 2,500+ hosting companies who sell web and hosting services to 8M SME's. Live with early revenue. Marketing campaigns expected to commence during November



Smaller U.S based host. Expected to launch Sóshlr during November 2016



Large Swedish reseller. Deal is signed, onboarding and training underway, expect to go live during December 2016



Integration, sales training and Go-to-market planning underway. Likely go-live date mid-Jan with 3 month launch to lead into global Cloud Summit in April 2017

READYSPACE Cloud infrastructure service company based in Singapore, Live

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ENTERPRISE SOLUTION TODAY



- Company continues to see direct sales adoption and market validation of its Enterprise Solution
- Enterprise Solution remains a key revenue focus
- Conversion slower than anticipated, however revenue growth is steady
- The challenge of social media management at scale is real and the Enterprise Solution capability is uniquely placed to solve this problem



ENTERPRISE SOLUTION CLOUD STRATEGY



Manalto will continue the strategic pivot of Enterprise Solution sales to cloud distribution, offering a fully enabled Enterprise cloud solution

- Solid interest by cloud platforms and resellers for provision of the cloud Enterprise Solution resulting in initial distribution agreements and the development of an Enterprise Solution API
- Planned that cloud distribution growth will supercede existing direct sales model during next 6 months

Initial partners:



- Growing pipeline of US and European Telcos and Hosters for Cloud Enterprise Solution

THIRD PARTY INTEGRATIONS UNDERWAY

Sóshlr is currently the only social media management solution to integrate with **Microsoft Office 365** and **IBM Watson™**



Commenced the first key integration of Sóshlr into Microsoft Office 365.

- Microsoft Office 365 is the largest selling cloud business application with 60 million monthly active Office 365 commercial customers, 50,000 SME's added to Office 365 each month and more than 400 million active users on Outlook.com



Manalto has commenced the integration process of IBM Watson™ - IBM's cognitive technology platform – and the world's leading artificial intelligence software into its core technology offering

- The cognitive computing market is estimated to grow from \$2.5 billion in 2014 to more than \$13 billion by 2019. Experts predict that by 2018, more than half of all consumers will interact with cognitive technology on a regular basis
- Manalto plans to offer IBM Watson™ across both of its products: Enterprise Solution and Sóshlr
- The integration of IBM Watson™ will significantly uplift the Company's core offering and product value proposition for end users

IMPORTANCE OF THIRD PARTY INTEGRATIONS

These Third Party integrations and partnerships with Microsoft and IBM Watson™ will enable a change in the way companies manage their social media, communities and advertising strategies on social media



- The integration with Microsoft Office 365 will not only see Sóshlr and the Enterprise Solution sold as a bundled product to all existing and new Microsoft Office 365 clients, it will enable change in the way that people and companies manage their social media



- The integration with IBM's artificial intelligence machine, IBM Watson™ will help to change the way companies interact with their social media communities. This integration will change the face of social listening, sentiment and content generation in a way never experienced. It will put Manalto at the forefront of social media management
- Combining the Microsoft Office 365 and IBM Watson™ integrations with Manalto's products will likely change the way social media is managed

Manalto is moving quickly to position our technology as Social Media Management 2.0

Key Microsoft Integrations in Scope Sóshlr and Enterprise Solution



Benefits of Integration with Microsoft

- Only social media management provider offering this integration
- Control all your social media posts and view analytics via Microsoft Outlook
- Makes Manalto available to over 600k Microsoft partners and resellers globally
- Makes Manalto available to all 60m Microsoft customers via its extension store
- Telcos, Hosters and third party resellers generally lead their cloud sales with Microsoft. Offering Sóshlr as a bundle will help to increase margins



INTEGRATION DETAIL

Manalto is moving quickly to offer IBM Watson's™ cognitive technology and to make available its products via IBM Cloud

Key IBM Integrations in Scope Sóshlr and Enterprise Solution

PHASED APPROACH

- **Phase 1** Integration with IBM Watson™ Artificial Intelligence machine
- **Phase 2** Integration of Enterprise Solution into IBM Cloud
- **Phase 3** Integration with various IBM products and services

Benefits of Integration with IBM

- Only social media management provider offering this integration
- IBM Watson™ will deliver superior content creation capability
- Technology will help determine the type of posts to write, who to target and when
- Assist with social media advertising strategy
- Social Media community sentiment analysis
- IBM Cloud Integration will make Enterprise Solution available to all IBM clients number in the 000's, all large enterprises and government departments

WHY PURSUE THE CLOUD?

