

ASX ANNOUNCEMENT | MANALTO LIMITED

1 June 2017

- **Clients make use of Artificial Intelligence capability**
- **Advanced Analytics Engine allows analysis and reporting from multiple platforms**
- **Further Integration with Microsoft products**

Manalto Limited (“Manalto” or the “Company”) is pleased to advise that its clients have begun using the functionality provided through several product enhancements released over the last two months. These improvements include:

1. Manalto’s social listening and social sentiment analysis and reporting based on IBM’s Artificial Intelligence product Watson.
2. Manalto Advanced Analytics engine has been completed and launched. This is a major enhancement which allows:
 - Analysis and reporting on multiple sources of information including but not limited to digital marketing solutions such as Salesforce, Microsoft Dynamics, Marketo, Mail Chimp and Zendesk
 - Integration with major software toolsets from companies such as Oracle, Microsoft, Google, Xero and AWS

This enables the Manalto product to analyse a business’s marketing and customer engagement performance holistically and specifically the performance of websites, social media, email marketing, digital advertising and call centres.

3. Integration with Microsoft Office 365 where posting schedules appear in MS Outlook calendars and will shortly facilitate posting management from Office 365. Data is exported from Manalto to Word, Excel, PowerPoint allowing users to report in the software tool of choice. The Company is also integrating with other productivity tools in the Microsoft product portfolio.

These functional developments are an important step in transforming the Manalto product from a social media management tool to a smart marketing platform that can be used as a business tool that provides empirically based management information that will impact revenue and expenditure decisions made by marketers and business managers. The analysis of marketing activities will allow reviews of campaign costs, sales generation and revenue performance.

Executive Chairman Jim McKerlie said “The Company is delighted with the volume of activity picked up by the social listening functionality. We have undertaken an initial analysis of the social media commentary from our client base and found some startling results. Even at this

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early stage it is overwhelmingly clear that businesses must move beyond considering social media as simply about generating followers. One specific finding was an extreme reaction to a posting from one outlet of a major brand and the lessons for management from this are significant.”

“The Manalto product has taken a significant step to being a smart marketing platform that will be instrumental in supporting management decision making. The integration of the Bambu product suite will enhance our ability to be a smart SaaS company.” The Bambu acquisition is subject to, amongst other things, shareholder approval.

The client base involved in the initial social listening feedback were franchise systems that provided a diversity of industries and geographies across the United States, Canada and Australia. Interestingly there was no apparent significant trends by industry or geography. Participating clients include:

<ul style="list-style-type: none"> • Air Serv Heading and Air Conditioning • Air Serv Canada • Glass Doctor • Glass Doctor Canada • The Ground Guys • The Ground Guys Canada • Mr. Appliance • Mr. Appliance Canada • Mr. Electric • Mr. Electric Canada • Mr. Rooter • Mr. Rooter Canada 	<ul style="list-style-type: none"> • Rainbow International • Rainbow International Canada • Mosquito Joe • Pool Scouts • Show Homes • Go-Vita • Safeway Driving • Best Fit Franchises • Biz To Buy Coaching • D C Franchise Coaching • D S A Franchising • Franchise Connector • Global Franchise Solutions 	<ul style="list-style-type: none"> • J Walker Consulting LLC • JTM Franchise Consulting • Jolly Franchises • Life Work Franchises • My Franchise Advisor • New Life Franchises • Professional Franchise Group • Tailored Franchising • The Rainmaker Consulting Group • Woodhouse Spa’s • Last Man Stands • Travel Counsellors
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About Manalto Limited

Manalto Limited (MTL.ASX) is a global provider of social media management solutions. Manalto’s proprietary software delivers capability for the streamlined management of social media 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 an Enterprise Solution and a SME Business Application sold through cloud partners. Manalto is headquartered in Australia with offices in the United States, Netherlands and South Africa.

For further information on Manalto visit manalto.com

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