

MANALTO INVESTOR UPDATE



November 2015
MTL: ASX

DISCLAIMER

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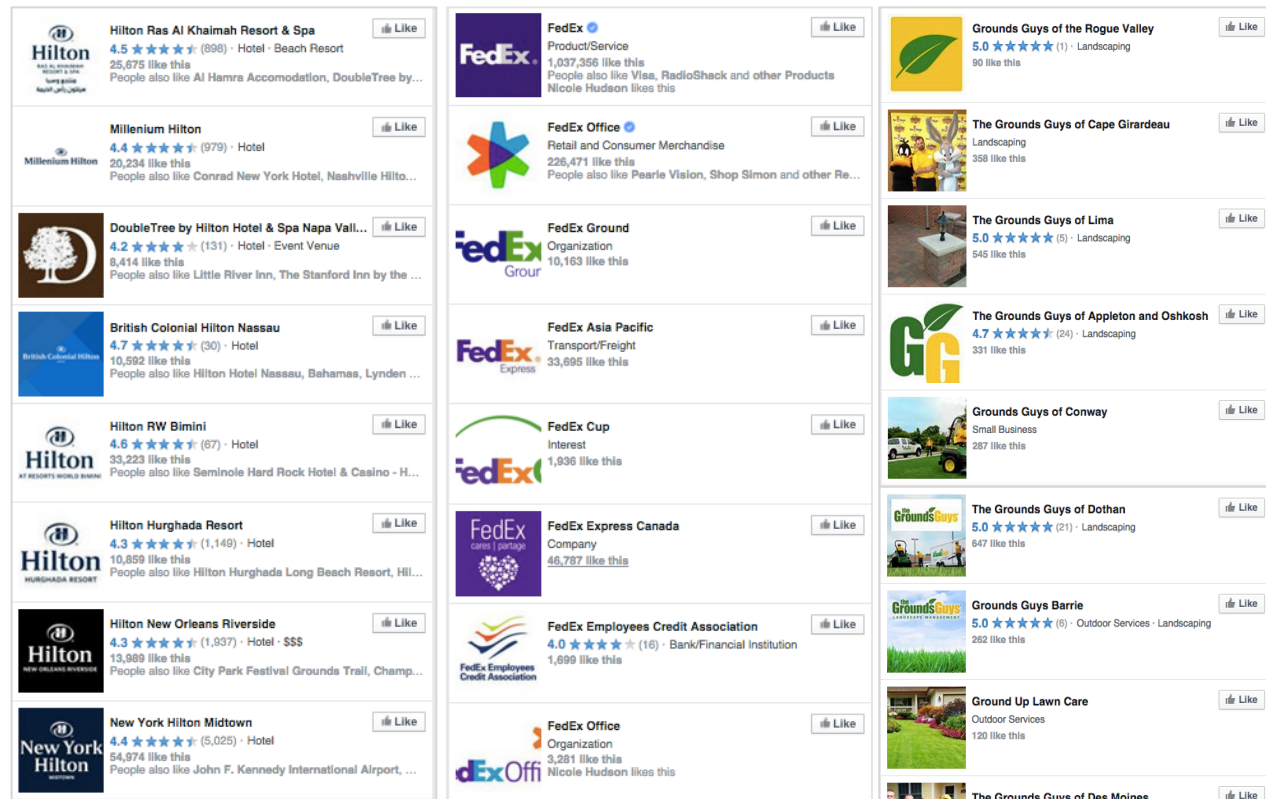
Manalto addresses the social media challenges facing businesses where they have inconsistent branding across their social media assets – at scale.

BRAND CHALLENGES STILL EXIST

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- End-to-end social media management tool that turns social media into an enterprise-grade distribution channel for sales and marketing.
- Interacts with major social media platforms including Facebook, Twitter, LinkedIn and Instagram.
- Delivers controls and capability to achieve brand consistency and efficiency.

EXAMPLES



- Manalto Limited (MTL.ASX) (manalto.com) is a global provider of social media management solutions for small, medium and large organisations
- Manalto is an emerging ASX listed company with the majority of its growth occurring in offshore markets
- Founded in Australia 2011
- Based in Washington DC metro area
- Supporting customers globally
- Established third party channel and strategic industry partnerships
 - Partnerships and integrations with Odin, AppDirect and Adstream
- Developed a proprietary social media software management tool/ solution – with a differentiated ability to scale. Manalto currently offers two solutions:
 - **Enterprise Solution** - designed for large, decentralised enterprises with an expansive social media presence
 - **Sóshlr** - designed to deliver an enterprise level solution at a smaller scale to support small and medium sized enterprises - available through Manalto's recently launched third party distribution channel
- Direct sales combined with existing partnerships provides Manalto breadth of distribution
- Patent applied for and pending – 2014
- Awarded Certification by Odin for Sóshlr APS 2 Package
- Significant and growing market opportunity and revenue streams
- Strong Board and Advisors

