

## ASX ANNOUNCEMENT | MANALTO LIMITED

- **Manalto appoints Mr Jim McKerlie as new Chair**
- **Board renewal underway**
- **Assessment of current situation being undertaken**
- **Roadmap to build on early success being prepared**

**MELBOURNE – 28 October 2016 - Manalto Limited (ASX: MTL)** (Manalto or the Company), is pleased to announce that it has appointed Mr Jim McKerlie as a non-executive Director and Chair of the Manalto Board of Directors, effective immediately. Non-executive Director and Interim Chair, Mr Joseph Miller, has stepped down from the Board of Directors. The appointment of Mr McKerlie is the first step in a board renewal process to support the Company for the next stage of growth.

Mr McKerlie is a highly regarded digital leader, entrepreneur, global business builder and experienced public company chairman with over 25 years transforming digital, media, technology, energy and professional services organisations. Mr McKerlie has been integral in shaping the international media and telecommunication industry, oil and gas, and energy sectors, and advancing the innovation and customer service standards of organisations via digital media. He has held senior roles and board positions for media, digital and energy companies, including ten years as a senior director on eight public company boards of leading ASX200 companies, holding the role as Chair of six.

- Mr McKerlie is the CEO of Bambu Digital, an impressive, innovative and performance-focused digital marketing company launched in 1992 formerly as Bullseye, one of Australia's largest digital services and communications agencies which subsequently reformed as two entities, Bambu Digital and Ogilvy Digital. Bambu delivers digital strategy and solutions to underpin people transformation, superior customer experiences and business growth utilising digital technology.
- He is also currently a non-executive Director of major, mid-tier oil and gas producer, Beach Energy Ltd, and held the role as Chair of Drillsearch for 8 years prior to its merger with Beach Energy. During his time as Drillsearch Chair he oversaw numerous M&A transactions and international capital raisings allowing the company to enjoy spectacular growth during his leadership period.
- Mr McKerlie has worked extensively building launching and growing global Cloud/ SaaS companies over 16 years across North America, Asia Pacific, UK, Europe and South Africa. He has a strong background in fundraising in Equity and Capital Markets, extensive experience in M&A, shareholder engagement, and high growth companies. He has been Chair of two technology companies that have each undertaken a successful IPO (Australia's first interactive TV company and an online real estate data and software business).

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- Mr McKerlie has been integral in the transformation of organisations and industries. He led the tender process that brought Vodafone to Australia, and led similar transactions in Austria, Czech Republic, South Africa and Malaysia. He was involved commercialising and privatising national broadcasting assets in Australia, New Zealand, South Africa and Czech Republic and shaped the new media environment. He also led the transaction which combined the energy companies under the city ducting system, creating PowerTel which was ultimately bought by AAPT.
  - He was Partner in Charge of Deloitte Australia's Telecoms and Media consulting practice and then Managing Partner of KPMG's Information, Communications and Entertainment consulting practice for Asia.

**Mr Jim McKerlie said of his appointment,** "Manalto has built an enviable position in the rapidly emerging social media management space and is now in a position to go to the next level. The first business at hand is to review and assess what has been achieved and set a roadmap for the best way forward in this rapidly changing market. Manalto has a unique opportunity for brand custodians to manage their assets across multiple social media environments that have emerged and to gather and analyse the data so that they can make better business decisions. This is a real opportunity to monetise the exponential growth in social media activity."

**Anthony Owen, Manalto Founder and Chief Executive Officer, said of the appointment,** "Mr McKerlie joins Manalto at a pivotal growth point since the Company first launched in the U.S in 2014. During the past year, notably, the Company has significantly elevated its position in the social media and cloud technology industries. It has expanded its reach, entering Europe and Asia, in addition to North America, and has in just a short time, secured a number of global cloud technology leaders, including Ingram Micro, AppDirect, Microsoft and IBM, as part of the foundation build of its cloud distribution strategy.

"Mr McKerlie's experience as Chair of public companies and in the commercial growth of digital and cloud solutions, offers the combined expertise Manalto needs to successfully steer the Company through its next phase of growth. The Company is establishing a strong cloud distribution foundation, offers a proven and differentiated product offering, and has secured a first mover position having integrated its solution with major cloud distributors. It is imperative that Manalto navigates this next stage of growth with the level of rigor, smart decisions and precision – focused on exceptional execution, the continued strategic build of a global network of distributors and continued product innovation - to ensure it delivers the revenue and sustainable growth required for shareholder return. I am thrilled to be working with Jim McKerlie to achieve this growth, to transform the Company and to secure our position as the dominant social media provider in the cloud."

Manalto, under Mr McKerlie's leadership, has commenced a review of its operations, Board composition and capital requirements to ensure alignment with its strategic growth plans and goals. Mr McKerlie is integral in driving the key decisions with respect to these areas, in conjunction with the Board and Manalto's corporate advisory group, Henslow. It is expected that further details, including a roadmap for the next stage of growth, will be announced over the forthcoming period.

**Mr Owen said**, “On behalf of the Board and Management, I would like to sincerely thank Joe Miller for his contribution as Interim Chair, his role as Director and importantly, his unwavering endorsement of the product and the support he has extended to Manalto and in my capacity as CEO since 2013 and launching in the U.S. Mr Miller and Europlay Capital Advisors were instrumental in launching Manalto in the U.S and Mr Miller held a key role in the commercialisation of the technology, the ASX list and shaping the strategic direction of Company to today. Mr Miller has provided continued and valued commercial advice and strategic guidance to help shape the Company’s decisions during early growth.

Mr Miller will continue his support and advocacy of Manalto.

### **Media and Investor Relations**

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### **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.

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