

24 July 2015

ASX ANNOUNCEMENT

CHRIS ADAMS APPOINTED TO THE MANALTO BOARD OF DIRECTORS AND CHAIRMAN OF THE MANALTO ADVISORY BOARD & TRENT TELFORD TO JOIN INDUSTRY ADVISORY BOARD

Manalto Limited (ASX:MTL) ("the Company"), provider of social media management software solutions, announced today the following changes to its Board of Directors and Industry Advisory Board.

Mr Chris Adams has been appointed to the board of Manalto as an Executive Director and Chairman of the Advisory Board.

Chris is an internationally recognised digital strategist, advisor and technology executive; formally at Facebook and Amazon, and will join the Manalto Board of Directors effective immediately. Chris Adams has been an Industry Advisor to Manalto since March 2015.

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. Chris has 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 mid 2016.

Mr Trent Telford has resigned from the Board of Directors to enable greater capacity to support the increasing growth activities of Covata (CVT.ASX). Trent has agreed to continue to extend advisory support in relation to the Company's development of the Soshlr brand within the Web Host and Service Providers sector, assuming a role on the Manalto Advisory Board.

Market Update

Adstream – The integration work is in the final stages of testing and we anticipate this to be completed by the end of July. Manalto and Adstream have a dozen meetings scheduled once the integration is complete and anticipate the first trial client to commence in August.

Blacknight integration – the integration and deployment into the Blacknight environment is well advanced, we anticipate that the integration will be completed in August and the marketing campaign to the Blacknight clients to commence in September. The Soshlr pipeline is expanding and will be formally released in the August presentations.

Enterprise Sales – The Enterprise sales pipeline is expanding at a steady pace, while conversion rates have been slower than anticipated, we expect this to change in the month of August. The Enterprise pipeline will be released in the August investor presentation. There are several agreements going through the legal process and we anticipate these agreements will be approved by the client in the coming weeks

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 is based in Washington DC Metro, and supports customers globally. For further information, please visit Manalto.com.