

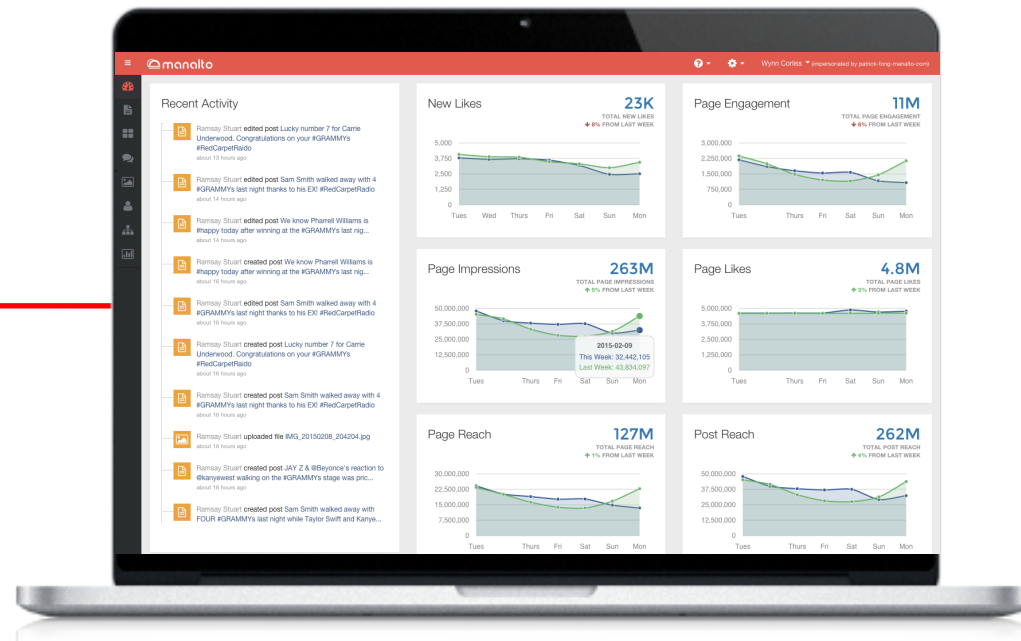
MANALTO

MTL.ASX

Social Media Management Solution

Investor Update

August 2015



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Executive Summary

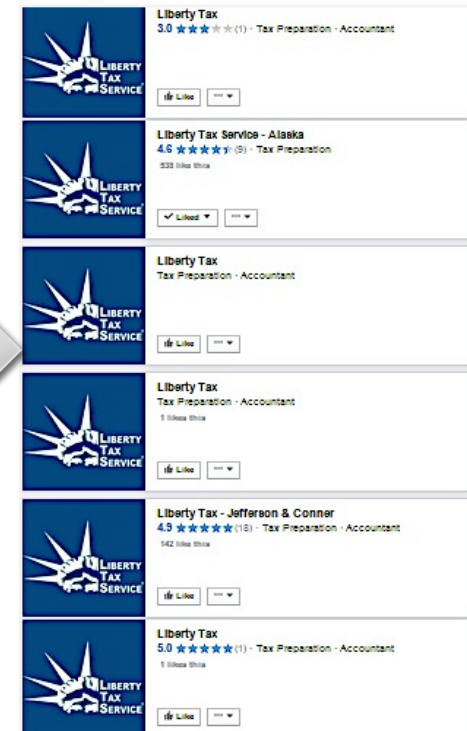
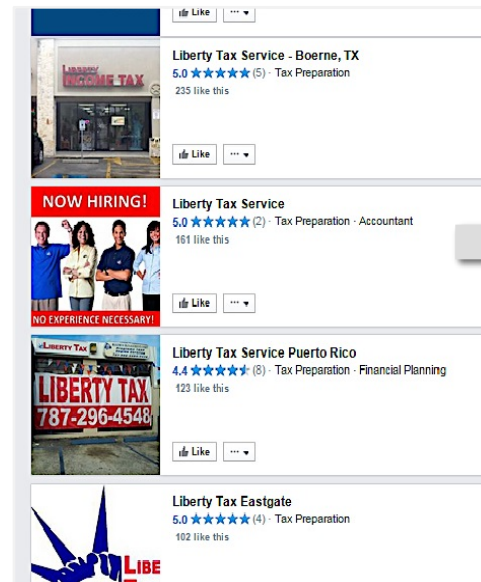
- Listed on the ASX (MTL.ASX)
- Manalto has developed a proprietary social media software management solution - offering an enterprise product and small to medium business product.
- Manalto software allows a business to centrally control the branding and messages across its social media assets.
- Manalto continues to build its direct sales channels, which includes Direct Enterprise Sales as well as sales through the Adstream channel. Manalto has successfully integrated with the Adstream dashboard and will now commence Adstream client meetings.
- The Soshlr integration with the Odin Channel and certification process is progressing and it is on schedule to be completed in August 2015. Once complete the commercialisation of Soshlr through Blacknight, our first host client and Ireland's largest host company, will commence in early September. Blacknight has an addressable market of over 100k SMEs and Odin, formerly Parallels, has an addressable market in excess of 10 million SME's. Soshlr is gaining a stronger than initially anticipated level of interest from the Web Host and Service Provider industry.
- Strong Board and Industry Advisors.
- Key management and staff now appointed and the centralisation of resources is complete.

