

27 March 2015

ASX ANNOUNCEMENT
KEY APPOINTMENTS TO MANALTO INDUSTRY ADVISORY BOARD

Manalto Limited (ASX:MTL) ("the Company"), provider of social media management software solutions, announced today the appointment of two new members to its Industry Advisory Board:

- **Mr Chris Adams**, *internationally recognised digital strategist, advisor and technology executive; Facebook, Amazon*
- **Mr Lee Pave**, *Cofounder of Plave Koch PLC, a USA based entrepreneurial law firm and recognised as a leading franchise lawyer within the USA, and internationally.*

Mr Chris Adams

Chris Adams is an internationally recognised digital strategist, new media pioneer, advisor and technology executive with over 20 years experience in accelerating businesses, innovation and outcomes.

Chris helped to create and produce the acclaimed reality TV series "Facebook Diaries" for Facebook, served as Chief Vision Officer and SVP of Business Development for Participant Media, through its first slate of movies including: "An Inconvenient Truth," "Syriana," "Charlie Wilson's War," and others. He helped Comcast Cable & Interactive to secure sponsorship for its VOD platform and led entertainment business development for both Amazon and Lycos.

He is a frequent keynote and corporate speaker having spoken at such events as: Digital Hollywood, X Media Labs, ideaCity, SPAA, SPADA, OnHollywood, AIMIA, The Australian Broadcasting Corporation, muru D and many others. He is also an award-winning children's author, with his next book, "Dan The Biggest Dump Truck," narrated by Hugh Jackman and with all proceeds benefiting The Global Poverty Project and World Vision Australia, scheduled for publication in late 2015.

Mr Lee Pave

Lee Pave is a co-founding partner of Plave Koch PLC, an entrepreneurial law firm in Virginia, USA.

He counsels franchisors and distributors, drafts and negotiates agreements for international and domestic transactions, and advises clients on all aspects of franchise and distribution law. Lee also works with clients on how to apply technology in franchise and distribution systems, including cyber security, social networking and media issues, and e business policies, cybersquatting and domain name disputes, as well as cyber smear/complaint sites. He also represents clients before the Federal Trade Commission, where he began his career.

Lee was formerly a Partner at DLA Piper and served as the Director of the International Division of the American Bar Association's Forum on Franchising from 2012-14.

The International Franchise Association Educational Foundation recognized Lee as a "Certified Franchise Executive." London-based Chambers & Partners, which publishes an internationally respected client guide, ranks Lee as one of the leading franchise lawyers in the United States. Another London-based publication, Who's Who Legal, has consistently listed Lee as one of the global Top 10 franchise lawyers in The International Who's Who of Franchise Lawyers and, in 2015, named Lee the top franchise lawyer in North America, as ranked by his peers.

"As Manalto continues to increase brand recognition, the importance of collaborating and harnessing the knowledge and experience of our Industry Advisory Board will be paramount to driving accelerated business growth for the Company. Chris and Lee each hold a distinguished level of industry-specific intelligence and expertise, and are individually recognised as industry leaders; they will be valuable contributors to the

strategic direction of the Company and a tremendous source of support as Manalto continues to gain momentum in the market,” said Anthony Owen, Founder and CEO of Manalto.

These new additions to the Company’s Advisory Board reinforce the importance Manalto places on working closely with industry specialists to ensure it factors in industry requirements and insight to help further shape its technology innovations.

About Manalto Limited

Manalto Limited is a provider of enterprise social media management solutions. Manalto enables organizations to efficiently manage their social media assets at scale, with alignment to their structure. Manalto delivers controls to support brand management and risk management across social media. It has offices in Los Angeles and Washington DC Metro, and supports customers globally. For further information, please visit Manalto.com