

ASX ANNOUNCEMENT | MANALTO LIMITED

Commercialisation of Sóshlr has commenced via Globe Telecom

Highlights

- **Globe Telecom has now launched the sale of Sóshlr via its online Apps Marketplace**
- **Globe's sales team to now actively promote and distribute Sóshlr to their customer base in Enterprise and Small and Medium Businesses.**

MELBOURNE – 9 September 2016 - Manalto Limited (ASX: MTL) (“Manalto” or “the Company”) is pleased to announce that Globe Telecom, Inc. (PSE.GLO) (“Globe”), a major provider of telecommunications services in the Philippines has commenced selling Sóshlr licenses as part of a curated application portfolio to its customer base. With Sóshlr now available for sale, the Globe sales and marketing team can now commence actively promoting and distributing Sóshlr to their Enterprise and Small and Medium Business customer base.

Anthony Owen, Manalto Founder and Chief Executive Officer, said, “Manalto is delighted to work with Globe Telecom to extend Sóshlr to their customers to better manage their social media across multiple platforms. Globe Telecom is leading the way in offering business applications to their customer base with Sóshlr being the only social media management tool offered by Globe. It gives the Company another first to market entry into the region.”

The Company announced in April 2016 that Manalto, via its 100% owned subsidiary Sóshlr Pty Ltd, signed an agreement with US-based AppDirect to sell Sóshlr to Globe Telecom customers. Globe Telecom is a channel partner and participant in the AppDirect marketplace from where it sources software to offer its customer base in Enterprise and Small and Medium Businesses.

Under the agreement signed with AppDirect, Manalto will receive revenue through a 70/30 revenue sharing model share arrangement from each license sold. Sóshlr is offered through a range of base packages and upsell paths. Base packages range from ₱235 to ₱3,290 per customer per month (\$6.60 AUD to \$93.00 AUD per month). Soshlr will add further premium features that will add to base license fees, enhancing value, retention and revenue for resellers. As part of the agreement, Manalto will provide account management and help desk support.

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Marketing of Soshlr will now ramp up to Globe's SME client base. This program will include digital sales and marketing campaigns, call centre outbound and inbound marketing and the positioning and promotion of Soshlr with other like Apps for purchase by SME's. It is anticipated that initial sales will steadily build as the Soshlr brand gains recognition and trust amongst Globe's SME customer base.

ENDS

About Globe

Globe Telecom is a leading full service telecommunications company in the Philippines, serving the needs of consumers and businesses across an entire suite of products and services including mobile, fixed, broadband, data connections, internet and managed services. Its principals are Ayala Corporation and SingTel who are acknowledged industry leaders in the country and in the region. For more information, visit www.globe.com.ph. Follow us on Twitter: <http://twitter.com/talk2Globe> and Facebook: <http://facebook.com/GlobePH>.

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 organisation's 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 – 'Soshlr'. Manalto is headquartered in Washington, D.C. with offices in the Netherlands, Australia and South Africa, and supports channel partners and customers globally. For further information, please visit www.manalto.com

For more information on Soshlr

www.soshlr.com

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