

21 March 2016

ASX ANNOUNCEMENT

APPDIRECT FORMALLY CERTIFIES SOSHLR

HIGHLIGHTS

- Soshlr is now available via AppDirect cloud service marketplace following certification
- AppDirect powers a large network of cloud service marketplaces, reaching approximately 30 million small businesses worldwide via channel partners.
- Channel partners include companies such as Comcast, Deutsche Telekom, Telstra, Globe Telecom and Hawaiian Telecom
- Management have just returned from the World Hosting Day Conference in Germany where we had meetings with 20 plus host companies and Telco's, all of whom showed a high level of interest in the Soshlr product.

Manalto Limited (ASX: MTL) ("the Company") has received AppDirect certification for its Soshlr solution representing the completion of mandatory evaluation and validation of the product to enable AppDirect marketplace distribution. Certification represents a key milestone for the Company to achieve third party, large-scale distribution for its Soshlr solution. Importantly, certification paves the way for the Company to both finalise and forge further distribution agreements with AppDirect channel partners.

During the 8-week certification process, Soshlr and AppDirect continued to drive discussions with many of the AppDirect channel partners and as a result management are now in final stage negotiations with several larger Telco's.

Background

- Manalto announced an agreement with AppDirect in November 2015 for Soshlr to be made available on the AppDirect cloud service marketplace to reach an estimated addressable market of 30m SMEs globally.
- Manalto purpose-built Soshlr as a packaged and provisioned offering for streamlined distribution via cloud service marketplaces.
- The cloud service marketplace makes it easy for small and medium sized enterprises (SME's) to purchase and manage Manalto's Soshlr Solution via a single sign on process, one user-friendly dashboard, and one consolidated bill.
- Soshlr is Manalto's small and medium sized enterprise solution enabling businesses to efficiently manage multiple social media pages from a single dashboard delivering time savings and single visibility of social media activity across Facebook, Twitter, LinkedIn and Instagram.

About AppDirect: www.appdirect.com

About Soshlr: 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 www.manalto.com

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