

26 March 2015

ASX ANNOUNCEMENT

Key Appointment – Craig Ball, Vice President, Sales - Parallels Channel

Manalto Limited (ASX:MTL) (“the Company”) advises that it has appointed Craig Ball as Vice President, Sales, of its fully integrated Parallels channel.

Craig brings to Manalto 20 years of global sales, operational and channel development experience including solution sales of cloud based technology applications within the web hosting and service providers industry.

Craig holds specialized knowledge of the web hosting and service provider markets and their channel structure, and a deep understanding of the unique requirements for solution sales to this market. He has established a solid reputation among the network of leading global web hosting companies over the past seven years through his experience in driving successful channel growth within the industry.

Craig will be responsible for building Manalto’s cloud partner channel to accelerate business growth via APS hosting platforms such as our fully integrated Parallels channel and third party software resellers.

Anthony Owen, Manalto Founder and CEO said, “Business growth through a global distributed partner channel is a strategic priority for the Company. Craig’s appointment immediately delivers uplift in Manalto’s capability and knowledge to directly support the launch and growth of the global distributed partner channel we anticipate for the Company”.

As part of Manalto’s multi-channel sales and distribution strategy for its technology, it has integrated its product into the Parallels global APS hosting platform as a key planned third party distribution channel, targeting small to medium sized businesses. As a result of this integration, Parallels’ estimated 10,000+ service providers, which includes major telecommunication companies and an estimated addressable market of over 10 million units, can now offer the Manalto Social Media Management Solution to their customer base.

“Manalto provides a solid problem solving technology that directly delivers a new and additional revenue stream for web hosting companies and service providers to extend to their customers. The industry is always looking for add-on to hosting plans and Manalto’s existing integration into Parallels paves the foundation for the growth of a successful strategic distribution channel”, said Craig Ball, Vice President, Sales – Parallels Channel.

About Manalto Limited

Manalto Limited is a provider of enterprise social media management solutions. Manalto enables organizations to efficiently manage their social media assets at scale, with alignment to their structure. Manalto delivers controls to support brand management and risk management across social media. It has offices in Los Angeles and Washington DC Metro, and supports customers globally. For further information, please visit Manalto.com

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