

MTL | ASX ANNOUNCEMENT

Manalto Acquires Hearis Social Media Management Platform

MELBOURNE – 1 August 2016 - Manalto Limited (ASX: MTL) (“Manalto” or “the Company”) the cloud-based social media management provider changing the way businesses manage social media at scale, today announced that it has acquired Hearis, an Australian-based Social Media Management platform, from Queensland based digital company, Generation Co. The purchase gives the Company immediate access to an active and paying customer base of retail and multi-site franchise groups and bolsters the Company’s footprint in Australia.

- Hearis is an Australian-based Enterprise Social Media Management platform with an active customer base.
- Est. existing revenue \$75k plus.
- Customers include retail and multi-site businesses such as Ray White Real Estate, Hairhouse Warehouse, Kwik Copy and Zarraffa’s Coffee.
- Significant upside potential exists to scale up the utilisation of existing customers for further growth in revenue.
- Acquisition is for social media management platform associated assets only with no increase in operational overheads to Manalto.

Anthony Owen, Founder/ CEO, Manalto Limited said, “As an Australian company based in the U.S., the purchase gives Manalto an opportunity to strengthen its presence in Australia to achieve wider penetration of the Manalto Enterprise solution into the Australian corporate market. The team looks forward to working with the Hearis customer base and Generation Co., to effectively enable the benefits that a scalable social media management tool can provide to a business to help achieve growth.”

Matt Forman, Founder/ CEO, Generation Co. said, “Manalto is leading the way in scalable social media management solutions. Everyday it works with large, multi-site franchise groups to address the challenges of campaign, brand and reputation management across hundreds of pages on social media. I see strong synergies between both businesses and an opportunity to work together to provide customers the highest quality service and access to solutions in the market.”

About Generation Co.

Generation Co. is a digital company, which offers Hearis under its digital arm, Traffika. The group delivers strategic consulting, and digital marketing services utilizing digital technologies to support a customer base of retail and multi-site franchise groups. www.traffika.com.au/hearis-social/

About Manalto Limited

Manalto Limited (MTL.ASX) is a U.S. based global provider of cloud social media management solutions. Manalto’s proprietary software delivers capability for the streamlined management of social media at scale – including controls to support organisational brand management, reputational risk management and efficiency in managing users, community engagement and analytics. An enterprise can centrally publish content and update brand assets across hundreds of its organisational social media pages spanning multiple platforms – in just one click. Manalto offers a direct-to-market Enterprise Solution and a Business Application for Channel Partners to offer to SME’s – ‘Sóshir’. Manalto is headquartered in Washington, D.C. with offices in the Netherlands, Australia and South Africa, and supports channel partners and customers globally. www.manalto.com

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