

2 November 2015

ASX ANNOUNCEMENT

**MANALTO TO REACH 30 MILLION SMALL BUSINESSES
AFTER ENTERING INTO DISTRIBUTION AGREEMENT WITH APPDIRECT**

HIGHLIGHTS

- AppDirect powers the largest network of cloud service marketplaces, reaching approximately 30 million small businesses worldwide.
- Partners include companies such as Comcast, Deutsche Telekom, Telstra, ADP, and FICO.
- Agreement with AppDirect enables businesses to browse, purchase and manage Manalto's Sóshlr Solution through its marketplace.
- Manalto joins Microsoft, Google and Box as approved platforms provided on the AppDirect cloud service marketplace.

Manalto Limited (ASX: MTL) ("the Company") is a cloud-based social media management provider changing the way businesses manage social media at scale, entered an agreement with AppDirect for the Company's Sóshlr Solution to be distributed on the AppDirect syndicated marketplace to millions of businesses around the world.

This is a significant agreement as it provides Manalto with a large distribution platform for its Sóshlr Solution. The cloud service marketplace makes it easy for small and medium sized enterprises (SME's) to not only purchase Manalto's Sóshlr Solution, but to manage them with one login, one user-friendly dashboard, and one consolidated bill.

"AppDirect is proud to offer a wide range of best-in-class solutions from leading providers in our catalog," said Daniel Saks, President and Co-CEO of AppDirect. "Bringing Sóshlr into the AppDirect Network creates an opportunity for our service provider partners to offer social media monitoring tools that help businesses communicate directly with their customers."

Anthony Owen, Manalto Founder and Chief Executive Officer, said, "Partnering with AppDirect will provide Manalto with a tremendous scale of distribution for the Sóshlr Solution that is underpinned by the AppDirect expertise and experience in successfully making available cloud based business applications to millions of businesses globally – at scale. Manalto purpose-built Sóshlr as a packaged and provisioned offering for streamlined distribution via AppDirect and is easy for service providers to offer to their SME customers."

Sóshlr Pricing

Sóshlr offers a range of base packages and upsell paths. Base packages run from \$35 to \$2940 per customer per annum (\$2.99 to \$249.99 per month). Sóshlr will also be rolling out new premium add-on features that will add to the base license fees, enhancing value, retention and revenue for resellers.

AppDirect Stats:

- Founded in 2009 by Daniel Saks and Nicolas Desmarais
- \$245 million in funding from Foundry Group, iNovia Capital, J.P. Morgan Asset Management, Mithril Capital Management, StarVest Partners, and Stingray Digital.
- Powers the largest network of cloud service marketplaces, reaching approximately a quarter (30 million) of all small businesses worldwide through partners such as Comcast, Deutsche Telekom, Telstra, ADP, and FICO.

About AppDirect: www.appdirect.com

AppDirect is the cloud service commerce leader making software and products accessible globally. The AppDirect cloud service commerce platform unites providers, developers and consumers of cloud services into a single ecosystem. This makes it easy for businesses to find, buy, manage and monitor cloud services from a central location and delivers new opportunities to distribute, sell, and market cloud services. AppDirect-powered marketplaces, billing and distribution, and reselling services help providers – including Telstra, ADP, Samsung, Deutsche Telekom and others – connect millions of businesses to solutions from Microsoft, Google, Box and more. AppDirect is headquartered in San Francisco with global offices.

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About Sóshlr

- Sóshlr is Manalto's small and medium sized enterprise solution enabling businesses to efficiently manage multiple social media pages from a single dashboard delivering time savings and single visibility of social media activity across Facebook, Twitter, LinkedIn and Instagram.
- Sóshlr is purpose-built, packaged and provisioned for resellers – such as service providers, telco's and hosting companies
- Manalto has signed an agreement with AppDirect to integrate the solution into their cloud service marketplace which AppDirect subscribers can bundle and offer to their customer base

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 www.manalto.com

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