

31 August 2015

ASX ANNOUNCEMENT
BUDDY PLATFORM CEO AND CO-FOUNDER
JOINS MANALTO INDUSTRY ADVISORY BOARD

Manalto Limited (ASX: MTL) (“the Company”), social media management software provider, has announced the appointment of *Mr David McLauchlan, CEO and Co-Founder of USA-based Technology Company – Buddy Platform, Inc. (“Buddy”)* to its Industry Advisory Board.

Buddy recently announced its backdoor takeover of ASX-listed resources company Potash Minerals (ASX: POK), and has attracted early investment support from prominent Silicon Valley and Los Angeles investors, and Microsoft Ventures. Further information regarding Potash Minerals (ASX: POK) is available on the ASX website.

David spent nearly eleven years at Microsoft (Redmond, WA) before leaving in 2011 to co-found Buddy. While at Microsoft, David led business development for Microsoft’s Zune hardware business, spent many years in Microsoft’s Windows division and prior to that served in the Server & Tools division working on the Visual C++ product.

His international business development experience is considerable, having closed inbound and outbound licensing deals for Microsoft with global partners and customers in the consumer, enterprise, B2B and component industries. In addition to his work in various product groups at Microsoft, David represented the company in several international standards setting organizations, including the USB Implementers Forum, Consumer Electronics Association, Digital Living Network Alliance (DLNA), Bluetooth SIG and the IEEE Printer Work Group.

David is the co-founder of TVinteract, LLC which developed software for on-air TV talent to curate and display social media in real-time, which was acquired in 2014. David has served as a Technology Partner Network advisor for the Bill & Melinda Gates Foundation for over three years and currently serves as a mentor for the Australian incubator “Innovyz START” and is an advisor to Melbourne-based Bluedot Innovation. Prior to moving to the United States, David was a management consultant at PricewaterhouseCoopers in Melbourne, Australia, and prior to that was a professional pianist in Adelaide, Australia. David holds a Master of Engineering: IT, Telecommunications & Business Management, and a Bachelor of Electronic Engineering (Hons.) – both from the University of South Australia.

“Manalto is honoured to have David as a key industry advisor and he will be a tremendous source of support – particularly at a such a pivotal growth point for the Company as it builds market recognition within the USA. David’s exceptional level of commercial knowledge and experience in successfully building software companies will be of valuable insight for the executive team as we continue to establish industry partnerships and build out our web hosting and service provider, and enterprise sales channels,” said Anthony Owen, Founder and CEO of Manalto.

About Manalto Limited

Manalto Limited (ASX: MTL) 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 across social media. With core operations based in Washington DC Metro, Manalto supports customers globally. For further information, please visit Manalto.com

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