

28 January 2016

SÓSHLR SIGNS FIRST ASIA PACIFIC PARTNER

Highlights

- Soshlr Pty Ltd (Australia) has signed a commercial agreement with ReadySpace, a Singapore-based cloud services company, to distribute Soshlr.
- ReadySpace marks Soshlr's entrance into the Asia Pacific region
- ReadySpace is estimated to serve 10,000 businesses and users across the Asia Pacific via data centres in Singapore, Hong Kong, Malaysia, Australia, Indonesia, India and the Philippines, as well as the United States.
- ReadySpace will initially target selected small businesses via the Company's *Applicacious* brand to be followed by a wider deployment of the product via the ReadySpace brand across its markets.

Manalto (MTL.ASX) ("Manalto; "Company") (www.manalto.com) the cloud-based technology company driving improved social media management solutions for business, is pleased to announce it's subsidiary Soshlr Pty Ltd (Australia) has signed an agreement with Singapore-based Cloud Services Company, ReadySpace.

Soshlr will now commence the enablement process in conjunction with the ReadySpace team to deliver technical and sales readiness, to be completed by March 2016.

Building upon the early market momentum achieved since the launch of Soshlr in mid-2015, the Company has seen an upward level of interest from the Asia Pacific and European markets. Additionally, during this time, the Company has accelerated its propensity to drive growth within these regions, both at a commercial and capability level.

"Soshlr is receiving an impressive market response and level of interest globally. In the six months since launch, the Company is pleased with the traction it has gained within the channel and has also built solid learning around customer and regulatory requirements across different regions. We are focused on commercially advancing our business model and processes to enable customers from multiple regions, to easily do business with us. This will ensure that the Company is best-positioned to be a true global provider and help to propel growth in these regions," said **Anthony Owen, CEO of Manalto**.

POSITIONING SÓSHLR FOR GROWTH – EARLY MARKET TRACTION

- Manalto has signed three distribution agreements with hosting companies and resellers that reach an estimated 1 million SMEs.
 - LuxCloud and TopCloud represent the first two resellers actively selling to a combined partner base of 650+ Value-Added Resellers (VARs), IT distributors, Hosting Companies and Telco's globally.
 - Blacknight in Ireland has commenced commercialisation with an estimated addressable market of 120k SMEs.
- These partnerships, including Odin's ISV Accelerate team, deliver Soshlr access to a combined, indirect sales force of up to 90 people.

CONTINUING MOMENTUM

- To further the growth of its Soshlr channel, Manalto is in negotiations with a further six hosting companies which are currently trialling Soshlr. Once complete, these would increase Manalto's addressable market by an estimated five million unique SMEs.

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