

ASX ANNOUNCEMENT | MANALTO LIMITED

10 July 2017

FRANCHISE CONFERENCES GENERATE SIGNIFICANT OPPORTUNITIES

Highlights

- Sales pipeline increases substantially
- Industry recognises value of IBM and Microsoft integration
- International Franchise Expo in New York
- Franchise Consumer Marketing Conference in Atlanta

Manalto Limited (“**Manalto**” or the “**Company**”) is pleased to advise that it has generated significant opportunities from the two major conferences it has recently attended.

The International Franchise Expo was held between 15 and 17 June, 2017. It is an event attended by Franchisors who are looking to sell a franchise and by potential franchise buyers. It is also attended by existing multi franchise owners who may be looking to add another franchise business to their portfolio. There were an estimated 5,000 registered attendees at this conference which was held at the Javits Centre in central New York. The event is global. This year it generated key contacts and relationships in the UK, Europe, Middle East, Asia and Australia. The Company had its key leaders in attendance as it launched its new franchise solution.

The second conference was the Franchise Consumer Marketing Conference which ran from 20 to 21 June, 2017 in Atlanta. It is focussed on the Chief Marketing Officers from franchisors and it is a showcase of marketing solutions that are available to the franchisors to build their marketing capability and improve marketing programs for their franchisees. It is the foremost marketing event in the franchise industry in the USA and is highly relevant for the Company in our targeting of marketing executives. Industry leaders were in attendance. The Company also had significant attendance at this conference with a view of making introductions across the industry and generating potential opportunities.

The Company is pleased to report that a pipeline of opportunities was created. As of the week ending Friday July 7 the following is the status of the pipeline:

- 41 organisations requested further information or demonstration
- 20 follow up conversations with demonstration have occurred or are booked
- 3 proposals have been made following a demonstration
- Numerous industry relationships have been established with vendors and other service providers and advisors to the franchising sector in the global regions in which the Company operates.

This is a substantial improvement from the sales pipeline existing in March of this year.

Executive Chairman Jim McKerlie said ***“We were overwhelmed with the response at the conferences. People took a great deal of interest in the new “smart marketing platform” the Manalto product has become and also with Kendo as our people productivity tool. The upgrade of the social media management tool into a powerful, intelligent, cost effective marketing technical platform was extremely well received and the productivity improvement tools from Bambu hit a key need.”***

“The sales pipeline has been genuinely refreshed and the team in the US are working very diligently in following these up. This is all part of our strategy which recognised it would take time to build the revenue stream.”

Senior industry advisor and commentator Gerry Darnell said ***“The new Manalto has made its mark in the US industry and offers a powerful solution to the industry. Clearly the advances in technology from the Microsoft and IBM Watson integrations are a first and meet the current needs for both franchisors and franchisees.”***

The Company will make further announcements as progress is made.

ENDS

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