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Investor Presentation

May 2017



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Vision 2020

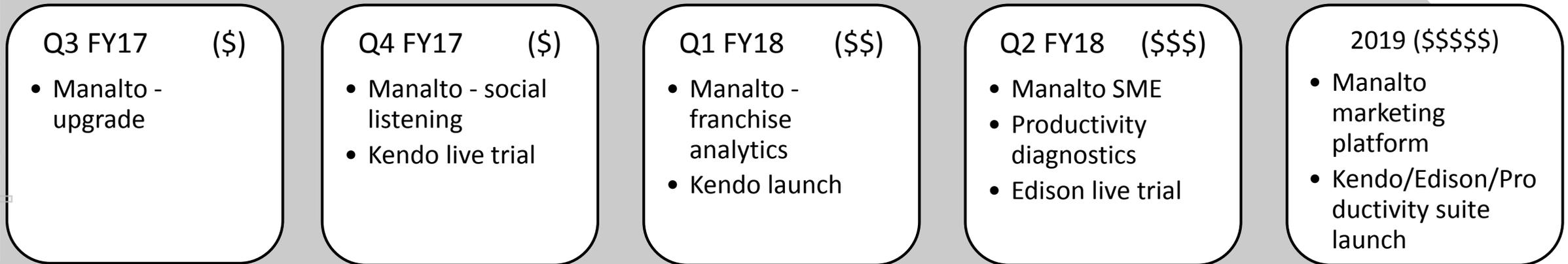
“To be a provider of business productivity solutions to SME and middle market enterprises”

- Providing products that solve business problems
- Finding customers with those problems
- Developing efficient channels to mass markets
- Using customer experience to price off the bottom

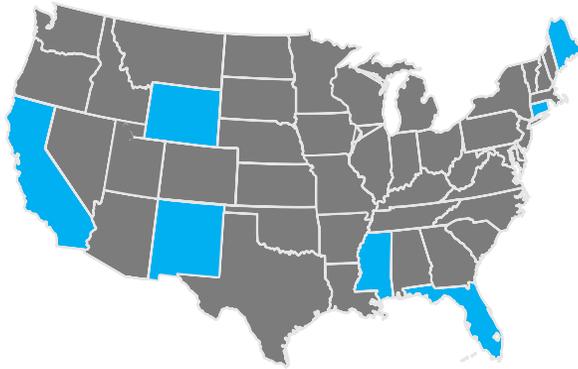
This presentation is based on the successful acquisition of Bambu by Manalto Limited

A constant flow of product releases for 2018 & beyond

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The Problem 1 - social & digital marketing



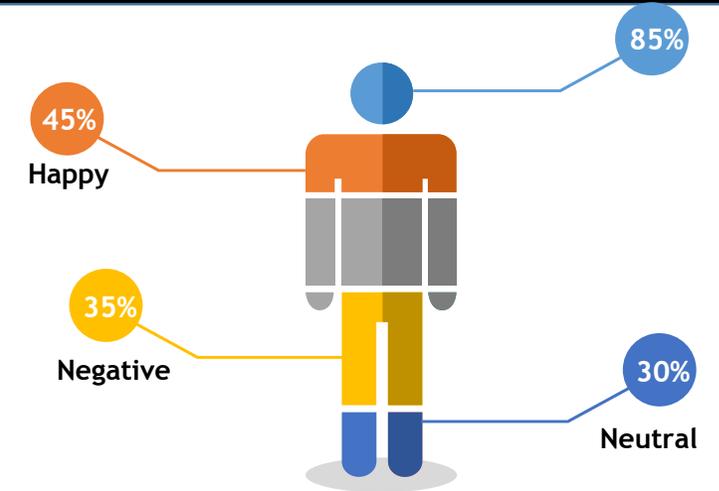
Distributed Brand Custodians

Large distributed businesses are involved in real-time customer and brand-based conversations across thousands of social channels. They are not prepared for or capable of handling this.



Increased Brand Experience

The brand experience is substantially left in the hands of the outlets, with little or no centralised guidance. Businesses engage in *inefficient marketing activities* and suffer from *inconsistent branding*.



Lack of Oversight & Insight

Businesses do not manage or understand what is happening to their brands in the social environment . There is no single solution that manages social assets at scale.

Rationalised & upgraded social media products under Manalto umbrella.

