

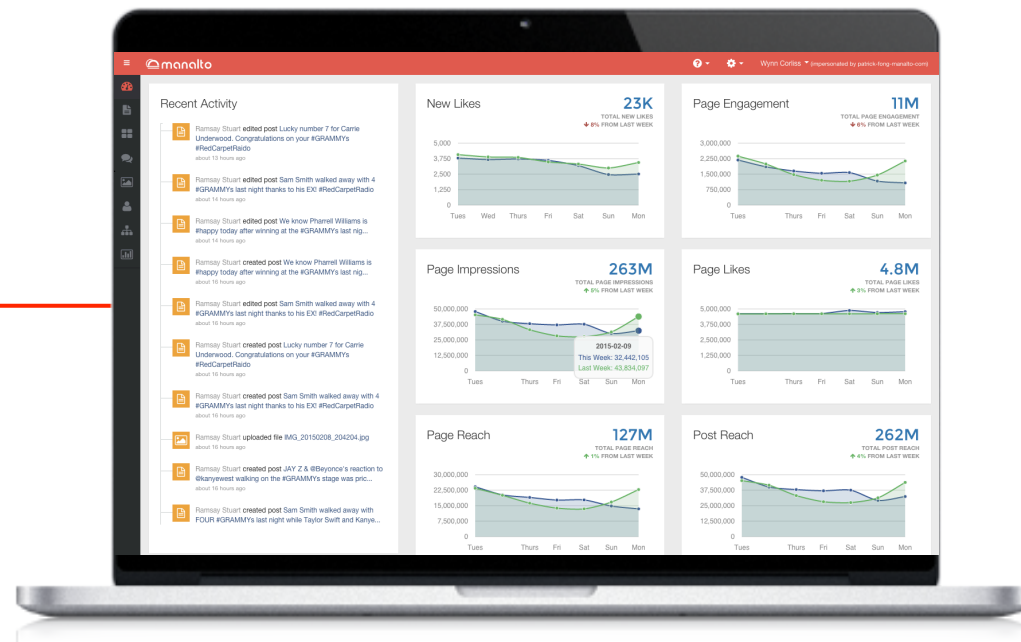
# MANALTO

MTL.ASX

Social Media Management Solution

Investor Presentation

April 2015



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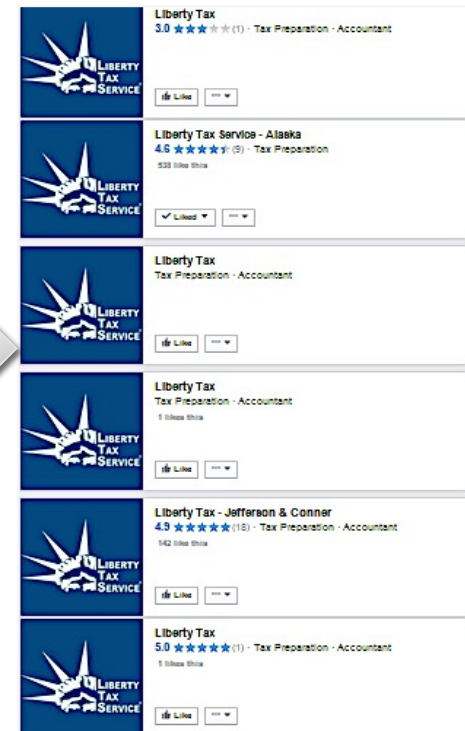
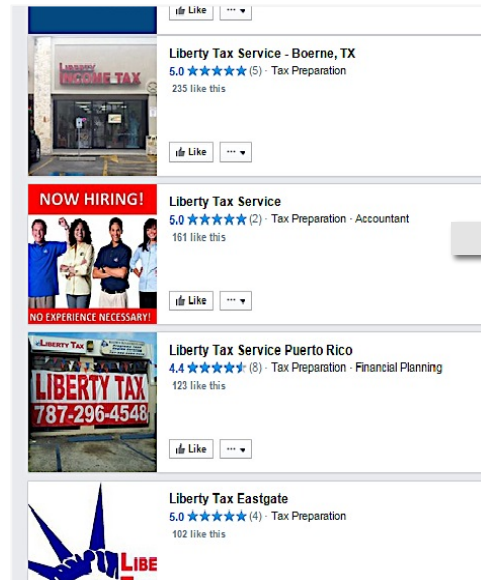
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# Executive Summary

