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ASX ANNOUNCEMENT

MANALTO LAUNCHES 'SOSHLR' FOR WEB HOSTS AND SERVICE PROVIDERS



Manalto Limited (MTL.ASX) ("the Company") today launched Soshlr (www.soshlr.com), a new purpose-built solution for resale by Web Hosts and Service Providers, representing the latest move in the Company's plans to build a solid multi-channel sales and distribution channel, for its technology.

The launch of the Soshlr solution follows the Company's recent appointment of Craig Ball as Vice President, Sales, of its fully integrated Odin (formerly known as Parallels) channel. Manalto has integrated its product into the Odin global APS hosting platform as a key planned third party distribution channel, targeting small to medium sized businesses. Odin's estimated 10,000+ service providers, which includes major telecommunication companies and an estimated addressable market of over 10 million units, can now offer the Manalto Social Media Management Solution to their customer base.

"Soshlr utilises the Manalto technology, but is packaged and provisioned for resale as an Add-On or part of a Business Services Bundle, and offers Web Hosts and Service Providers, globally, an alternative revenue stream in addition to their core web hosting products," said Anthony Owen, Founder and CEO, Manalto.

"Soshlr gives Web Hosts and Service Providers a competitive edge to grow and retain their customer base, by providing a value-driven solution which directly addresses the challenges their customers face in coordinating brand management and marketing inside Facebook, Twitter, LinkedIn and Google+."

Manalto is forging its position as a global solution provider within the Web Host and Service Provider market, through targeted activities.

- The Company is a Sponsor of the *Global Odin Annual Summit 2015*, to be held in Seattle, USA – May 11-13. The Summit is a key forum for service providers, worldwide, to discuss strategic opportunities for growth, giving Manalto a direct and visible launch pad for its Soshlr Solution.
- Manalto's CEO, Anthony Owen, is a key speaker at the *HostingCon Annual Global Conference 2015*, in San Diego, USA – July 27-29, on the topic of Capitalizing on Social Media Management – a session designed to highlight the strategic opportunity available to Web Hosts and Service Providers to expand their distributed offerings via social media management to grow and retain their customers.

More information

soshlr.com

About Manalto

Manalto is a provider of enterprise social media management solutions. Manalto enables organizations to efficiently manage their social media assets at scale, with alignment to their structure. Manalto delivers controls to support brand management and risk management inside Facebook, Twitter, LinkedIn and Google+. It has offices in Los Angeles and Washington DC Metro, and supports customers globally. For further information, please visit manalto.com

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