

26 June 2015

## **ASX ANNOUNCEMENT**

### **FRANCHISE FOUNDRY APPOINTS MANALTO AS PROVIDER OF SOCIAL MEDIA MANAGEMENT SOLUTION**

Manalto Limited (MTL.ASX) advises that Franchise Foundry, a United States-based consultancy focused on working to accelerate emerging franchise brands, has appointed Manalto as its Social Media Management Solution provider to underpin the management of its clients' social media.

Franchise Foundry has signed a contract to utilize Manalto's social media management solution for its client base. Stage one commences with SafeWay Driving with 15 units, followed by the continued rollout of the solution to manage the social media presence of a total number of addressable units of more than 100 units across multiple brands.

Franchise Foundry's CEO, Paul Segreto, has been an Industry Advisor of Manalto since November 2014 and 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. Paul has more than 30 years exclusive franchise industry experience as a consultant and coach, senior-level corporate executive, advocate, multi-unit franchisee and area developer.

#### **Manalto General Market Update**

Manalto's integration with Adstream is in its advanced stages and it is anticipated that the integration will be completed over the forthcoming week. Upon completion of the integration, Manalto will be positioned to further progress several relationships through the Adstream partnership.

The integration with Blacknight is well advanced and it is anticipated that the integration will be complete over the forthcoming weeks. Upon completion of the integration, Manalto will be positioned to provision its APS 2 package for Blacknight to make Soshlr available to its client base.

The program of work undertaken to finalize Manalto's APS 2 package, will also allow for the rapid provisioning of other host companies who are providers within the Odin environment.

#### ***About Franchise Foundry:***

Franchise Foundry is a United States-based business accelerator focused on emerging franchise brands. It develops and deploys effective short and long-term solutions in franchise management & operations, change management, traditional & digital marketing, relationship & business management technology and domestic & international franchise development. Franchise Foundry also assists franchise brands in raising capital and exploring merger & acquisition opportunities.

#### ***About Manalto Limited***

Manalto Limited (MTL.ASX) 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](http://Manalto.com).