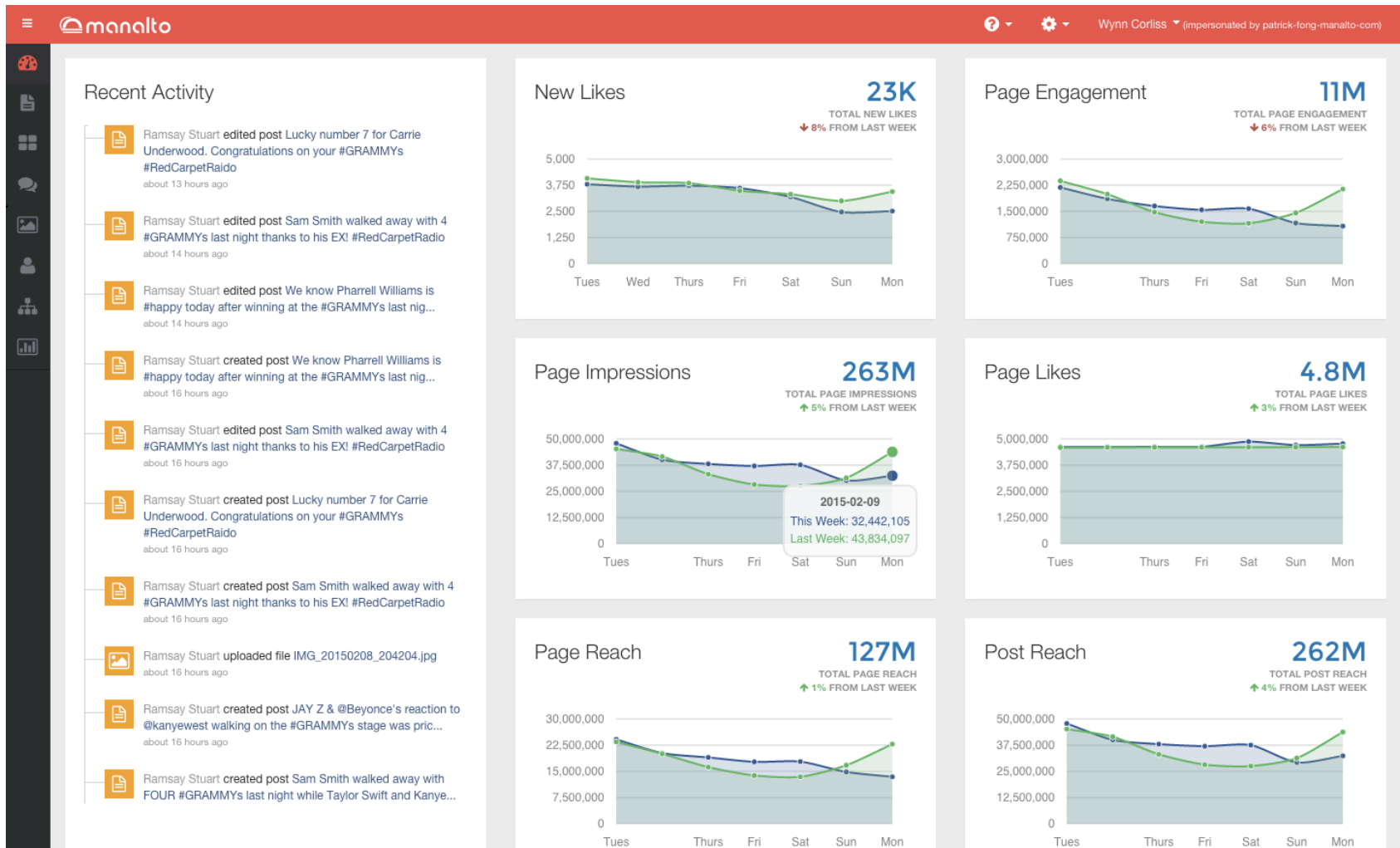
- Listed on the ASX (MTL . ASX)
- Manalto has developed a proprietary social media software management tool/ solution
- Manalto software allows a business to centrally control the branding and messages across its social media assets
- Significant and growing market opportunity
- Strong Board and Advisors
- Key management now appointed
- Manalto is now poised for growth in 2015

