

## **ASX ANNOUNCEMENT | MANALTO LIMITED**

### **MANALTO SIGNS AGREEMENT WITH TRAVEL COUNSELLORS AUSTRALIA**

- **Travel Counsellors Australia use Manalto's Enterprise Solution**
- **Travel Counsellors Australia operates more than 147 travel agent locations across Australia**

**MELBOURNE – Monday 19 December 2016 - Manalto Limited (ASX: MTL) ("Manalto" or "the Company")** is pleased to advise that Travel Counsellors Australia has signed an agreement to use Manalto's Enterprise Solution to underpin the social media management of its 147 locations across Australia.

Travel Counsellors Australia is part of a global independent travel company, headquartered in the United Kingdom. The company specialises in personally tailored holidays and business travel and has over 1,600 travel agents globally, running their own home-based franchise.

Anthony Owen, CEO, Manalto said, "I am pleased to announce a deal with Travel Counsellors Australia; it is my view that the travel industry is one of the key industries that has an ideal fit with social media. Social media delivers global immediacy for travel specialists to channel offers, engage and to share aspirational images and videos. It is great to see the Australian arm of Travel Counsellors forging smart social media management to deliver an efficient and effective way to build their businesses using social media".

Recent research has shown that:

- 79% of travel agencies were using social media sites in the United States 2014 (statista)
- More than 51% of travel brands that had a Facebook presence noted that they had an increase in business that year (Digital Visitor)
- Social media is one of the most successful ways to market your travel services, with more than 50% of direct bookings coming from social media accounts (Frederic Gonzalo)
- 52% of travelers change their plans based on social media activity and responses (Media Bistro)
- 85% of customers expect businesses to be active in social media (Vocus)

**David Hughes, Managing Director, Travel Counsellors Australia**, commented, “Formalising this partnership with Manalto shows how important social media is to our business. Our agents know the value of social media and this social media management tool will empower Travel Counsellors agents to create more relevant content, so they can focus their attention on producing targeted social media posts that really speak to their clients. We are excited about having this new tool at our disposal and look forward to reaping the benefits of using it in our business”.

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#### **Further information on Travel Counsellors**

[www.travelcounsellors.com.au](http://www.travelcounsellors.com.au)

#### **Media and Investor Relations**

Megan Owen  
Manalto Limited (U.S based)  
Chief Marketing Officer  
+1 (310) 773-1028  
[megan.owen@manalto.com](mailto: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 – 'Sóshlr'. 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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