The cloud industry is transforming

- **Rapid shift by traditional leading software and hardware providers, Telcos, hosters and other software resellers** to offer cloud based applications to drive greater share of wallet and increasing margins
- **Businesses are increasingly purchasing cloud based applications from a single provider** to leverage efficiencies – storage, upgrades, service

Moving to cloud is not a choice

- **Leading resellers need to offer** purpose-built, packaged and provisioned solutions available directly from reputable global cloud platform providers
- **Access to a ready-network of resellers**
- **First mover advantage**, the company needs to fully exploit and build upon the unique position it has established during the past year - as the only social media management solution, presently, available via these global channels

IMPORTANCE OF CLOUD FOUNDATION BUILD

Securing both foundation cloud platform and reseller partners is critical to future success and revenue

- Sóshlr is only available via channel partners, it cannot be purchased directly
- Without signing partners, there can be no revenue
- While Manalto's Enterprise Solution is sold directly, the Company will continue to pivot the sales of the Enterprise Solution to a channel sales strategy over the next 6 months
- The Company is committed to securing first mover advantage in its cloud channel quickly; this can only be achieved through the signing of as many channels partners as possible
- Key integrations with Microsoft and IBM will further increase our strength in this channel
- Further integrations being pursued

2017 GOALS FOR CLOUD

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Market Dominance

- Become the dominant social media management provider in the cloud

Secure Top Tier Telco's & Hoster's

- In active Negotiations with 20+ of the largest Telco's & Hoster's globally

Secure Addressable Market

- 50m SMEs by the end of 2017

Continue Partner Integration

- To be done with as many complementary companies as possible
- 4-6 Major integrations in negotiation

Commercialisation

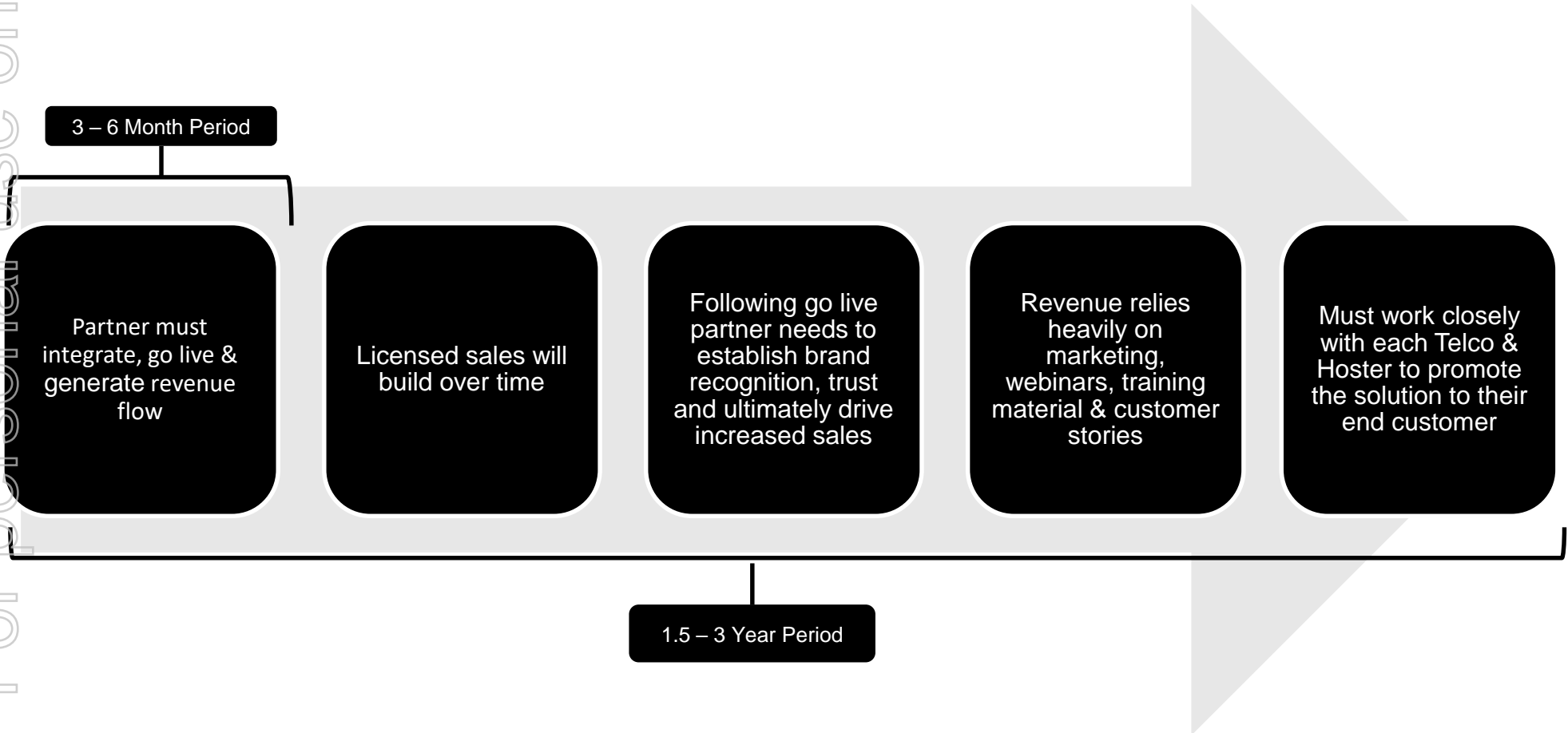
- Ensure all partners are commercialised with revenue