Current Financial Summary

End of CY - Q2 2015	
Current Cash	AUD\$2.5m
Total number of Shares on issue post Feb 2015	98,054,590
Market Capitalisation @ \$0.15	AUD\$15m

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 and LinkedIn.
- 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.



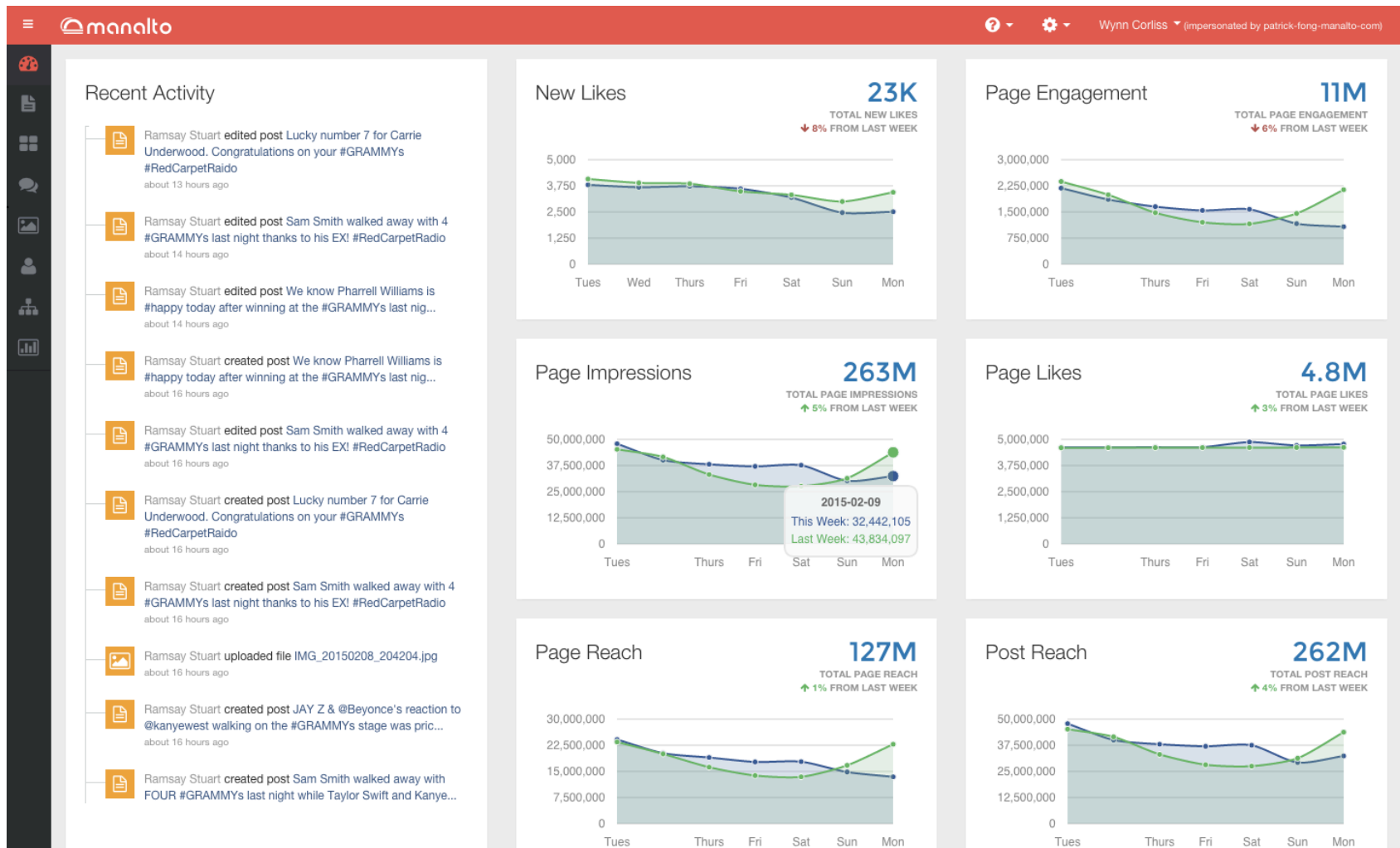
What is Soshlr

- Soshlr is a wholly owned product of Manalto and uses the same proprietary social media management software tool/ solution.
- Soshlr is built for resale for Web Hosts and Service Providers, via Odin, to offer a social media management solution to customers.
- Soshlr gives small-medium businesses greater control to coordinate brand management and marketing inside Facebook, Twitter and LinkedIn from a single dashboard.
- Soshlr is integrated into Odin (formerly Parallels) APS 2 Package.



sóshlr

Cumulus Media (CMLS.NASDAQ) - Case Study



Year Ahead 2015/16

2015/16

Technology

- Version 5.0 of software live
 - Adtech services launched
 - Social Listening
- Launch of enhanced Soshlr product
- Technical separation of products
- User interface refresh
- Integration with Instagram, Pinterest and other social media platforms
- Mobile App launched
- Additional Host Channel Partner integration – Apps Direct; WHMS

Operations

- Build out support and training framework
- Develop formal technical scoping and project management processes
- Investigate the customer and technical support requirements for Soshlr

Sales

- Expansion of sales, technology and marketing for SMB market
- Adstream integration complete and client meetings progressing
- Continue to build and grow sales
- Penetrate new industry verticals
- Continue to find ways to compress the sales cycle
- Investigate and scope new products and features.


