

ASX ANNOUNCEMENT | MANALTO LIMITED

Sóshlr commences integration with Microsoft Office 365

Highlights

- Integration of Sóshlr into Microsoft Office 365 has commenced
- Manalto plans to make Sóshlr available for sale to new and existing Microsoft Office 365 commercial customers
- Microsoft Office 365 is the largest selling cloud business application
 - o 60 million monthly active Office 365 commercial customers
 - o 50,000 SME's are added to Office 365 each month
 - o Outlook.com has more than 400 million active users
- Sóshlr will be the first social media solution available for sale with Microsoft Office 365 applications
- Planned integration scope includes capability to schedule and publish posts directly from Outlook transforming social media for business
- Company has plans to integrate its Enterprise solution into Microsoft Office 365

MELBOURNE – 15 September 2016 - Manalto Limited (ASX: MTL) (“Manalto” or “the Company”) is pleased to announce that it has commenced the first key integration of its Sóshlr product into Microsoft Office 365. Microsoft 365 is the largest selling cloud business application. This integration is part of a broader integration strategy to make Sóshlr available for sale via Microsoft's Cloud Office Store to an estimated addressable market of 60 million Office 365 commercial customers.

Sóshlr, Manalto's SME product, will be the first social media solution available for sale with Microsoft Office 365 applications. The Company also plans to integrate its Enterprise solution into Microsoft Office 365. Eighty percent of the Fortune 500 is on the Microsoft Cloud.

Anthony Owen, Manalto Founder and Chief Executive Officer, said, “This is a significant growth opportunity for Manalto to accelerate the reach of Sóshlr and a major game changer for how social media is managed day-to-day by business. The ability to schedule and publish posts directly from Outlook transforms social media for business. Managing social media directly from an every-day, all day work environment delivers immediate efficiencies and time-savings, and makes social media even more accessible for a business.”

In order to accelerate the reach of SósHlr via its global channel partners (which include global hosting companies and telco's), the Company has a planned and phased integration program that will see SósHlr;

- made available for sale directly from Microsoft's Cloud Office Store;
- offered as an upsell product to existing Microsoft Office 365 users; and,
- promoted via both Microsoft Partners and Manalto's Host and Telco Channel Partners as a solo or bundled product with Microsoft Office 365.

A successful integration of SósHlr and rollout with Microsoft Office 365 will set the Company in a strong position as an approved Microsoft Independent Software Vendor (ISV) Provider. This will provide substantial leverage for Manalto to work closely with Microsoft as it continues to commercialise SósHlr as its SME product offering. The integration will support the Company's revenue growth goals as well as enable current Microsoft 365 reseller partners, numbering in the tens of thousands, to bolster their profit margins by including SósHlr as an integrated Microsoft Office 365 bundle.

The first phase of the integration will be completed during Q4 2016 with further phases of integration released through 1H 2017. Upon completion of the integration, it is planned that Microsoft Office 365 users with SósHlr accounts will be able to schedule and publish content to their social media platforms directly from their Outlook account.

"Manalto is driving innovation and committed to changing the way social media is managed. We work directly with businesses to understand and address the challenges head-on through our technology developments. Integrating our technology with Microsoft Office 365 is a significant step forward to help business to better manage social media and make it a business norm," **said Anthony Owen, Manalto Founder and Chief Executive Officer.**

ENDS

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 – 'SósHlr'. 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 manalto.com
For more information on SósHlr soshlr.com