KEY HIGHLIGHTS – SINCE LAUNCH IN 2014

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2014

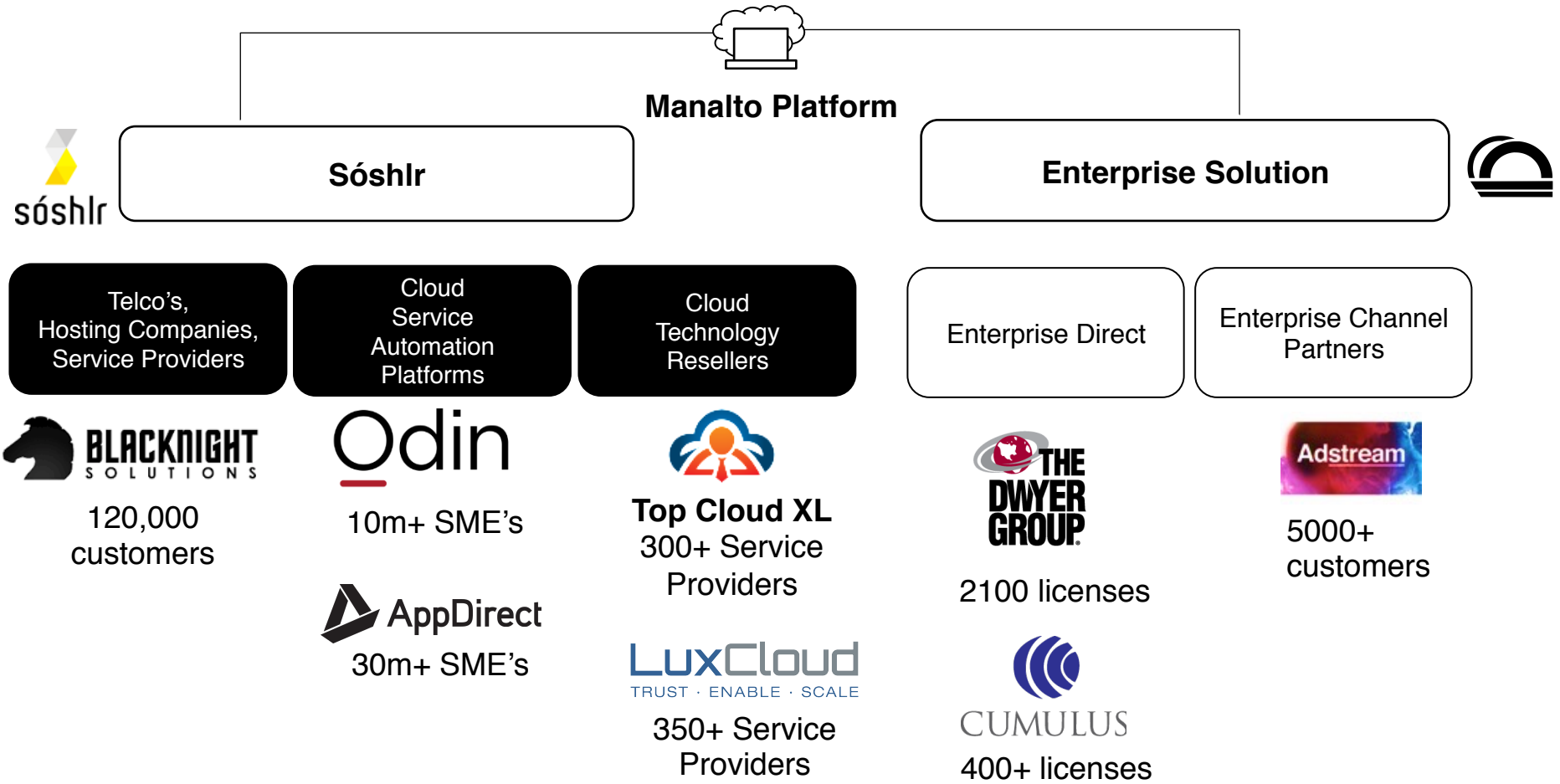
- Entry to U.S, established operations and launched product and brand
- Established market presence and established initial key alliances with key industry contacts – including International Franchise Association
- Launched V.3