# What is Manalto

- Manalto has developed a proprietary social media management software tool/ solution which is now being commercialised.
- Manalto is an end to end social media management tool that turns social media into an enterprise-grade distribution channel for sales and marketing.
- Manalto's software interacts with major social media platforms Facebook, Twitter, LinkedIn & Google+.
- Manalto provides a central infrastructure to efficiently manage and control multiple social media assets operated by multiple outlets.
- Manalto takes out the social media challenges facing large brands where they have inconsistent branding across their social media presence.



# Cumulus Media (CMLS . NASDAQ)



# A Year in Review - 2014

Launch in USA  
Developing V 3.0

Commenced Aggressive  
Marketing Campaign

Commenced  
Commercialisation & Trials

Ongoing  
Commercialisation & Trials

## DECEMBER 2013

- Incorporated Manalto, Inc.
- Move Senior Management to USA
- Integrated into Parallels
- Integrated Twitter and LinkedIn
- Upgraded user interface
- Upgraded core functionality

## JANUARY – JUNE 2014

- Released V 3.0 in February
- Commenced direct relationships with Facebook, Twitter and LinkedIn and Google.
- Engaged Social Radius for PR campaign.
- Launched aggressive brand awareness campaign (PR, marketing and industry events) - IFA convention, Parallels, Frantech, IFA Consumer Marketing Conference, Franchise Multi Unit and Web Summit in Ireland.
- Launched sales drive to connect with market to understand customer requirements and expectations.
- Continued to develop the Manalto software to integrate customer feedback and requirements.

## JULY – NOVEMBER 2014

- Selected customers to actively trial the solution.
- Small food industry franchise* - 100 outlet franchise in the food space
- Global supplements company*- 40 outlets in Australia used as trial for potential US then global rollout – addressable global units 8000 licenses
- Media Company*- Second largest radio network in the US - 525 radio stations
- Large Finance company*- Second largest Tax Agents in US with over 4500 franchisees
- Grew the sales pipeline and trial clients.
  - Identified key markets
  - Released updated version with significant improvements to features, including deeper analytics and reporting capabilities

## DECEMBER 2014 – PRESENT

- Continue to grow trial and paying customers.
- Continue negotiations with several host companies.
- Continue to develop strategic partnerships.
- Continue the development of new features and functionality of the Manalto software to improve navigation and structure of platform to enable efficient future uplift of capability.
- Developing new features to further expand revenue opportunities.
- Established 2015 strategic and tactical plans across Technology, Sales and Marketing.

# Manalto is Positioned to Accelerate Growth

## 1. Commercial rollout underway with active paying and trial customers in Australia and the USA

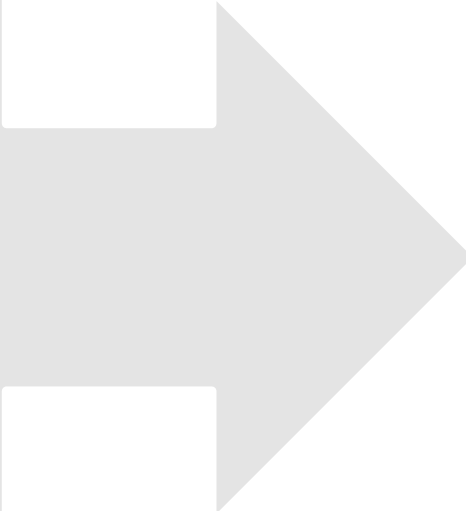
- Business now positioned for growth in 2015
- Increasing sales pipeline from expanding market awareness
- Product tried and tested, active customers and trials growing, and brand awareness in the target market and discussions with a large and growing number of franchisors
- Discussions with several large host companies as a channel for SMB

## 2. Unique product and value proposition

- Features and functionality differ from other social media management software product
- Software allows for scalable management of social media assets centrally with alignment to an organisation's structure

## 3. Brand presence being established within the franchise industry



- Software regarded as a quality software solution which has led to Manalto being considered as a key emerging player in the social media management market space



Manalto is raising capital to accelerate sales, marketing, and continue technology development to achieve positive growth and scale.


