

16 October 2015

ASX ANNOUNCEMENT

MANALTO SECURES SECOND SÓSHLR DISTRIBUTION PARTNER

Manalto Limited (MTL.ASX) (“Manalto”) advises that it has signed an agreement with European cloud-based solution distributor, Top Cloud XL B.V (Top Cloud), to offer SÓshlr among its portfolio of cloud-based solutions (web hosting, collaboration, infrastructure, CMS and security cloud services) available for resale to its 300+ partner-base.

SÓshlr will be offered among Top Cloud’s marketing and SEO solutions, and made available for resale as a bundled digital package (with web solution products) to its client base of Value-Added Resellers (VARs), IT distributors, Hosters and Telco’s. Top Cloud will focus its initial promotion of the digital package, including SÓshlr, to its web agency partner-base, as a key offering to help manage the social media presence of web agency customers.

“Social media management and web solutions go hand-in-hand as a bundled digital solution and so the addition of SÓshlr to our existing resale portfolio is a natural alignment and enables Top Cloud to now make available a full digital suite of products to our partners to offer to their customer base.” said Michiel Grotenhuis, Chief Technology Officer, Top Cloud XL B.V.

Anthony Owen, Manalto Founder and Chief Executive Officer, said, “Manalto is pleased to be partnering with Top Cloud and this agreement will enable the SÓshlr product to extend its reach across Europe. SÓshlr is gaining traction as a ready-compatible social media product that enables a complete digital solution presence – which partners can bundle and offer to their customer base. We look forward to working with Top Cloud to achieve growth of the SÓshlr channel and to evolve the product with continued market feedback.”

Gaining market traction

- The agreement with Top Cloud provides Manalto with an additional presence in Europe and follows the Company’s announcement of its partnership with Ireland’s Blacknight Internet Solutions in June 2015.
- Europe has a strong representation of hosting companies and service providers and represents a strategic market for U.S based Manalto to develop a brand presence and distribute SÓshlr. Manalto showcased SÓshlr as a key sponsor of Hosting Con Europe in Amsterdam in September, attended by leading web hosts and service providers. Manalto also showcased SÓshlr as a key sponsor of the AppDirect Conference in San Francisco last week and is a sponsor of The Whir Hosting industry event in Washington DC in late-October.
- In addition to the Company’s integration of SÓshlr into the Odin global APS hosting platform as a key planned third party distribution channel targeting Odin’s estimated 10,000+ service providers, Manalto has commenced activity to further integrate SÓshlr into an additional cloud app market and platform provider, AppDirect, to enable growth of the Company’s third party distribution channel, with plans to be fully integrated by the first quarter in 2016.

Further information
www.topcloudxl.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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