

ASX ANNOUNCEMENT | MANALTO LIMITED

Telstra launches Sóshlr via Telstra Apps Marketplace

MELBOURNE – 1 September 2016 - Manalto Limited (ASX: MTL) (“Manalto” or “the Company”) is pleased to announce that Sóshlr is now available for sale via the **Telstra Apps Marketplace**.

As per market guidance, released 28 August 2016, Manalto has commenced the commercialisation of Sóshlr with its first major Telco partner. This is a critical step for the business as it starts the process of selling Sóshlr licenses via these cloud market places.

- Manalto has signed deals with several other large Telco's and host companies all of which will commence sales of Sóshlr over the coming weeks.
- The number of partners signed to date will see Sóshlr actively promoted to an estimated addressable market of 15m SMEs.
- The Company has a very active and deep pipeline of large hosts and Telco's, many of which, are in final stages of a strategic evaluation of the solution capability and consideration of alignment with existing customer offerings.
- The Company has commenced actively boosting Sóshlr digital and social media marketing and promotional initiatives to raise product awareness.
- The Company will provide updates of commercialisation in line with goals set out in the recent Company market update presentation.

Anthony Owen, Manalto Founder and Chief Executive Officer, said, “Manalto is pleased to announce the launch of Sóshlr via Telstra Apps Marketplace. As the first Telco to offer Sóshlr, the Company looks forward to the channel growth through Sóshlr sales to support the internal revenue goals”.

The Company announced in April 2016 that Manalto, via its 100% owned subsidiary Sóshlr Pty Ltd, signed an agreement for Telstra to sell Sóshlr via Telstra Apps Marketplace.

Sóshlr offers a range of base packages and upsell paths. MSRP range between USD\$36 and USD\$3000 per customer per annum and final pricing is at partner discretion. Manalto has plans to roll out new premium add-on features for its Sóshlr product that will add to the base license fees.

About Manalto Limited

Manalto Limited (MTL.ASX) is a U.S. based global provider of cloud social media management solutions. Manalto's proprietary software delivers capability for the streamlined management of social media at scale – including controls to support organisational brand management, reputational risk

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management and efficiency in managing users, community engagement and analytics. An enterprise can centrally publish content and update brand assets across hundreds of its organisation's social media pages spanning multiple platforms – in just one click. Manalto offers a direct-to-market Enterprise Solution and a Business Application for Channel Partners to offer to SME's – 'Sóshlr'. Manalto is headquartered in Washington, D.C. with offices in the Netherlands, Australia and South Africa, and supports channel partners and customers globally. For further information, please visit www.manalto.com

For more information on Sóshlr
www.soshlr.com

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