# Market Overview

There are a number of organisations within the industry who provide social media solutions. Management believes the market players are differentiated by; price, functionality, segment and core focus of the software and business. Below overview captures key players and highlights core segment and software focus.

		Markets			
		Consumer/ SOHO	SMB	Midmarket	Fortune 500
Social Media Structure/ Focus	Single Asset, Single User	Hootsuite Heyo Pagemodo			
	Small-multi asset less than 50 outlets Small user base				
	Large-multi asset greater than 50 units to 000s Large user base			  Rallio Engage 121	
	Minimal / Single Assets Large user base				Salesforce Spredfast Shoutlet Sprinklr Vitruve
	MARKETING FOCUS ONLY Social Media Usage Social Media Marketing (content curation, listing management)			Yext Percolate Outbrain Postano Stackla Hubspot	



# Sales Channels

Channel	Target Customer	Packages	Free Trial	Fee Structure	Customer Support
<b>Direct Sales</b> to Franchise, Multi unit / Brand businesses	Franchises and Major Brands	50 to 000's units  Scalability supporting organisations with thousands of units	<b>15 Day Trial</b> Up to 50 units only	Scalable Pricing Model  Approx USD\$25 per unit per month	Account Managed
<b>Channel Sales</b> <i>(Launching post-transaction)</i> Online & Channel Reseller Partners 	Small and Medium Businesses	Packages up to 50 units	<b>30 Day Trial</b> 1 unit only	Various packages on offer.  Starting at USD \$2.99 per month Up to US\$199 per month	Online customer support

Manalto has integrated into Parallels and has plans to integrate into cPanel software marketplaces.

- Parallels® is a global leader in hosting and cloud services enablement and cross-platform solutions and
- Parallels delivers cloud services to more than 10 million SMBs.
- Parallels began operations in 2000 and has developed into a fast-growing software company with more than 900 employees across offices in North America, Europe, Australia and Asia.
- cPanel is an easy-to-use control panel that gives web hosts, and the website owners they serve, the ability to quickly and easily manage their servers and websites.

Sources: [www.parallels.com](http://www.parallels.com), [www.cpanel.com](http://www.cpanel.com)

# Sales Report/Pipeline

Sales Pipeline February 2015 – March 2015	
Licenses being invoiced	609
Est. addressable licenses on trial	5650
Est. addressable licenses in active pipeline	91164
Sales Pipeline – addressable units in active pipeline growth - past 8 weeks	12164
Sales Pipeline - addressable units in active pipeline % growth - past 8 week	13.50%

# Technology Roadmap 2015

Manalto's development roadmap is centered around six main objectives:

1. Enhance the technology stack including usability, security, scalability and monitoring
2. Integrate additional Social Platforms inline with market trends and customer requirements
3. Release of Mobile App
4. Develop additional features to drive greater ROI for existing customers and expand into different market segments.
5. Incorporate Adtech and Mobile Advertising
6. Integrate with value add suppliers, video distribution, social listing

Development roadmap will create a more diverse and effective product capable of being marketing to a wider audience whilst ensuring the platform can be scaled. New features currently planned for development will also open up new revenue streams.

Q1 – 2015	Q2 – 2015	Q3 – 2015	Q4 - 2015
Promoted Posts	Pinterest Integration	Facebook App Refactor	Customisable Dashboard
Social Listening	Google+ Integration	Like Gate Widget	Social Check Ins
Content Approval Module	Campaigns	Refactored Contact Form Widget	Reseller Platform
Improved Asset Listing and Filtering	Activity Audit	Coupon Widget	Improved Administration Backend
Recurring Billing	Manalto Internal Analytics	Image Gallery Widget	Social Reviews
Backend Batch Onboarding	Mobile App	Manalto API	
Archiving (ongoing)		Ad Management	

