

30th October 2015

ASX ANNOUNCEMENT

MANALTO EXCEEDS INTERNAL MANAGEMENT FORECASTS FOR OCTOBER 2015

Manalto Limited (MTL.ASX) (“Manalto”) has exceeded its internal management forecast for the month of October 2015 by 43%.

The internal management forecast for October 2015 was 827 units. The Company exceeded this number by 588 units bringing the total number of contracted units to 1188 units - an increase of 43%.

This increase in license numbers was due to the signing of:

- A further four brands with The Dwyer Group® - 533 units.
- Strategic America Group - 50 units.

The Dwyer Group® is one of the leading franchising organisations in the USA, representing an addressable market of approximately 2,100 units and appointed Manalto as its social media management technology provider during September 2015. In addition to the initial signing of The Grounds Guys™ supporting approximately 190 units, the following brands within The Dwyer Group® will now use the Enterprise Solution to manage their social media: Aire Serv®, Mr. Rooter®, Mr. Electric® and Mr. Appliance®. Several of these brands have a global reach extending to Australia, United Kingdom and Portugal.

Strategic America is a U.S fully-integrated advertising agency based in Iowa and focused on franchise owners, retail dealers, distributors, contractors and agents to directly drive sales and deliver the brand for companies at the local level. Strategic America will use the Enterprise Solution to manage the social media for their customer base.

Anthony Owen, Manalto Founder and Chief Executive Officer, said, “These results reinforce the business value of the Manalto platform and the benefits it delivers for the social media management of a multi-brand and decentralised organisation. Manalto is pleased to partner with and support both The Dwyer Group® and Strategic America. The Dwyer Group® is a highly recognised global franchise organisation and is an advocate of social media for local area marketing. Strategic America works closely with franchises and represents a business model for which the Enterprise Solution’s features have been designed – the ability to efficiently and centrally manage social media at scale – whether it is one or many businesses.”

More information

<http://www.dwyergroup.com>
www.riversidecompany.com
<http://www.strategicamerica.com>

About Manalto Limited

Manalto Limited (ASX: MTL) is a provider of enterprise social media management solutions. Manalto enables organisations 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 the Washington DC metro area, Manalto supports customers globally. For further information, please visit Manalto.com

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