- Manalto enterprise and Soshlr have run as two separate products
- Will be combined into a single product with licencing to be used to offer SME, Enterprise & Franchise versions
- Significant enhancement to functionality
- Advanced Microsoft integration
- IBM Watson AI integration - social listening working with clients
- Manalto is the brand that will be recognised as a social media leader
- Social media is now recognised as a key ingredient in overall marketing strategy and social media management is a growing problem for managers
- Will develop into a marketing platform for social, local and customer engagement

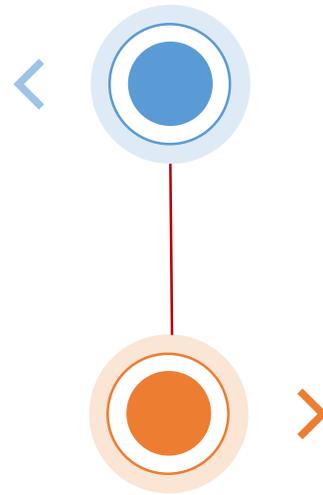
Efficiency & brand control in posting & analysis

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RUN DISTRIBUTED SOCIAL

Now our distribution network can publish with one click from central, and approved people can publish using the centralised library. This ensures quality and consistency.

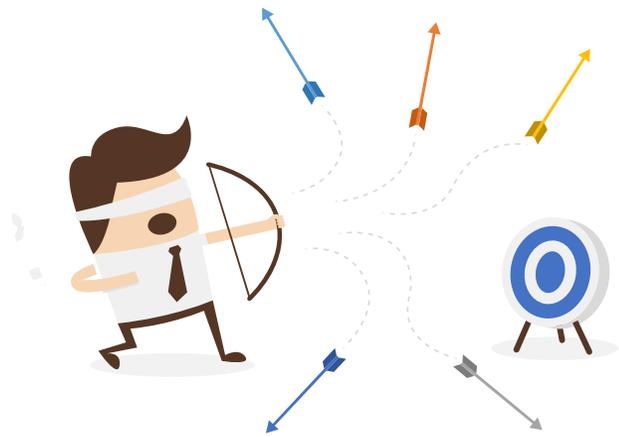


ANALYSE & IMPROVE

Through the use of social listening, analytics and IBM Watson (language analysis), Manalto users improve their social media activities.

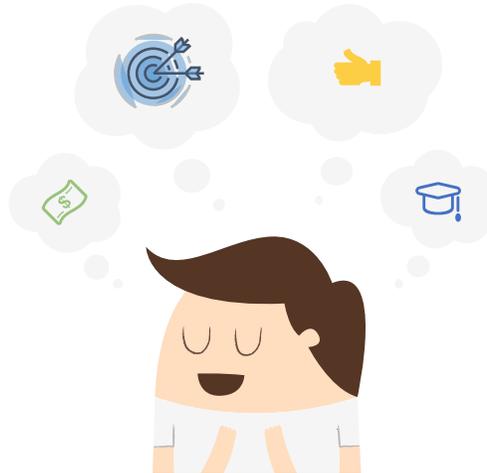
The Problem 2 - People & Business Performance

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Management

Pressure to improve performance (and a lack of alignment within organisations)



Individuals

Millennials and changing worker needs (have lead to an increased demand for autonomy)



People Management Systems

A waste of time
Ineffective
Measures the wrong things and are yet another tool

Kendo is performance measurement & Edison the strategic alignment tool

- Kendo is in live trial and will be released to market in Q1 FY18.
- It can be sold as a stand alone product, or as part of the full suite of performance management products.
- Integration with IBM Watson is scheduled for Q2 FY18 to analyse organisational sentiment and tone.
- Kendo uses real time data, allows real time reviews, & reduces the HR load on an employee.
- Edison looks at performance measurement from the employer perspective with cascading goals, competency assessment and management reporting.
- They are part of an extensive suite that will disintermediate obsolete HR functions

The Problem 3 - SME & mid market businesses don't know when they are underperforming



Stock Brokers
Analysts follow larger public companies and scrutinised performance



**Fund managers/
Proxy advisers**
Money managers who have invested in a larger public company monitor performance and influence major decision



Revenue Authorities
Tax considerations encourage SME and mid market businesses to adopt tax accounting which does not provide valuable management information.

