

23 September 2015

ASX ANNOUNCEMENT
MANALTO AWARDED ODIN CERTIFICATION FOR SÓSHLR APS 2 PACKAGE

Manalto Limited (ASX: MTL) (“the Company”), provider of social media management software is pleased to advise it has received certification of its Sóshlr APS 2 package by Odin. Certification will see the Company’s Sóshlr product enabled for distribution via the Odin Service Automation (OSA) channel alongside other vendors, which also hold certifications (including Microsoft, box.net, Symantec, IBM and CloudFlare).

Manalto announced the integration of its software into the Odin in April 2015 as a key planned third party distribution channel, targeting an estimated addressable market of over 10 million small to medium sized businesses. Sóshlr utilises the Manalto technology, but is packaged and provisioned for resale as an Add-On or part of a Business Services Bundle, and offers Web Hosts and Service Providers, globally, a revenue stream in addition to their core web hosting products. Odin developed the APS standard for OSA allowing third party developers to launch products for resale by Odin Service Providers.

“Soshlr is the first social media management tool available through the Odin Automation for the hosting and reseller channel. The depth of our vendor integration is enabling Manalto to have quick access to leading brands within our ecosystem,” said Alex Danyluk, Vice President, Alliances, Odin. “We are excited for Manalto as it enters the next phase of growth with its Sóshlr APS 2 package and we look forward to working closely with them alongside other Odin certified vendors.”

“The Manalto team is pleased to have delivered an Odin certified package on time and within budget and to have achieved the swift outcome of Odin certification and endorsement. Certification will enable our team to accelerate the commercialisation of the product, working closely with our initial launch partner, Blacknight, Ireland’s largest ICANN accredited domain registrar and hosting company, providing services to approximately 120,000 SMB’s,” said Anthony Owen, CEO of Manalto.

Manalto is in active discussions with a number of web hosts and service providers with an estimated addressable number of units of 3.7m (as at end July 2015) and securing certification positions the Company to advance these discussions. Manalto anticipates full commercialisation of its Sóshlr product by October end, 2015 and is accelerating its activities to drive partnerships with key players across the USA and Europe. Manalto is showcasing Sóshlr as a key sponsoring product brand of Hosting Con Europe, a significant hosting industry event attended by leading web hosts and service providers, taking place in Amsterdam this week.

Sóshlr’s APS package delivers the ability and flexibility for OSA service providers to download and install the Sóshlr product for streamlined inclusion in their product suite offering for their customers, providing an opportunity to easily build a new revenue stream. The certification of the Soshlr APS 2 package is validation of the quality of the package by meeting the highest-level adherence to the cloud-ready standard for rapid service delivery set by Odin.

More information

www.odin.com
www.soshlr.com

About Manalto Limited

Manalto Limited (ASX: MTL) is a provider of enterprise social media management solutions. Manalto enables organisations 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 the Washington DC metro area, Manalto supports customers globally. For further information, please visit Manalto.com

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