Marketing

- Partner Marketing Support – Soshlr
- SMB Channel Sales Material
- Full conference schedule
- Advertising
- Media Relations Ramp Up

Sales Report/Pipeline

Sales Pipeline – End July 2015	
Enterprise	
Units Being Invoiced	624
Est. addressable units on trial - <i>as of end July 2015</i>	15,010
Est. addressable units in trial % growth as of end July 2015	49%
Est. addressable units in active pipeline - <i>as of end July 2015</i>	169,000
Sales Pipeline – Est. addressable units in active pipeline % growth as of end July 2015	26%
Soshlr	
Host deals signed	1
Est. number of addressable units	120,000
Est. addressable units in active pipeline - <i>as of end July 2015</i>	1,700,000

Sales Channels

Channel	Target Customer	Packages	Free Trial	Fee Structure	Customer Support
Direct Sales to Franchise, Multi unit / Brand businesses	Franchises and Major Brands	50 to 000's units Scalability supporting organisations with thousands of units	15 Day Trial Up to 50 units only	Scalable Pricing Model Approx USD\$25 per unit per month	Account Managed
Channel Sales <i>Soshlr</i> Online & Channel Reseller Partners 	Small and Medium Enterprises (SMEs)	Packages up to 50 units	30 Day Trial 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 the Odin market place and has plans to integrate into cPanel software marketplaces.

- Odin is a global leader in hosting and cloud services enablement and cross-platform solutions and
- Odin delivers cloud services to more than 10 million SMBs.
- Odin 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.odin.com, www.cpanel.com

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	SME	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 Vitruv
	MARKETING FOCUS ONLY Social Media Usage Social Media Marketing (content curation, listing management)			Yext Percolate Outbrain Postano Stackla Hubspot	

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	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 & 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).
MICHAEL QUINERT	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.
CHRIS ADAMS Chairman of Manalto Industry Advisory Board	<p>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.</p> <p>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 Alphatise, 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, muruD 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.</p>

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.
Justin Vianello Chief Financial Officer	Justin joined Manalto from Quantum Power Limited, a Brisbane-based renewable energy business, where he held the role as Group Commercial & Financial Director. Prior to this, he was Chief Financial Officer for Brisbane-based Forex Management Specialists, and worked for PriceWaterhouseCoopers in a number of roles across USA, Australia and South Africa. He brings extensive international experience in finance roles within with specific experience in capital raising, both with private equity and project finance, and managing the financial aspects of international expansions. In addition, Justin has experience in early-stage growth companies establishing, operating and maintaining the financial and reporting functions within the organisation.
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

TRENT TELFORD	<p>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.</p> <p>Trent's focus will be on assisting with the expansion of the Hosting and Reseller Channel.</p>
JERRY DARNELL	<p>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.</p> <p>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.</p> <p>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.</p>
PAUL SEGRETO	<p>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.</p> <p>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.</p>
LEE PLAVE	<p>Lee Plave is a co-founding partner of Plave Koch PLC, an entrepreneurial law firm in Virginia, USA.</p> <p>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.</p> <p>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.</p> <p>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.</p>

Top 10 Shareholders – June 2015

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%

Media Coverage



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

Friday, 13 December 2013 | By Rose Powell

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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.

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INSIGHTS FOR CONSULTANTS, RESELLERS & TECHNOLOGY PARTNERS

The company aims to provide businesses offering. The platform comes with a free trial for small to midsized 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

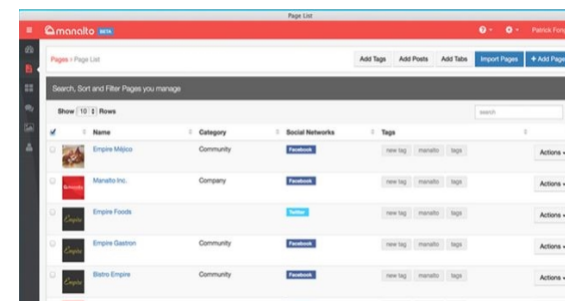
The Official Facebook Blog

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.

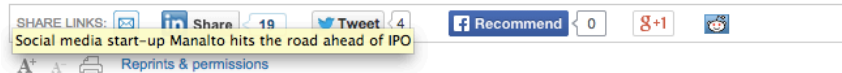
An organization can introduce Manalto software for 120 days free, or start a pilot of the software and continue to expand their social media footprint and functionality without having to look for a new or additional software provider. Manalto is an enterprise-driven social-media-management solution provider. 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.

Eurolay 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.

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