Bambu's productivity & profitability improvement tools help businesses that don't get external scrutiny

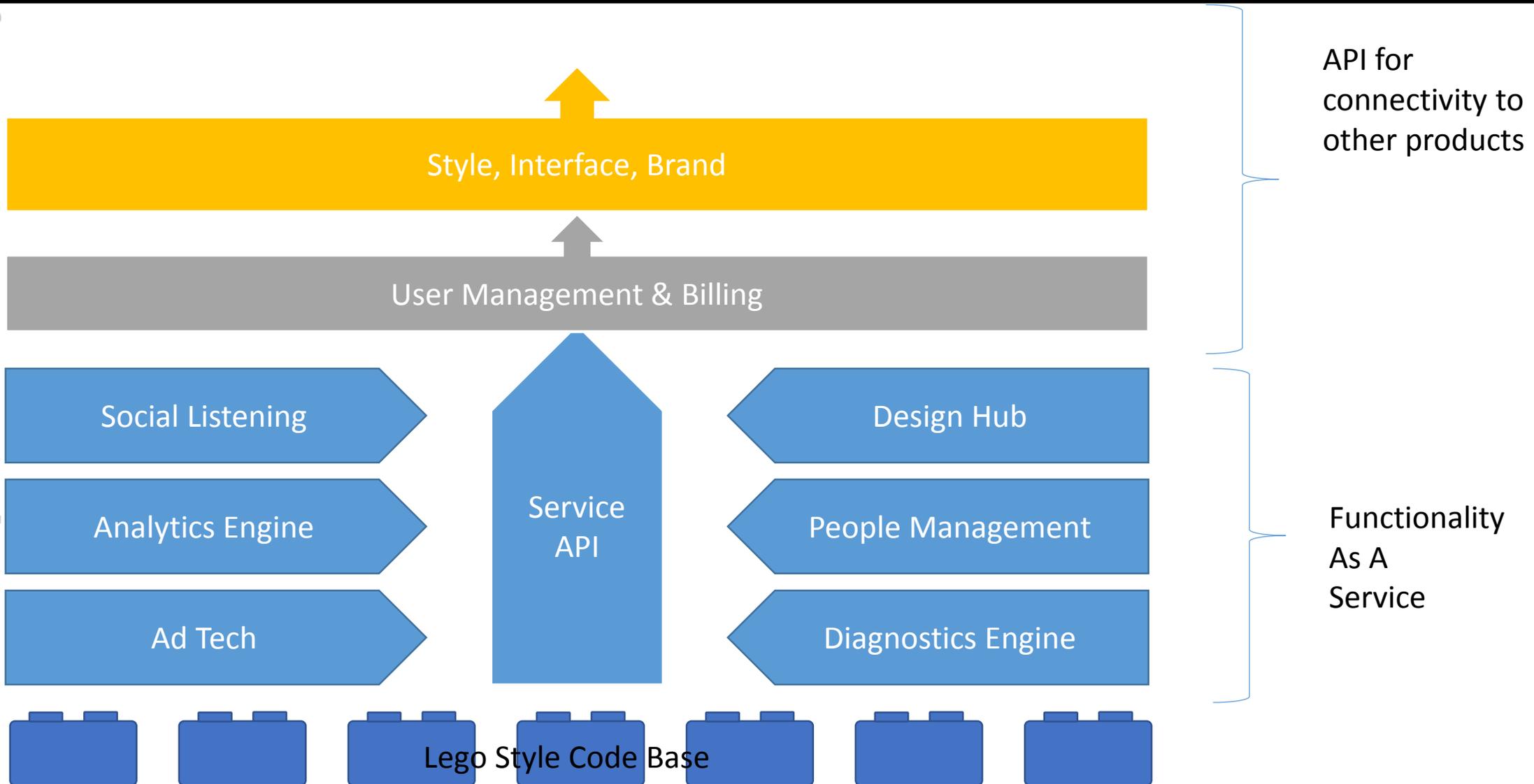
- Business diagnostic is a platform that allows a structured assessment of a businesses strategic and operational performance and provides a road map for rectification.
- The diagnostic platform can be used to investigate any functional area of a business
- It can also be used for benchmarking between multiple businesses (eg franchisees)
- Profit Improvement Calculator is an easy to use analytic tool that can demonstrate to a business owner what the impacts are if she was to make small changes to the various inputs to profitability.
- Activity Analysis shows a business owner/manager where people in their business spend their time and what the real cost of the various functions, activities and processes that are undertaken.
- It can also look at the level of competence in the organisation by activity.

