

ASX ANNOUNCEMENT | MANALTO LIMITED
MARKET UPDATE

MELBOURNE – 29 August 2016 - Manalto Limited (ASX: MTL) (“Manalto” or “the Company”) is pleased to provide an update on the Company’s key goals and strategic focus through to the end of financial year 2017, which will drive Manalto’s revenue goals. **The Company has today released a market update presentation setting out these key goals.**

Manalto’s vision is to become a globally recognized and the leading social media platform being sold via the Cloud Marketplaces of hosting companies, Telco’s and other third party reseller to small, medium and large enterprises - an estimated total market opportunity representing more than USD\$200m per annum in potential sales.

Manalto’s key goals and strategic focus through to June 2017, which will drive the Company’s revenue goals are summarised as follows, and detailed on the released market update presentation:

- ***Cloud and Social Media***
Increasing adoption of cloud-based applications by businesses, in particular, small-to-medium sized enterprises (SME’s), together with the increasing business uptake of social media, are the two most significant drivers that continue to expand Manalto’s addressable market.
- ***Only Certified Cloud Based Social Media Management Solution offered by Odin, AppDirect and WHMCS***
Manalto solves an increasing problem for businesses in how they manage an expansive social media presence across multiple social media platforms, by providing a highly scalable cloud-based technology solution. Most importantly, in a first-to-market move, Manalto offers the only certified cloud-based social media management solution integrated with, and available via leading global cloud marketplaces, Odin, AppDirect and WHMCS.
- ***Manalto has signed agreements with major Hosts and Telco’s***
Manalto is successfully building the foundations and is now well positioned to take full advantage of the rapid growth in the use of cloud marketplaces. We have secured relationships with a large proportion of the key players, placing Manalto as a leading social media platform in the cloud. In a short period, we have secured deals with some major Hosters and Telco’s to launch our products. These launch partners have an estimated addressable market of 15m SMEs. Manalto will continue to sign deals with major Hosters and Telco’s and commercialise both Soshlr and Enterprise.

Anthony Owen, Founder and CEO of Manalto commented; “We are pleased to set out a clear strategic focus and key goals for the Company on the coming months. The Company continues to focus direct sales of its Enterprise Solution to broader market sectors, in addition to the franchise industry.

It is concurrently building a very significant cloud based distribution channel for Soshlr and the Enterprise Solution, partnering with some of world’s largest and leading cloud platform providers to enable the resale of both products via Hosters, Telco’s and third party resellers.

These two key strategic activities will extend the product reach of both Sóshlr and Enterprise solutions into an ever-increasing addressable market in which Manalto maintains both unique and first mover advantages, to achieve revenue growth and shareholder return.”

About Manalto Limited

Manalto has two products, which stem from its base technology platform: an **Enterprise Solution** for large disparate businesses and government as well as an SME solution known as **Sóshlr**.

Today the Company is focused on two key distribution channels: Third Party Distribution via Cloud Application Platforms and Direct Sales.

Sóshlr

- **Cloud** – exclusively Cloud based distribution channel partnering with some of world's largest and leading cloud marketplaces, and Host/ Telco's Partners offering **Sóshlr** for resale to SME's.
- Sóshlr, Manalto's SME product, is *currently the only certified social media management solution integrated in Odin, AppDirect and WHMCS* – three leading global cloud marketplaces servicing major host and telco companies who service and sell software to more than approx. 40 million SME's businesses.

Enterprise Solution

- **Direct sales** – targeting large, decentralised organisations across broader market sectors, including, but not limited to, media and entertainment, real estate, automotive, hospitality and health, in addition to the franchise industry
- **Cloud** - Manalto plans to make its Enterprise Solution available through cloud marketplaces over the next 12 months as an increasing number of corporates transition to purchasing software through the cloud.

Manalto Limited (MTL.ASX) is a U.S. based global provider of cloud social media management solutions. Manalto's proprietary software delivers capability for the streamlined management of social media at scale – including controls to support organisational brand management, reputational risk management and efficiency in managing users, community engagement and analytics. An enterprise can centrally publish content and update brand assets across hundreds of its organisation's social media pages spanning multiple platforms – in just one click. Manalto offers a direct-to-market Enterprise Solution and a Business Application for Channel Partners to offer to SME's – 'Sóshlr'. Manalto is headquartered in Washington, D.C. with offices in the Netherlands, Australia and South Africa, and supports channel partners and customers globally. *For further information, please visit www.manalto.com. For more information on Sóshlr www.soshlr.com*