# Plans for March to Dec 2015

## March 2015 - IPO ASX

### Technology

- Version 4.0 of software live
- Greatly improved User Interface
- Enhanced features and functionality
- Flexible reporting and custom analytics
- Integrated with Google+ and other social media platforms
- Boost Post
- Promote Post
- Launch SMB products and service
- Manalto formally accepted in Facebook PMD program
- Mobile App launched
- Adtech services launched
- Release Mobile App
- Further social media platform integration,
- Launch of agency/ reseller version of platform

### Operations

- US Sales, Technology and Marketing Team in place
- Investigate the establishment of a London Office
- Explore opportunities in the Middle East, South America and/ or Asia
- Investigate the opening of a customer support centre (Asia) for SMB

### Sales

- Expansion of sales, technology and marketing for SMB market
- Continue to build and grow sales
- Penetrate new industry verticals

### Marketing

- Website rebuild
- Launch SMB
- Global marketing launch
- Full conference schedule
- SEO
- Advertising campaigns
- Expansion of marketing team
- Execution of Marketing strategy

# Media Coverage



0 COMMENTS | FINANCING A BUSINESS | PRINT | EMAIL

Social media software start-up raises \$1 million in seed funding

Friday, 13 December 2013 | By Rose Powell

Like 35 Tweet 17 Share 7 8+ 7



Cloud-based social media management start-up Manalto has raised \$1 million in seed funding from Australian and US investors to launch its software to the public.

The US-based Australian start-up raised the funds from private investors in Australia, as well as from venture funds Europlay Capital Advisors and Raven Capital.

**accountingTECHNOLOGY**  
INSIGHTS FOR CONSULTANTS, RESELLERS & TECHNOLOGY PARTNERS

The company aims to provide business offering. The platform comes with a free trial for small to mid-sized enterprises.



Also in today's VentureWire: **Specialty-pharmaceutical maker Apt** an initial public offering...and **Manalto has raised \$1 million** in seed investors in the U.S. and Australia to take its enterprise social-media



**Manalto Launches Social Media Management Platform Offering Enterprise-Grade Solutions at Scale**



**First Facebook, then the world: Manalto nabs \$1M for social media management platform**

December 19, 2013 7:45 AM | Eric Blattberg

Facebook brand pages are out of control. At least, that's what Manalto founder and CEO Anthony Owen told VentureBeat yesterday, discussing the \$1 million seed round his company just raised to expand its social media management platform and bring it to the U.S.

## AllFacebook

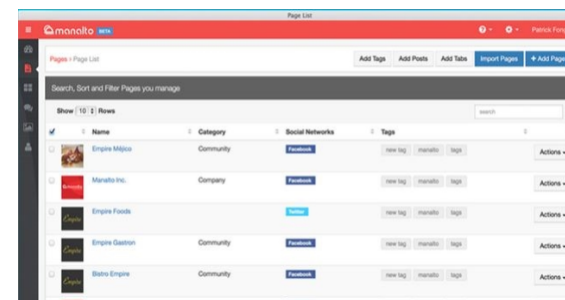
The Official Facebook Blog

OUR CONFERENCE FACEBOOK MARKETING BIBLE PAGEDATA APPDATA

Pace Communications is looking for a Director Digital Strategy/Social Media. >

**Manalto Rolls Out Cloud-Based Enterprise Resource Planning Platform For Brands On Facebook**

David Cohen on February 20, 2014 11:38 AM



The latest entry into the field of enterprise resource planning platforms for Facebook and other social networks comes from Manalto, which announced its new cloud-based social media ERP system Thursday.

Manalto said its platform allows brands to create and manage fully customized Facebook pages, regulate user permissions, and monitor and engage with communities on Facebook and Twitter, all via a centralized dashboard.

The new system from Manalto also includes built-in insights and analytics, such as an audit trail and user performance tracking, as well as a centralized media library, and messaging functionality that allows brands to create real-time or scheduled posts and comments.

Manalto Founder and President Anthony Owen said in a release announcing the new offering:

Manalto formed from the need to address a significant challenge and barrier to entry facing multisite, multibrand organizations wanting to adopt social media into their existing traditional and digital suite of sales and marketing activity, but not able to find the right solution that delivered the same level of rigor, brand control, and granular-level user management controls. Manalto is positioning itself as a mid-tier social-media-management software provider, architecting enterprise-grade solutions for single-site and multisite organizations, such as franchise groups wanting to sustainably and efficiently integrate social media management into their core operations and marketing activity.