The importance of integration

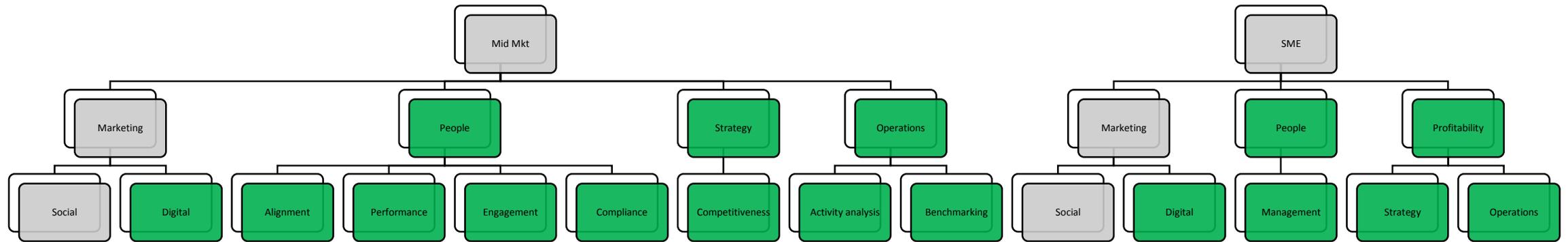
- There are a certain number of products who are SaaS superstars in that their adoption by the market is spectacular.
- These include salesforce (from Salesforce), Jira (from Atlassian), Office 365 (from Microsoft), G Suite (from Google), Dynamics 365 (from Microsoft), Azure (from Microsoft) and xero (from Xero)
- There are many advantages of SaaS products one of which the one stop shop. This is leading to bundling of software products.
- If the products have technical integration then the prospects of a cloud store deciding to bundle them is significantly higher.
- The Company has completed, is well advanced or is in the process of integrating with all the SaaS superstars outlined above.

Product architecture designed to ensure sustainability

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Finding Customers with needs

