

30 September 2015

ASX ANNOUNCEMENT

FIRST MAJOR ENTERPRISE DEAL - U.S FRANCHISE GROUP WITH OVER 2000 UNITS APPOINTS MANALTO AS PROVIDER OF SOCIAL MEDIA MANAGEMENT SOLUTION

Manalto Limited (MTL.ASX) ("Manalto") advises that The Dwyer Group®, a leading operator of multiple franchise concepts in the United States, has appointed Manalto as its technology provider to underpin the management of social media for brands within its group.

The Dwyer Group is one of the leading franchising organisations in the USA, representing an addressable market of approximately 2,100 units. Manalto has signed an initial contract with one of the group's brands, The Grounds Guys™, supporting approximately 190 units. The Dwyer Group has plans to sign up and rollout Manalto technology to a further six brands during October 2015.

Anthony Owen, Manalto Founder and Chief Executive Officer, said, "The Dwyer Group is a highly recognised franchise organisation within the USA and an advocate of social media for local area marketing. Manalto is pleased to partner with The Dwyer Group to help propel a more streamlined approach to social media management across the group."

General Market Update

- Through the Adstream partnership, Manalto has received commitment from a major entertainment company located in Los Angeles, with an addressable market exceeding 5000 units, to commence a 30 day trial of the Manalto software. We will continue to update the market as the trial progresses toward a contract.
- Manalto has experienced steady interest and growth in the pipeline of trial customers for the enterprise solution with the current active pipeline (of approximately 142,000 units as at end of August 2015) greater than at listing date (91,000 units as at the end of April 2015).
- While the sales pipeline is growing, the sales cycle has extended over the past year resulting in a slower than anticipated conversion rate. One of the key causes to which the board and management attribute this change, is the notable increase in the level of rigor applied by an enterprise to the evaluation and procurement of a social media management solution.

The good news is that the Company has seen a substantial maturing of the market throughout the year, demonstrated through the expansion of in-house digital marketing teams to address the growing importance of social media which is a pleasing validation that there continues to be an upward lift by enterprise in both, considering how they manage social media as well as an increased level of interest in solutions, such as Manalto.

About The Dwyer Group

The Dwyer Group is majority owned by The Riverside Company, a private equity firm with locations in North America, Europe and Asia. Based in Waco, Texas, The Dwyer Group® is the holding company of eleven service-based franchise organisations: Aire Serv®, Five Star Painting®, Glass Doctor®, Molly Maid®, Mr. Appliance®, Mr. Electric®, Mr. Handyman®, Mr. Rooter®, Protect Painters®, Rainbow International® and The Grounds Guys™, the newest addition to The Dwyer Group providing landscaping, lawn care and snow removal services.

<http://www.dwyergroup.com>
www.riversidecompany.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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