Pivot Enterprise Solution into Cloud

- In active negotiations with several of the largest Enterprise cloud partners in the world
- Several Large Telco's and Hoster's looking to integrate the Enterprise solution

STRATEGY TRANSLATING TO REVENUE

Manalto's cloud strategy is not short term:



ILLUSTRATIVE REVENUE MODELS

Illustrative Sólhr Revenue Model (USD)

No. of channel partners	2-8	9-14	15-19	20-24	25-29
No. of addressable licenses	3,000,000	5,000,000	8,000,000	11,000,000	13,000,000
No. of licenses invoiced (assumes an avg. 3% take-up)	90,000	150,000	240,000	330,000	390,000
Est. gross license income at \$120 p.a.	\$10.8m	\$18m	\$28.8m	\$39.6m	\$46.8m

Illustrative Enterprise Solution Revenue Model (USD)

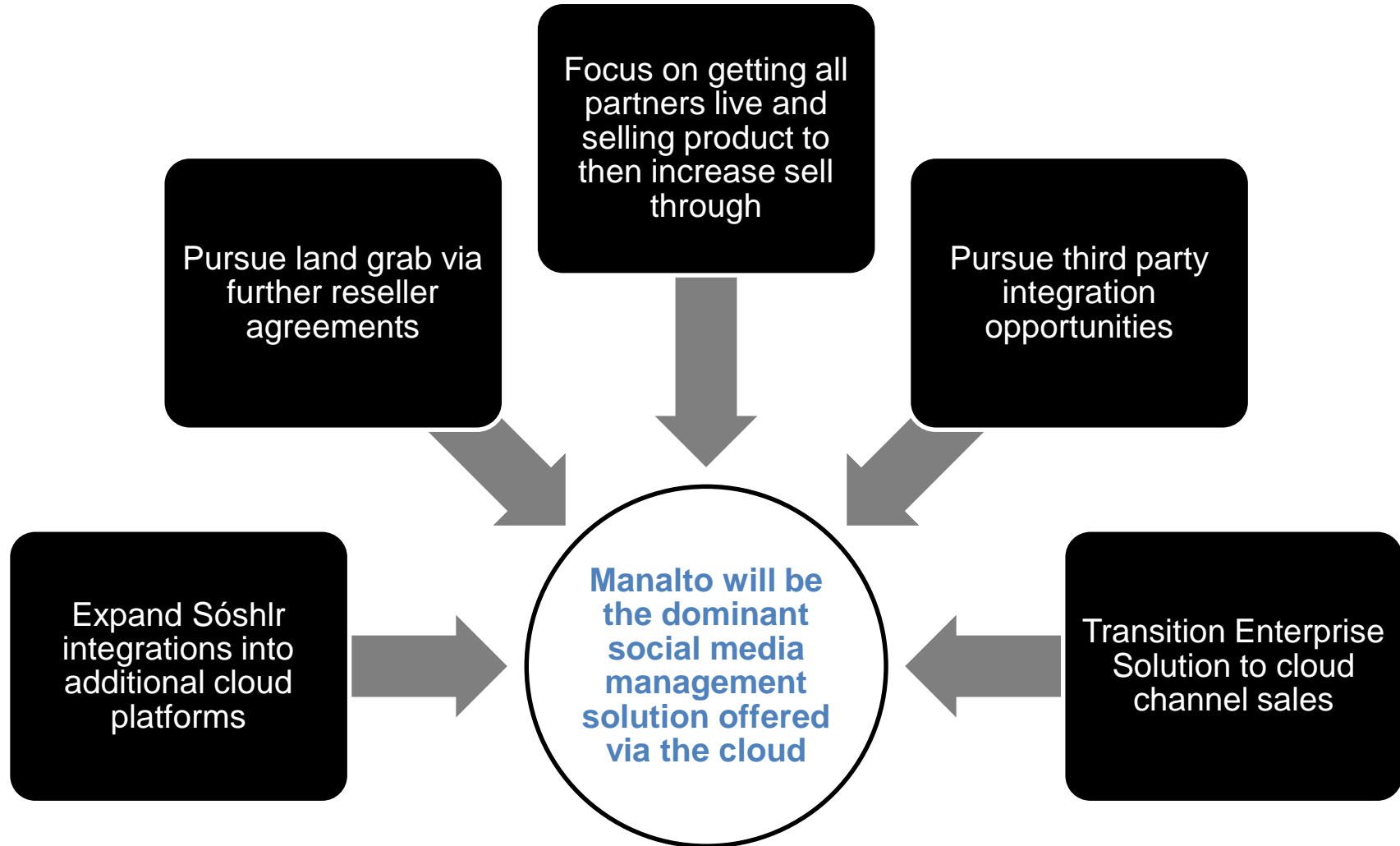
Number of clients	50	75	100	125	150
Avg. client size by no. of licenses	500	500	500	500	500
No. of licenses invoiced	25,000	37,500	50,000	62,500	75,000
Est. gross license income at \$240 p.a.	\$6m	\$9m	\$12m	\$15m	\$18m