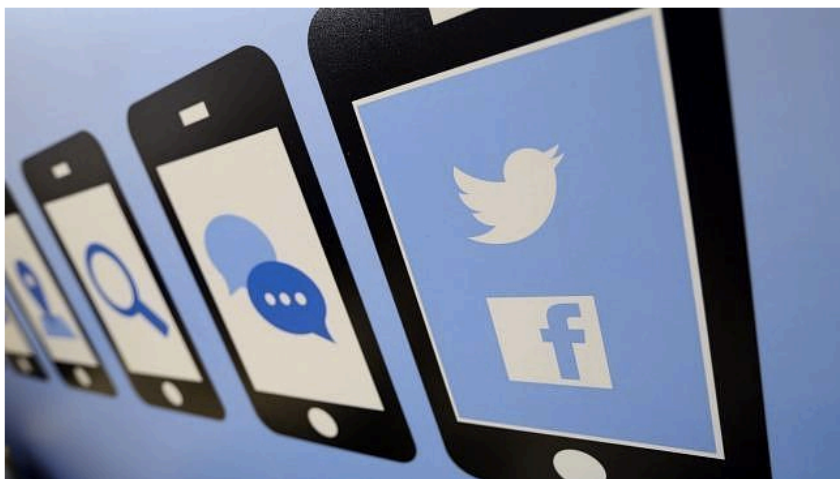
An organization can introduce Manalto software for 120 days free, or start a pilot of the software and continue to expand their social media footprint and functionality without having to look for a new or additional software provider. Manalto is an enterprise-driven social-media-management solution provider. We engineer our core solutions and tailor our ongoing product development and enhancements in direct response to operational and marketing-driven needs to deliver enterprise grade social media management capability.

# Media Coverage

## FINANCIAL REVIEW

### Social media start-up Manalto hits the road ahead of IPO

PUBLISHED: 02 FEB 2015 14:31:00 | UPDATED: 03 FEB 2015 10:08:54



Social media start-up Manalto hits the IPO road Photo: Bloomberg

#### MAX MASON

Technology company Manalto will start to woo investors this week as it begins its roadshow in Asia ahead of an ASX listing in just over a month.

Europay Capital Advisors, who were early investors in Skype, have already jumped on board with a \$1.2 million investment back in 2013 and will have a spot on the company's board when listed on the Australian Securities Exchange in March.

Over the past 2 years, the company has raised \$2.5 million from outside investors.

The experience of Manalto's chief executive and founder Anthony Owen dates back to OzEmail and

## THE HUFFINGTON POST

### 3) Manalto

Manalto.com is a new social media management tool with the capability of managing not only multiple platforms but also multiple pages on the same platform. This means that if you are a franchise with regional Facebook pages across the country you can post a status update to those pages or change out the cover photos with one click. If you just want to manage one brand across multiple social sites, it is great for that as well. Manalto is also currently adding page management services to include the following platforms: Facebook, Twitter, Pinterest, Tumblr, Foursquare, LinkedIn and possible more with future releases.

## BRW.

### American software company Manalto eyes ASX listing

Tweets, posts, likes and pokes; there's a lot for even one person to wrap their heads around when it comes to social media, never mind a business with multiple accounts across Facebook, Twitter and LinkedIn.

United States-based social media software company Manalto is hoping that it has the elixir to help ease the burden of having too many cooks in the social media kitchen.

Manalto is the latest tech company to engineer a reverse takeover to help its initial public offering to the Australian Securities Exchange.

