

Tuesday 15 December 2015

ASX ANNOUNCEMENT
FIRST HOSTING COMPANY COMMENCES COMMERCIALISATION OF SÓSHLR

HIGHLIGHTS

- Blacknight Internet Solutions Ltd (“Blacknight”), Ireland’s largest domain registrar and hosting company has commenced commercialisation of Manalto’s SME product, ‘Sóshlr’ – for sale among its 120,000 customers
- First hosting company to sign on to Sóshlr – globally there are approx. 30,000 hosting companies
- Blacknight is Manalto’s third distribution channel actively offering Sóshlr. LuxCloud (reseller) and TopCloud (reseller) both commenced commercialisation last week
- A further 6 hosting companies trialling the Sóshlr solution are in negotiation with Manalto
- These 6 hosting companies represent an addressable market of up to 5 million SME’s

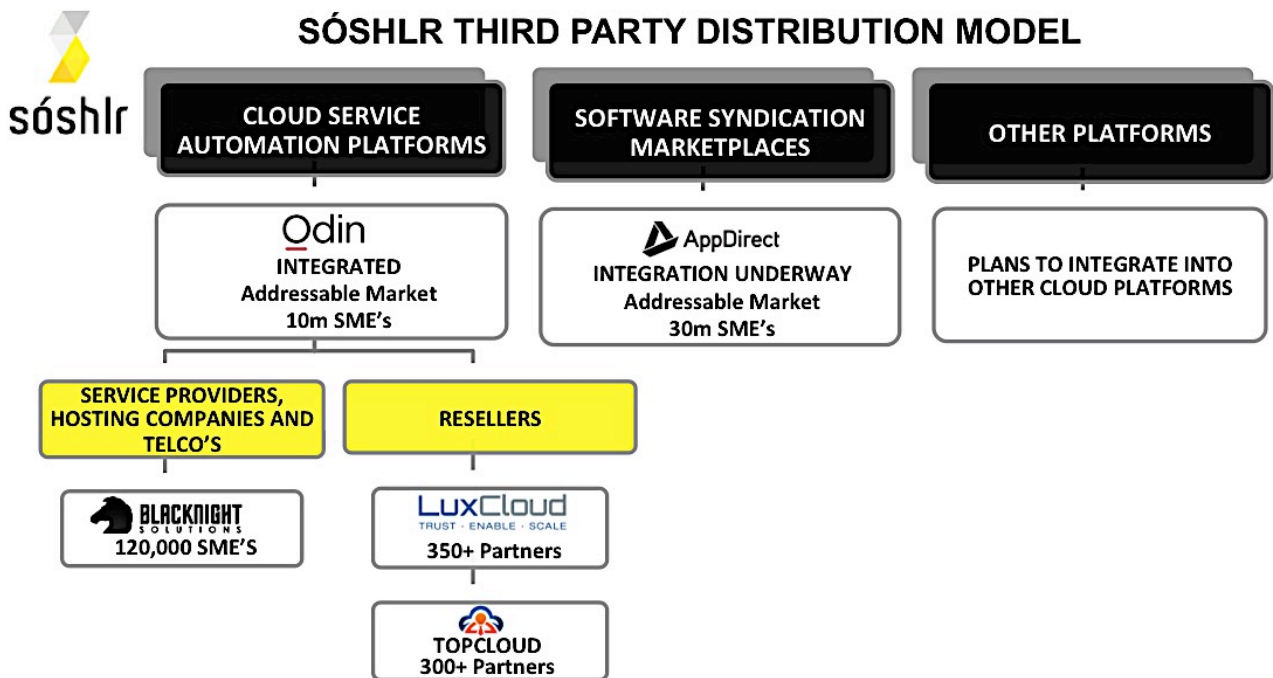


Illustration of Sóshlr Revenue Model (USD)

Model based on Manalto securing estimated number of Telco's, Hosting Companies and Cloud Service Providers	2-8	9-14	15-19	20-24	25-29
Addressable market (SME)	6,000,000	10,000,000	16,000,000	22,000,000	26,000,000
End user licenses (Avg. 8% take up)	480,000	800,000	1,280,000	1,760,000	2,080,000
Average license income at \$120 p.a.	\$57.6m	\$96m	\$153.6m	\$211.2m	\$249.6m

This is an example of the Sóshlr revenue model and is not to be taken as a forecast. Revenue is based on market feedback on cost per license. Sóshlr offers several pricing options and upsell paths. ASIC regulatory guides preclude Australian companies at Manalto’s stage of development from providing revenue forecasts.

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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