Revenue models are an example and not be taken as a forecast. Revenue is based on market feedback on cost per license. Assumes full 12 months of invoicing. There are no guarantees that the per unit license rate or avg. % of take-up would be maintained or achieved. ASIC regulatory guides preclude Australian companies at Manalto's stage of development from providing revenue forecasts.

*Number of est. addressable licenses is subject to change.

LOOKING FORWARD

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BOARD OF DIRECTORS

MR JOSEPH MILLER
Interim Chairman

Mr Miller has been a Managing Director at Europlay Capital Advisors, LLC and its subsidiaries (“ECA”) since 2003. ECA is a Los Angeles-based boutique merchant bank and financial advisory firm that invests in, and provides services to, companies in the technology, media, telecom, life sciences and consumer sectors. ECA’s investments have included such notable companies as Skype, Rdio, FlashFunders, FanDuel, and Red Bull Global Rallycross. Mr Miller currently serves on the boards of several companies including Covata (ASX: CVT), Manalto, FlashFunders and Red Bull Global Rallycross. In the past, he has also served on the boards of Talon International, Multigig, and Unicorn Media as well as on the Compensation and Audit Committees of Skype Global, prior to its sale to Microsoft.

MR ANTHONY OWEN
Founder & CEO

Mr Owen is the founder and CEO of Manalto Limited, a U.S based global social media management provider, founded in 2011 in Australia, and launched in the U.S in 2013. Anthony has more than 20 years experience in digital and social media, establishing and building successful sales management capability across digital organisations including OzEmail, BMC Media, Softbank, Sensis and Groupon. Anthony has held senior sales management and strategic commercial roles with experience across global and multinational channel distribution, media agency environments, direct-to-market and government.

MR CHRIS ADAMS
Director

Mr Adams is an internationally recognised digital strategist, advisor and technology executive. Mr Adams created and produced the reality TV series ‘Facebook Diaries’ for Facebook and served as Chief Vision Officer and SVP of Business Development for Participant Media. Mr Adams served in executive roles with Facebook and Amazon.

MR MICHAEL QUINERT
Director

Mr Quinert graduated with degrees in economics and law from Monash University and has over 28 years’ experience as a commercial lawyer, including three years with the ASX and over 20 years as a partner in a Melbourne law firm. He has extensive experience in assisting and advising public companies on capital raising and market compliance issues and has regularly advised publicly listed mining companies. Mr Quinert is partner at Quinert Rodda, a law firm in Melbourne.