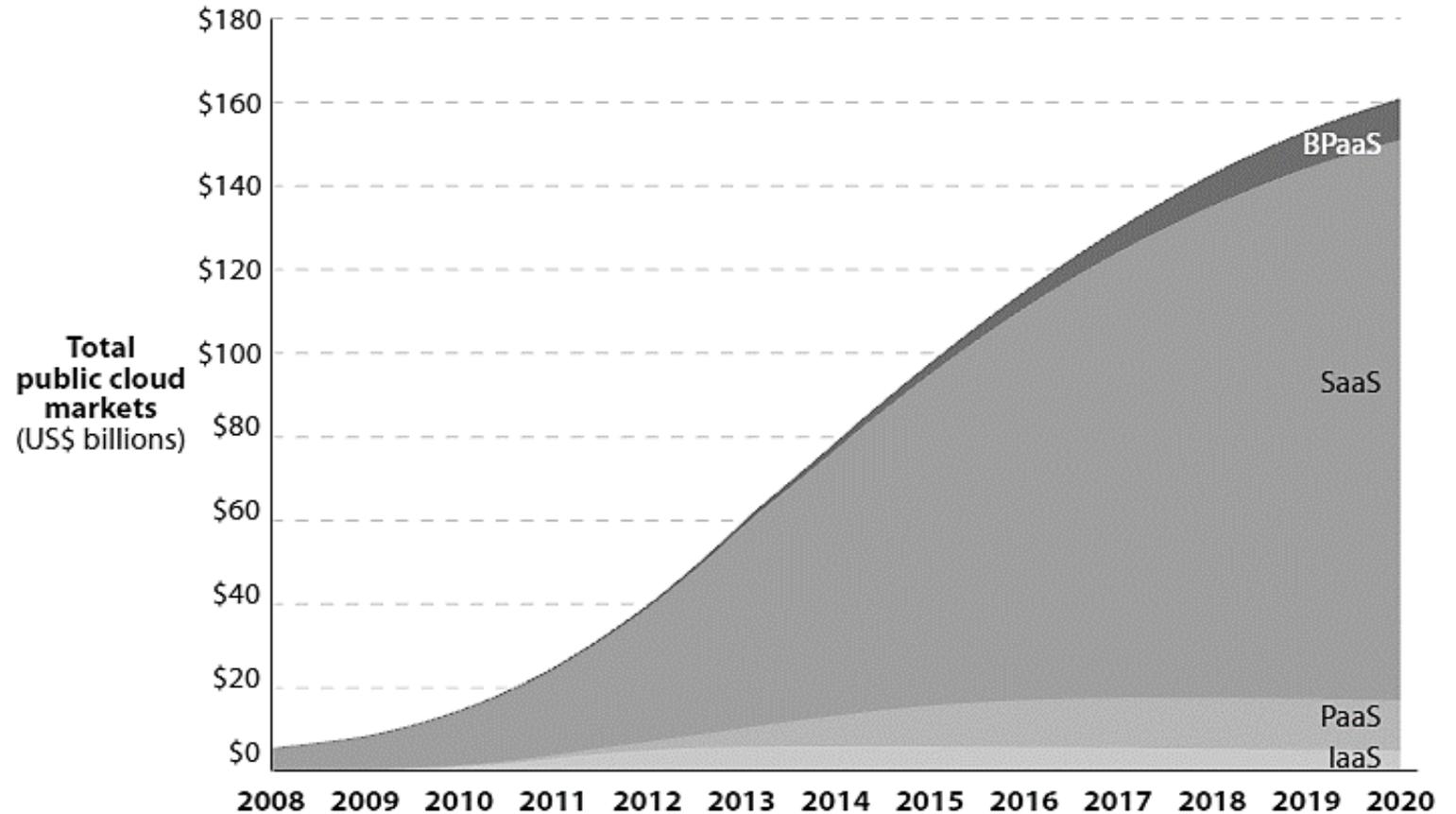


- A very material expansion in product range. ■
- These product are proven having stood the test of time
- They are already SaaS offered in a private cloud.
- Integration and certification into cloud platforms is underway
- The common methodology underpinning each product will allow them being offered as a single productivity suite

Industry sources predict SaaS revenue to reach US\$160B in 3 years

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- Business will use software to drive productivity gains
- Software moving to SaaS platform is a seismic shift
- Selling software through the cloud is a new paradigm
- Mass markets have opened up
- Cloud platform providers are the new middle men.



SaaS products need to be integrated into a cloud platform, each with a focus, then selected for resale by a cloud store

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INDEPENDENT SOFTWARE VENDORS

Software Company

Manalto

Bambu

CLOUD PLATFORM PROVIDERS

Platform as a Service

plesk

AppDirect

Odin

Microsoft Azure

CLOUD STORE CHANNEL TO MARKET

Digital, Public Relations and Investor Relations Agencies

Build digital assets and conduct bespoke campaigns

Hosting Companies

Starting providing URLs, added hosting, website build tools, security and increasing social media management

Telco's

Are looking to add business solutions to the data and coms services they have traditionally offered. Have a huge base of SME and MM customers.

PRODUCTS

Manalto SMB for client side use and Manalto Enterprise for agency managed social media services or marketing platform partner program

Manalto SMB (Soshlr) is the ideal solution to be part of a digital tool suite

Productivity suite (all products) is the solution to be part of a business solutions suite

