

7 December 2015

**ASX ANNOUNCEMENT**  
**SÓSHLR COMMENCES COMMERCIALISATION WITH LUXCLOUD**

**HIGHLIGHTS**

- LuxCloud has successfully integrated and launched Manalto's SME product, 'Sóshlr' – for sale via its 350+ distribution partners, including companies such as *HOT Telecom (Israel)*; *Hosting.co.uk (United Kingdom)*; *Protagonist (Netherlands)*; and *TechnoMania (Lebanon)*
- Manalto secured LuxCloud as distribution partner as a result of its integration of its Sóshlr product into Odin.
- Manalto has signed agreements with Top Cloud XL, AppDirect, and Blacknight, Ireland's largest domain registrar and hosting company

LuxCloud is a Luxemburg-based leader in Cloud Service Brokerage (CSB) enablement, offering a one-stop shop for cloud business applications, allowing sales partners to quickly launch and profitably deliver their cloud services under their own brand, demanded by small and medium sized enterprises (SME's). LuxCloud provides customisable and scalable white label solutions to Value-Added Resellers, IT distributors, Host Companies and Telco's, supported by an international in-house expert team. [www.LuxCloud.com](http://www.LuxCloud.com)

Following the successful integration of its Sóshlr product within Odin (10m SME's) and integration with AppDirect (30m SME's) underway, Manalto has achieved solid initial traction within the hosting industry to commercialise Sóshlr:

- **Manalto has signed three distribution agreements with hosting companies and resellers that reach an estimated 1 million SMEs. LuxCloud is the first of these resellers to commercialise and make Sóshlr available via its cloud store to 350+ Host Companies and Telco's globally.**
- **Manalto has also signed Blacknight in Ireland (120k SMEs) and TopCloud a Netherlands-based cloud-application sales organisation with a 12-strong sales team. It is anticipated that Blacknight and TopCloud will commence commercialisation during December 2015.**
- **Manalto has a further six Host Companies and Telco's with a total addressable market in excess of 5 million SME's currently trialing the Sóshlr solution.**

Anthony Owen, Manalto Founder and Chief Executive Officer said, "The global hosting industry is aggressively transforming and distributors are actively seeking new opportunities for additional revenue streams and cloud-based business applications to offer SME's. Manalto custom built Sóshlr to purposefully enter the global hosting industry – packaged and provisioned for telco's, hosting companies and cloud service providers to offer a social media management solution to their SME customer base."

- SME's are increasingly purchasing bundled cloud-based business applications from resellers
  - SME spend on cloud services will grow from U.S \$25.5b in 2015 to U.S \$35b in 2018 (Odin)
  - 53% SME's purchase business applications through hosting companies and telco's (Odin)
  - It is expected that the Business Applications Sales will increase from U.S \$6.3b in 2015 to U.S \$12b in 2018 (Odin)

**About Sóshlr**

- Sóshlr is Manalto's social media management solution designed for small-and-medium sized enterprises
- Sóshlr is purpose-built, packaged and provisioned for Host Companies and Telco's to distribute
- Packages range between \$36 and \$3000 per customer per annum

**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](http://www.manalto.com)

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