2015

- Listed on the ASX via a RTO of Healthlinx Limited on 11 March 2015
- Capital raised via ASX AUD \$6m
- Launched new product for SME's – Sóshlr
- Expanded global customer footprint – new markets and verticals
- Established third party channel for Sóshlr – targeting Telco's, Hosting Companies and Service Providers
 - Integrated into Odin – 10m+ SME's
 - Signed agreement and commenced integration with AppDirect – 30m+ SME's
 - Proprietary platforms – e.g. 1 and 1
- Increased industry strategic partnerships
 - Adstream – technical integration - 5000+ customer base
- Significantly advanced the Manalto platform capability – launched V.4
- Refined operations
- Board and Executive Appointments

GLOBAL DISTRIBUTION NETWORK

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- **Two products and revenue streams**
 - **Sóshlr** - Small and medium sized enterprise product distributed via a third party distribution channel
 - **Enterprise Solution** – Large, decentralised enterprise product distributed direct to market and via enterprise partners

- **Five distribution channels**
 - Telco's, Hosting Companies and Service Providers – Blacknight
 - Cloud Service Automation Platforms – Odin, AppDirect, LuxCloud
 - Cloud Technology Resellers – Top Cloud
 - Enterprise Solution Direct – Cumulus Media, The Dwyer Group
 - Enterprise Channel Partners - Adstream

- Tiered approach enables greater capacity and leverage to extend the reach of the solutions – to businesses with either a large scale, or small scale social media management requirement

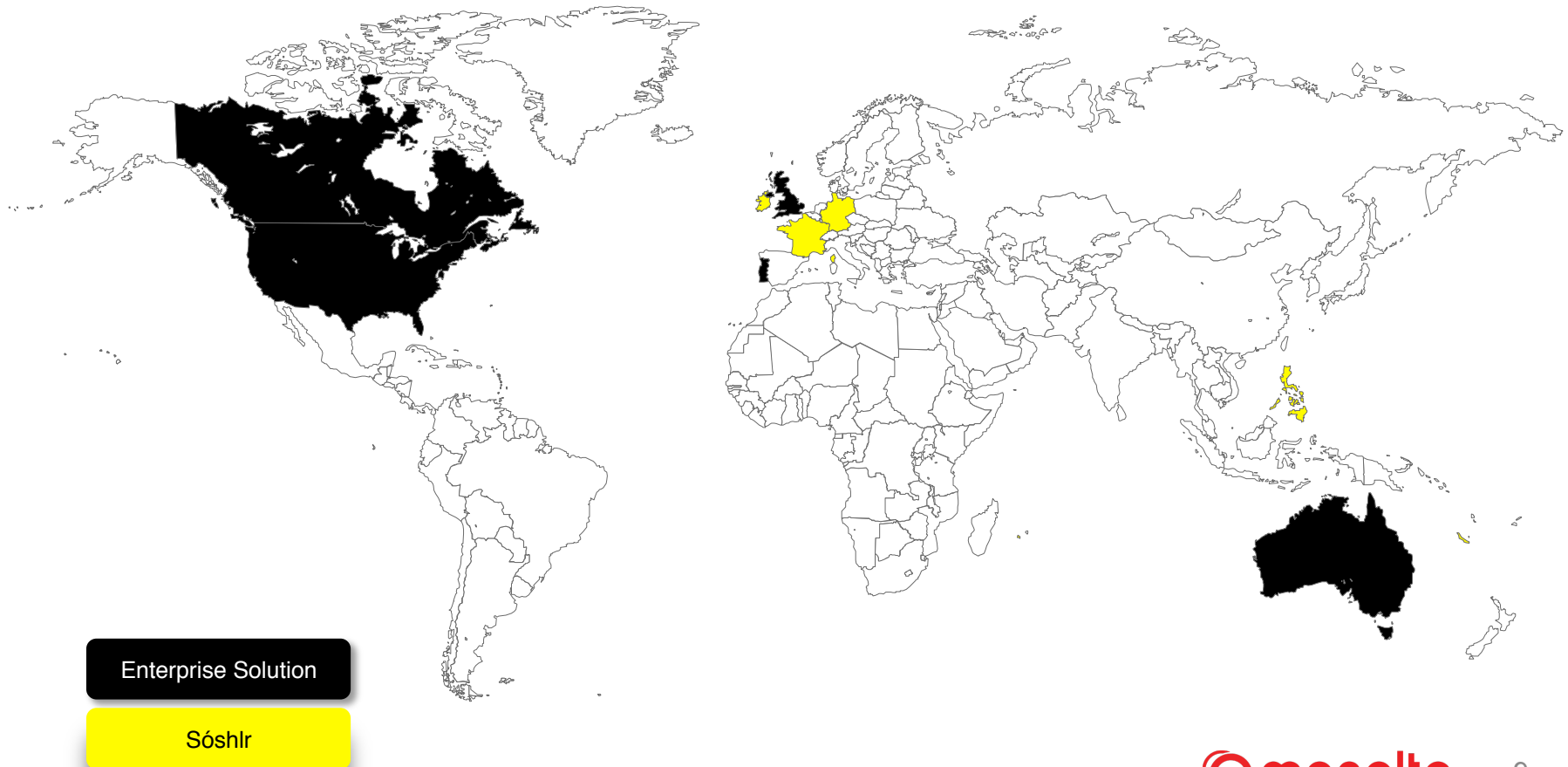
- Identified regions including USA, Europe, Asia and South America where there is a clear demand for both products