From “landgrab” to yield management

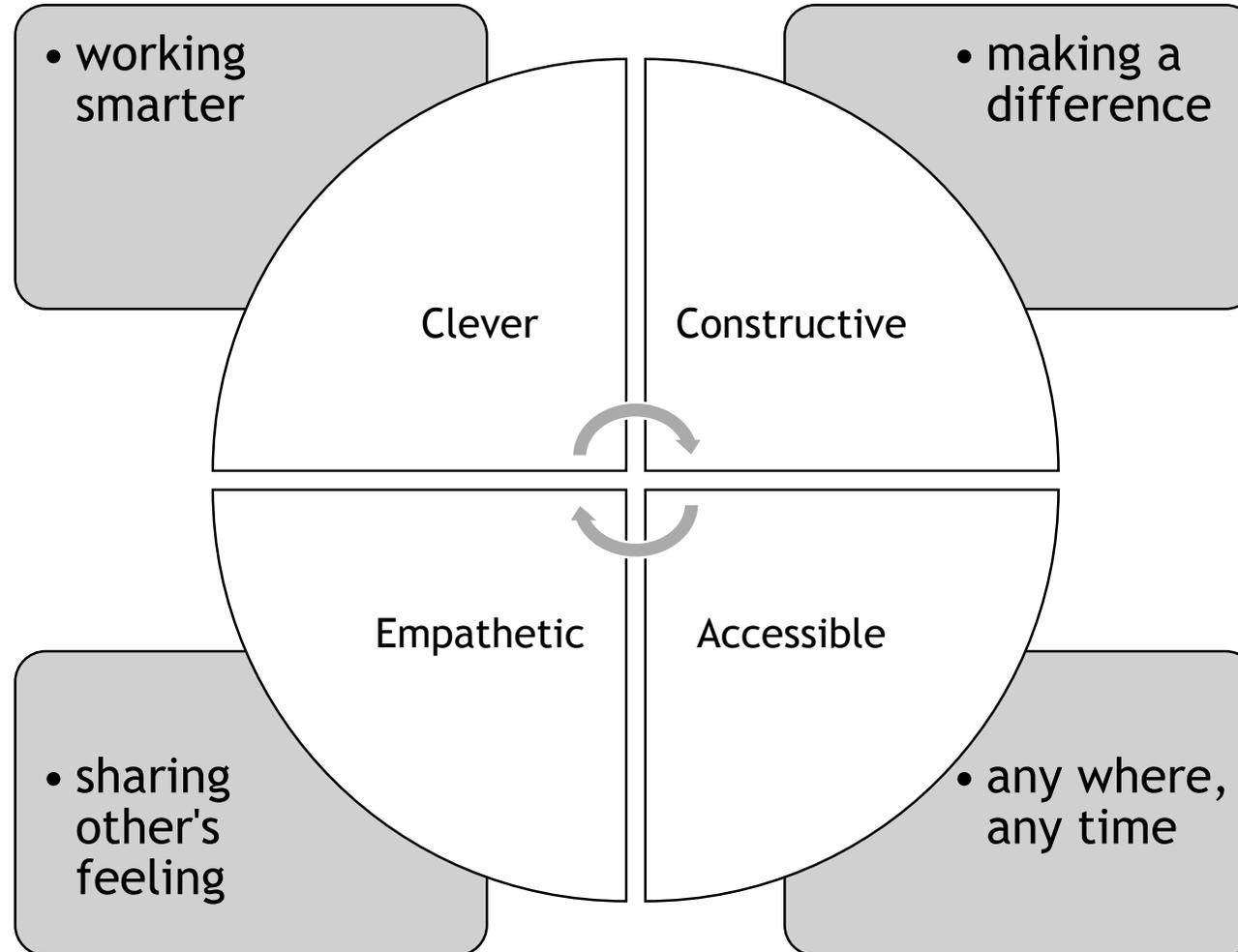
- The early strategy of Manalto was a landgrab where the focus was getting onto cloud platforms and into cloud retail stores.
- Much of this technical and commercial integration has been achieved and whilst work is ongoing, our focus now moves to extracting yield from the positions achieved.
- We now need to develop our activation capability so that our products will be purchased from the cloud stores by the end user and when can get a yield on our investment to date.
- Franchise sales to build reach will be followed up by focused sales of the productivity tools into franchisees.
- Assessment of yield from channel strategy is an ongoing work in progress.

Gross margin from mass market needs great CX

- Customer experience CX is vital to avoid the race to the bottom with pricing in a SaaS environment
 - We have a strong customer experience team based in Cape Town that provides global onboarding and customer support
 - This team is being trained on the Bambu* products and will be ready for product launch
 - Content and training are further strategic planks of our strategy to avoid commoditisation
-
- *Based on Bambu acquisition proceeding.

Customer experience competitive advantage comes from recruiting people made from the right stuff

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Board

Board

Jim McKerlie – Executive Chairman

- 25 years transforming digital, media, technology, energy and professional services organisations
- Several senior roles and board positions for media, digital and energy companies
- 10 years as senior director on 8 public company boards of leading ASX200 companies
- Currently Chair of Bambu Digital, a software development company

Paul Gardner – Marketing Director & Non-Executive Director

- Highly regarded entrepreneur and business advisor after establishing pgardner.com.au Pty Ltd, a strategic business planning, marketing and communications consultancy business
- 30 years of experience in executive roles with a number of Australia's leading advertising agencies
- Several board positions across philanthropic, sporting, community and academic organisations

Board Continued

Gary Cox – Non-Executive Director

- 35 years of global experience in the technology industry across the UK, USA, Asia, Japan and ANZ
- Senior leadership roles with Microsoft, News Corp subsidiary TrueLocal and EMC, with strong experience in cloud and managed services
- Holds both strategic consulting and board positions for various technology organisations
- Previously Vice President, Enterprise and Partner business for Microsoft Asia

