

ASX ANNOUNCEMENT | MANALTO LIMITED

PLESK LAUNCHES SÓSHLR TO 8M SME'S

Highlights

- Sóshlr is now available via the Plesk Cloud Market Place to an estimated addressable market of 8M SME's
- Plesk has a global network of 2500+ hosting companies who sell web and hosting services
- 10M domains are registered through Plesk
- Plesk will actively promote Sóshlr to their existing 8M customer base
- Plesk partners include companies such as 1&1, GoDaddy and Strato

MELBOURNE – 14 September 2016 - Manalto Limited (ASX: MTL) ("Manalto" or "the Company") today announced that Plesk has commenced the commercialisation of Sóshlr making it available for purchase via the Plesk extensions store. Manalto announced an agreement with Plesk in May 2016 to offer Sóshlr and has worked to integrate the solution for launch since this time.

Anthony Owen, Manalto Founder and Chief Executive Officer, said, "Manalto is pleased to partner with Plesk, which is a recognised global leader in web hosting with an established partner base and network of customers who access services that make web professionals more successful. The availability of Sóshlr via Plesk immediately extends the reach of its Sóshlr solution."

Plesk is the leading WebOps platform to run, automate and grow applications, websites and hosting businesses. Available in more than 32 languages across 140 countries in the world, 50% of the top 100 worldwide service providers are partnering with Plesk today. Plesk is managing and securing more than 300,000 servers, automating 10M+ websites and at least 15M mailboxes. Plesk also offers an extensions store through which web professionals and service providers can now browse and purchase Sóshlr.

Lukas Hertig, VP Marketing & Alliances at Plesk, said, "Plesk is extremely delighted to announce the availability of Sóshlr from its extensions store. Sóshlr is the first social media management solution offered by Plesk and will allow web professionals, developers and designers to manage all social media needs for their end customers. We are looking forward to the value add Sóshlr will provide as a complementary solution to Plesk."

Plesk will actively promote Sóshlr to its customer base via its existing marketing channels and digital marketing activities, in addition to a dedicated Sóshlr landing page. The company anticipates that initial sales will steadily build as the Sóshlr brand gains recognition and trust amongst Plesk partners.

Illustrative Sóshlr Revenue Model (USD) – as per previous market guidance

	2-8	9-14	15-19	20-24	25-29
Number of channel partners	2-8	9-14	15-19	20-24	25-29
Est. number of addressable licenses	3,000,000	5,000,000	8,000,000	11,000,000	13,000,000
Est. number of licenses invoiced (Assumes an avg. 3% take-up)	90,000	150,000	240,000	330,000	390,000
Est. gross license income at \$120 p.a.	\$10.8m	\$18m	\$28.8m	\$39.6m	\$46.8m

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The revenue model is an example and not be taken as a forecast. Revenue is based on market feedback on cost per license. Assumes full 12 months of invoicing. There are no guarantees that the per unit license rate or avg. % of take-up would be maintained or achieved. ASIC regulatory guides preclude Australian companies at Manalto's stage of development from providing revenue forecasts. Estimated addressable licenses is subject to change.

ENDS

For more information on Plesk

www.plesk.com

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 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, www.soshlr.com

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