GLOBAL FOOTPRINT

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Sóshlr has established a presence spanning United Kingdom, Europe and Asia.

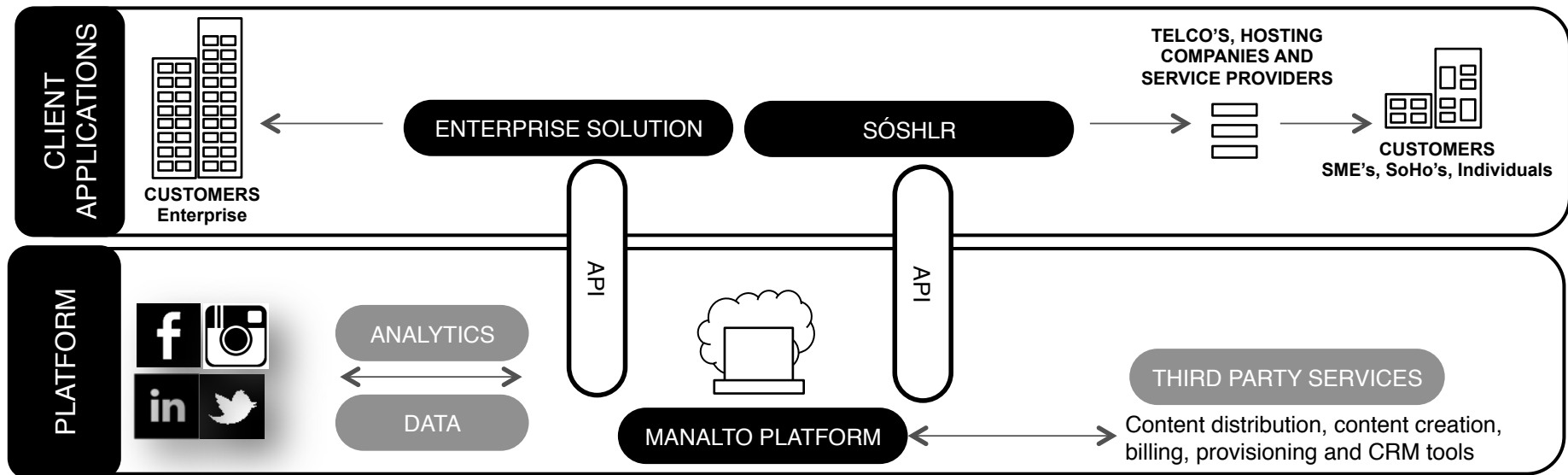
Enterprise Solution is active across North America and Australia and has commenced branching into United Kingdom and Europe.



PLATFORM BUILT FOR RAPID INTEGRATION

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Developed using an API-centric approach, Manalto's platform is built for the rapid integration of additional social media network and third party services. The key concepts of the Manalto platform combine user restriction, content control and highly scaled content distribution across multiple social media platforms.



Flexible Architecture

Manalto's data access layer is abstracted from individual networks allowing for rapid addition of new platforms

User Driven Control

Manalto's access control groups combined with multi tiered business unit structure allow for deeper levels of control and access

Encrypted Access

All communication with outside networks is done via one way encrypted tokens for greater levels of security



sóshlr

Delivers an **enterprise level solution at a smaller scale** to support small and medium sized enterprises.

SÓSHLR OPPORTUNITY IS REAL

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Global hosting industry is aggressively transforming and actively seeking new opportunities for additional revenue streams and cloud-based business applications to offer SME's.

SME's are increasingly purchasing bundled cloud-based business applications from resellers.