# Directors

DAVID FLETCHER Chairman	Over 30 years' experience in business development, elevating operational efficiencies, improving commercial performance and providing strategic advice to Australian and international companies in the retail, FMCG and finance. Clients included Coca Cola, Woolworths & Westpac.
ANTHONY OWEN Founder and President	Founder of Manalto with 20 years' in digital and social media across enterprise & govt spanning media agency environments, direct-to-market and client management holding senior sales management and strategic commercial partnership roles. Track record in establishing & building successful sales management capability across many organisations inc, OzEmail, BMC Media, Softbank, Sensis, and Groupon.
JOE MILLER Director	MD at Europlay Capital Advisors ("ECA"). ECA is a LA based boutique merchant bank & advisory firm providing services & investment in companies in the tech, media, telecom, life sciences and consumer sectors. Clients and investments include; Skype, Rdio, KaZaa, Multigig, and Unicorn Media. Joe currently serves on several other Boards including Unicorn Media and Noveda & recently listed ASX Covata Limited (ASX:CVT). Joe has served on the boards of Talon International, Multigig as well as the Compensation and Audit Committees of Skype Global.
KRISTIAN BLASZCZYNSKI Director	Director & co-founder of Raven Capital a leading Australian leading asset manager. Over a decade of funds management, venture capital and corporate experience, acting as portfolio manager for a number of wholesale funds, charitable foundations and ultra-high net wealth individuals and families. Kristian is a board member of a number of the firm's portfolio companies, including Manalto Inc. (Santa Monica, CA) and Noveda Technologies Inc. (New Jersey).
TRENT TELFORD Director	Founder and CEO of recently listed Covata (ASX:CVT). Experienced in equity and debt markets, growth strategy, board and corporate governance, international expansion, legal and compliance. Covata developed high grade data security software for encryption, access control and audit of files across the internet. Trent holds more than 15 years of senior experience in Management Consulting and IT in markets including Asia, Europe and the US.
MICHAEL QUINERT Director	Founding partner of Quinert Rodda and Associates, a law firm established in 2009 in Melbourne, Australia, focused on ASX listings, reconstructions, capital raisings and mergers & acquisitions. Over 28 years experience in commercial law Michael has served on boards of ASX listed companies, Australian Financial Service License holders and larger private companies and is Chairman of West Wits Mining Limited (ASX Code: WWI), director of Healthlinx Limited and Victorian Livestock Exchange Pty Ltd and principal at Halcyon Corporate Pty Ltd.
DAMIEN PETTY Board Observer	VP at Europlay Capital Advisors. Involved in many transactions in the tech sector, inc. venture capital, private equity, M&A and strategic business development. Part of the team that represented the founders of Skype in the sale of Skype to eBay in 2005, the reacquisition of Skype in 2009 in partnership with a consortium of private equity firms, and the recent sale of Skype to Microsoft. Most recently, Mr. Petty oversaw his firm's investment in London-based Deep Mind Technologies, which completed its sale to Google.

# Management

ANTHONY OWEN Founder and President	As above
PATRICK FONG Chief Technology Officer	Extensive experience in software development, with a focus on SaaS based products. Prior to joining Manalto Patrick was founder and Chief Technical Officer of SMS marketing start-up Concept Engine and Product Manager and Technical Lead at Global Data Company, a provider of online identity verification software.
MEGAN OWEN Chief Marketing Officer	20 years' senior marketing and communication experience, spanning financial services, professional services and advertising with expertise in traditional and digital marketing, public relations, transformational change management and social media. Megan has worked with leading corporates both within Australia and across Asia Pacific, including ANZ, NAB, Deutsche Bank, AGL, AMP, Phillips Fox Lawyers and E&Y.
MARK BOLYARD Director of Sales	20 years' executive sales and building the infrastructure for rapidly expanding organisations within multiple technology sectors. Mark is experienced in growing sales teams and achieving aggressive targets, managing teams of 300+ including global sales management. Mark has worked in SaaS sales environments spanning social media, commercial real estate and franchising sectors.
JACK MONSON Global Head of Strategic Accounts	20 years of extensive digital marketing and strategic partnerships experience with franchise systems and global brands. Jack is an active member of the International Franchise Association serving on the Marketing and Technology Committee, the International Committee, and co-founded the annual IFA FranTech conference. Jack is the co-host of the highly regarded weekly Social Geek Radio program and podcast and publishes blogs on Social Media Workbench.
CRAIG BALL Vice President, Sales - Parallels Channel	20 years of global sales, operational and channel development experience including solution sales of cloud based technology applications within the web hosting and service providers industry. Craig holds specialized knowledge of the web hosting and service provider markets and their channel structure, and a deep understanding of the unique requirements for solution sales to this market. He has established a solid reputation among the network of leading global web hosting companies over the past seven years through his experience in driving successful channel growth within the industry. Craig will be responsible for building Manalto's cloud partner channel to accelerate business growth via APS hosting platforms such as our fully integrated Parallels channel and third party software resellers.