Michael Quinert – Non-Executive Director

- 28+ years experience as a commercial lawyer, including three years with the ASX
- Extensive experience in assisting and advising public companies on capital raising and market compliance issues
- Partner at Quinert Rodda & Associates (Commercial Lawyers)

Chris Adams – Non-Executive Director

- Internationally recognised, technology executive and advisor
- Previously held executive roles with Facebook and Amazon
- Served as Chief Vision Officer and SVP of Business Development for Participant Media

Capital Structure

Capital Structure	
Current Shares on Issue	239,173,632
New Shares to be Issued (the Offer)	94,500,000
Total Shares on Issue post the Offer*	336,673,632
Bambu Acquisition Shares	100,000,000
Shares to be issued on conversion of outstanding Convertible Loan Notes	12,218,750
Bambu Performance Shares	150,000,000
Fully Diluted post the Offer and Acquisition*	598,892,382
* Excluding 43,750,000 Options @ \$0.07 and includes 3,000,000 shares to Everblu Capital Pty Ltd (subject to shareholder approval) for acting as Lead Manager of the Offer	

Valuation Post Placement and Acquisition (598m shares at \$0.02)	
Market Capitalisation*	\$11.97m
Cash at Bank*	~\$2.5m
Enterprise Value*	~\$9.5m
* As at Completion of Placement of 125,000,000 shares at \$0.2 (including all performance and acquisition shares issued)	

Glossary

- **Anything-as-a-Service**
- Anything-as-a-service, or XaaS, refers to the growing diversity of services available over the Internet via cloud computing as opposed to being provided locally, or on premises
- **Cloud App (Cloud Application)**
- Short for *cloud application*, cloud app is the phrase used to describe a software application that is never installed on a local computer. Instead, it is accessed via the Internet.
- **Cloud Computing**
- A type of computing, comparable to grid computing that relies on sharing computing resources rather than having local servers or personal devices to handle applications. The goal of cloud computing is to apply traditional supercomputing, or high-performance computing power, normally used by military and research facilities, to perform tens of trillions of computations per second, in consumer-oriented applications such as financial portfolios or even to deliver personalized information, or power immersive computer games.
- **Cloud Computing Reseller**
- A company that purchases hosting services from a cloud server hosting or cloud computing provider and then re-sells them to its own customers.
- **Cloud Provider**
- A service provider who offers customers storage or software solutions available via a public network, usually the Internet.
- **Enterprise Application**
- The term used to describe applications -- or software -- that a business would use to assist the organization in solving enterprise problems. When the word "enterprise" is combined with "application," it usually refers to a software platform that is too large and too complex for individual or small business use. (
- **Infrastructure-as-a-Service**
- IaaS is defined as computer infrastructure, such as virtualization, being delivered as a service. IaaS is popular in the data center where software and servers are purchased as a fully outsourced service and usually billed on usage and how much of the resource is used - compared to the traditional method of buying software and servers outright. May also be called enterprise-level hosting platform.
- **Private Cloud**
- The phrase used to describe a cloud computing platform that is implemented within the corporate firewall, under the control of the IT department. A private cloud is designed to offer the same features and benefits of cloud systems, but removes several objections to the cloud computing model including control over enterprise and customer data, worries about security, and issues connected to regulatory compliance.
- **Software as a Service (SaaS)**
- SaaS is a software delivery method that provides access to software and its functions remotely as a Web-based service. Software as a Service allows organizations to access business functionality at a cost typically less than paying for licensed applications since SaaS pricing is based on a monthly fee.
- **Microsoft Office 365**
- Microsoft's software plus services model that offers Microsoft Office on a subscription-based pricing model, with cloud storage abilities. For business and enterprise use, Office 365 includes email and SNS, with cloud-hosted instances of Exchange Server and Skype for Business, among others.
- **Platform as a Service (PaaS)**
- Cloud platform services, whereby the computing platform (operating system and associated services) is delivered as a service over the internet by the provider.
- **Private cloud**
- Services offered over the internet or over a private internal network to select users. These services are not available to the public.
- **Public cloud**
- Services offered over the public internet. These services are available to anyone who wants to purchase the service.
- **Subscription-based pricing model**
- A pricing model that lets customers pay a fee to use the service for a particular time period, often used for SaaS service
- **Cloud**
- A metaphor for a global network, first used in reference to the telephone network and now commonly used to

Contacts

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