

26 August 2015

**ASX ANNOUNCEMENT**

**GO VITA APPOINTS MANALTO  
AS PROVIDER OF SOCIAL MEDIA MANAGEMENT SOLUTION**

Manalto Limited (MTL.ASX) advises that Australia's largest health food cooperative, Go Vita Distributors Limited, has appointed Manalto to deliver its Social Media Management Solution to underpin the management of its social media presence.

Go Vita operates a centralised distribution centre in Sydney servicing 150+ independently owned and operated Go Vita Retail health shops across Australia. Each Go Vita store plays a vital role in their local community, providing honest health and wellness advice and an extensive range of natural health products.

Anthony Owen, Manalto Founder and Chief Executive Officer, said, "Go Vita's cooperative structure which combines a balance of head office distributed marketing initiatives with local area marketing by each Go Vita retail store owner, represents one of the key business structures for which the Manalto product has been designed to support. Manalto's capability will enable Go Vita to deliver central and aggregated social media management at scale, to efficiently achieve brand consistency and distribute national product campaigns to support the local area marketing of its retail stores."

"Go Vita is growing its customer base, with each Go Vita store owner increasingly leveraging social media to market their Go Vita business locally. Manalto addresses a core opportunity for Go Vita's distribution centre, to effectively support local area marketing on social media, with the capability to centrally and efficiently publish product and brand initiatives across the social media pages for its 150+ retail stores." said Scott Horwell, CEO, Go Vita.

**Manalto General Market Update**

Sóshlr is on track to complete the development of its Odin APS 2 Package by the end of August 2015 and commence the deployment and commercialization of the Sóshlr product in partnership with Blacknight, Ireland's largest host company, in September 2015. Sóshlr has some very active conversations with several other hosting companies who are all looking to proceed as soon as Sóshlr's APS 2 package is certified and deployed.

The Adstream integration is now complete and Manalto is advancing a number of relationships with prospective customers, with initial active trials to commence in September 2015.

**For more information**

[Go Vita](#)

**About Manalto Limited**

Manalto Limited (MTL.ASX) 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. With core operations based in Washington DC Metro, Manalto supports customers globally. For further information, please visit [Manalto.com](#)

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