# Industry Advisors

## CHRIS ADAMS

Chris Adams is an internationally recognised digital strategist, new media pioneer, advisor and technology executive with twenty+ years of experience in accelerating businesses, innovation and outcomes. Over that time, Chris has helped 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 it’s first slate of movies including: “An Inconvenient Truth,” “Syriana,” “Charlie Wilson’s War,” “North Country,” “Good Night, And Good Luck,” “Kite Runner” and others.

He helped Comcast Cable & Interactive to secure sponsorship for it’s VOD platform and led entertainment business development for both Amazon, Lycos. Until recently he served as CEO and Executive Director of video streaming and syndication company Spondo.com and currently as a Director to US OTC company RoCap/Spiral Toys.

Chris also sits on the Advisory Boards of Australian companies Alphonse, WinWin Pty Ltd, VoiceByte and Impact Academy. 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.

## JERRY DARNELL

Jerry is a highly regarded leader and key influencer within the franchise industry within the USA. His expertise and solid network has been built through 36 years of experience in sales and marketing, and business consulting across the finance and franchise sectors, health, optical and pharmaceutical, and also the automotive aftermarket.

Jerry has held senior roles with leading organisations including Management 2000, Guidant Financial group and The Medicine Shoppe, where he held the role as Head of Franchise Development and was responsible to significantly contributing to their growth as a \$10 billion franchise, and growing the stock price from \$8.00 to \$32.00 over 19 months.

He founded Jerry Darnell & Associates in 2012 to provide strategic consulting to businesses, particularly within the USA Franchise sector and start-ups. Jerry’s expertise within Franchising is highly sought after, and in addition to being regarded as a key person who has helped to shape the franchise industry during the past decades within the USA, he continues to remain as a strong advocate of development and change within the sector through decisive leadership, influence and action.

## PAUL SEGRETO

Paul is a Certified Franchise Executive (CFE) and CEO at Franchise Foundry. More than 30 years exclusive franchise industry experience as a consultant and coach, senior-level corporate executive, advocate, multi-unit franchisee and area developer.

Paul is an active member of the International Franchise Association, serving on its Franchise Relations, Marketing & Technology and Membership Committees. Paul is highly regarded as an industry leader within the franchise industry within the USA.

# Industry Advisors

## LEE PLAVE

Lee Plave 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.

# Share Structure

Key statistics of the Company	
Existing MTL Shares on Issue, post consolidation and acquisition of Manalto, Inc	5,554,592
MTL shares issued to vendors of Manalto, Inc	62,499,998
Market Capitalisation pre IPO at \$0.20	\$13,610,918
	Recently completed capital raising
Offer Price per New Share	\$0.20
Total number of New Shares issued	30,000,000
Cash proceeds received from Feb 2015 capital raising	\$6,000,000
Total number of Shares on issue post Feb 2015	98,054,590
Market Capitalisation @ \$0.26	\$25,500,000
New Investor equity post Feb 2015 capital raising	30.59%

Notes: Options on issue following completion of Offers: 10,259,174 options on issue, primarily held by Manalto management and advisors

# Top 10 Shareholders

Name	Units	% of Units
ECA VENTURES LLC	12,412,841	12.66%
LSAF HOLDINGS PTY LTD <OWEN FAMILY A/C>	7,403,274	7.55%
ANTHONY & MEGAN OWEN	6,769,540	6.90%
VANKAT PTY LTD	3,987,305	4.07%
RAVEN VENTURES PTY LTD <GATEWAY FUND A/C>	3,785,986	3.86%
JACK BURSTON <BURSTON FAMILY A/C>	2,343,018	2.39%
COPE ST PTY LIMITED <TELFORD FAMILY A/C>	2,116,851	2.16%
MS MICHELE ALLISON OWEN	2,000,000	2.04%
CHIFLEY PORTFOLIOS PTY LIMITED <DAVID HANNON RET FUND A/C>	1,975,000	2.01%
J P MORGAN NOMINEES AUSTRALIA LIMITED	1,968,140	2.01%

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