

ASX ANNOUNCEMENT | MANALTO LIMITED

Sóshlr launches with Microsoft Office 365

- **Sóshlr is the first social media solution to be integrated with Microsoft Office 365**
- **Microsoft Office 365 is the largest selling cloud business application**
 - o **60 million monthly active Office 365 business customers**
 - o **50,000 SME's are added to Office 365 each month**
 - o **Outlook.com has more than 400 million active users**
- **Manalto has plans to integrate its Enterprise Solution into Microsoft Office 365**

MELBOURNE – Monday 21 November 2016 - Manalto Limited (ASX: MTL) (“Manalto” or “the Company”) is pleased to announce that it has launched selected Sóshlr product functionality into Microsoft Office 365 making Sóshlr the first global social media management solution to be integrated into Microsoft Office 365.

Microsoft 365 is the largest selling cloud business application, globally. This integration is the first of a broader integration strategy designed to make Sóshlr, Manalto's SME product, available for sale via Microsoft's Cloud Office Store to an estimated addressable market of 60 million Office 365 business customers.

Integration of Sóshlr with Microsoft Office 365 is an important move for the continued development of the Company's cloud distribution channel to extend the reach of Sóshlr. The Company's cloud partners who are also distributors of Microsoft Office 365 will be able to offer Sóshlr to new and existing Microsoft Office 365 business customers, giving these customers the ability to manage social media directly from their Outlook account. The Company also plans to integrate its Enterprise Solution into Microsoft Office 365. Eighty percent of the Fortune 500 is on the Microsoft Cloud.

Today, Sóshlr users with Microsoft Office 365 can now access selected functionality to manage their social media directly from Microsoft Office 365. A user is able to:

- View all scheduled posts in their Outlook calendar
- Preview their content to be posted (text, images, specific social platforms and pages, scheduled date and time)
- An approver can accept or reject posts
- One Drive integration to access files business files stored in Microsoft One Drive

The immediate benefits of the initial integration of Sòshlr with Microsoft Office 365 include:

For Manalto Limited

- Opportunity for faster sales of Sòshlr through bundling of Sòshlr and Microsoft Office 365 to SME's of existing resellers
- Significant uplift of product value proposition
- Increase Company's industry credibility as first social media management solution integrated with Microsoft Office 365
- Opportunity to increase speed of reseller sign-up and commercialisation of Sòshlr

For Sòshlr users with Microsoft Office 365 accounts

- Can now view scheduled posts directly in their Outlook calendar without having to login to Sòshlr.
- Assigned approvers can approve or reject posts directly from Outlook.

For Sòshlr resellers – Hosting companies, Telcos and other resellers

- Opportunity for new sales and greater share of wallet and increase of margin
- Unique selling proposition to end users

Anthony Owen, Manalto Founder and Chief Executive Officer, said, “The integration with Microsoft Office 365 represents a significant growth opportunity for Manalto to accelerate the reach of Sòshlr and is a major game changer for how social media is managed by business, day-to-day. The ability for users to schedule and publish posts directly from Outlook transforms social media management for business. Managing social media directly from an every-day, all day work environment delivers immediate efficiencies and time-savings and makes social media even more accessible. The Company works directly with businesses and partners to understand and address the challenges with managing an expansive social media presence head-on through our technology developments. Integrating our technology with Microsoft Office 365 is a significant step forward to helping business to better manage social media and make it a business norm”

With the first phase of the integration now complete, the Company has moved to execute further planned phases of its integration program to be released through 1H 2017 which will help to accelerate the reach of Sòshlr via its global channel partners (which include global hosting companies and telco's). Specifically, the strategy is intended to see Sòshlr:

- made available for sale directly from Microsoft's Cloud Office Store;
- offered as an upsell product to existing Microsoft Office 365 users; and,
- promoted via both Microsoft Partners and Manalto's Host and Telco Channel Partners as a solo or bundled product with Microsoft Office 365.

The successful rollout of Sòshlr with Microsoft Office 365 will set the Company in a strong position as an approved Microsoft Independent Software Vendor (ISV) Provider. This will provide substantial leverage for Manalto to work closely with Microsoft as it continues to commercialise Sòshlr as its SME product offering. The sale of Sòshlr with Microsoft Office 365 will support the Company's revenue growth goals as well as enable current Microsoft 365 reseller partners, numbering in the tens of

thousands, to bolster their profit margins by including Soshlr as an integrated Microsoft Office 365 bundle.

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Media and Investor Relations

Megan Owen
Manalto Limited (U.S based)
Chief Marketing Officer
+1 (310) 773-1028
megan.owen@manalto.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 – 'Soshlr'. Manalto is headquartered in Washington, D.C. with offices in the Netherlands, Australia and South Africa, and supports channel partners and customers globally.

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