- SME spend on cloud services will grow from U.S \$25.5b in 2015 to U.S \$35b in 2018*
- 53% SME's purchase business applications through hosting companies and telco's*
- It is expected that the business applications sales will increase from US \$6.3b in 2015 to US \$12b in 2018*

Manalto custom built Sóshlr to purposefully enter the global hosting industry – packaged and provisioned for telco's, hosting companies and cloud service providers to offer a social media management solution to their SME customer base.

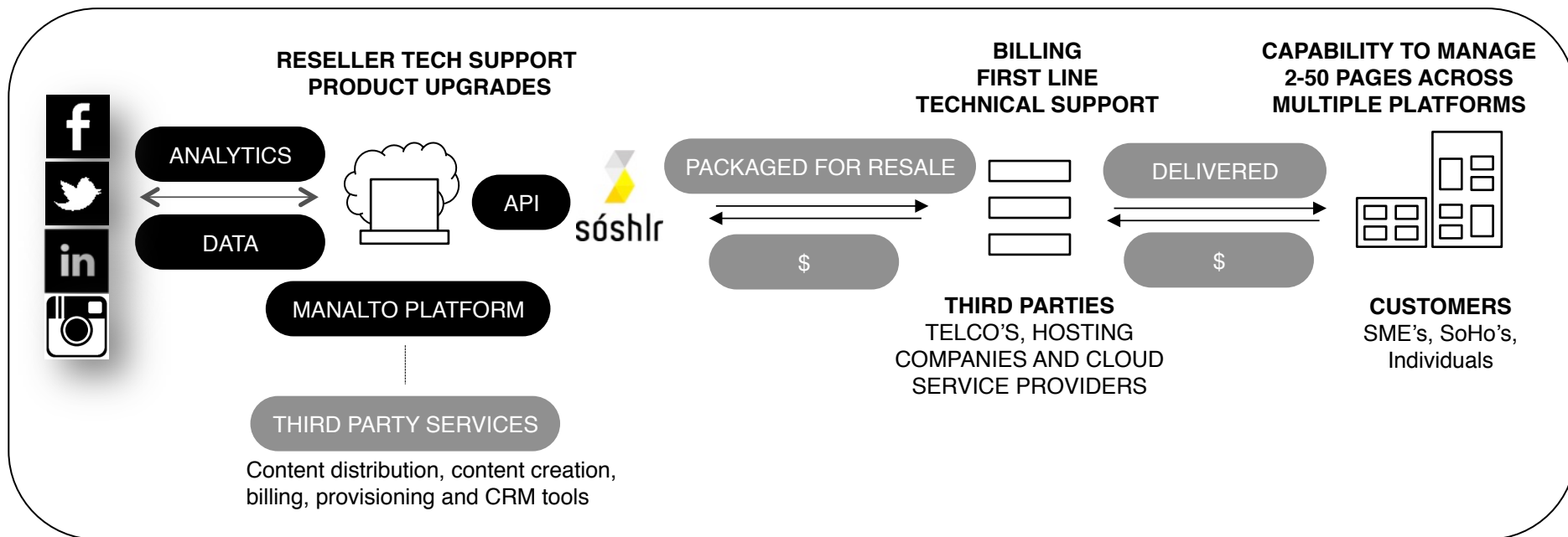
*Odin



SÓSHLR BUILT FOR RESALE

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The Sóshlr product is deployed through partnerships with third party application marketplaces leveraging the power of highly distributed systems to manage account provisioning, billing and payment processing.



SÓSHLR HAS ACHIEVED QUICK TRACTION

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Telco's, Hosting Companies and Service Providers

- **Signed Blacknight 120,000 SME's**
- Six trials underway with large European Telco's and Hosting Companies
- Negotiations underway with five European Telco's and Hosting Companies

Cloud Service Automation Platforms

- **Integrated into Odin - 10,000 Service Providers supporting 10m+ SME's**
- **Signed Agreements and commenced integrations with AppDirect 30m+ SME's**
- **Signed Agreement and commenced integration with LuxCloud 350+ resellers**

Cloud Service Resellers

- **Signed Top Cloud XL – 300+ service providers each with customer base**
- One trial underway
- Negotiations underway with four service providers

Current Sóshlr
Estimated Total
Addressable
Market

50m

Oct 2015

Strategies to build third party distribution channel

- Partner acquisition
- End user growth through pro-active co-marketing campaigns.
- Expanding into other App Environments – AppDirect (integration underway), WHMCS (cPanel), Ingram Micro, LuxCloud (agreement signed), Microsoft, IBM, Proprietary platforms (1 and 1)
- Development of new premium services that will attract additional license fees. Example – adtech, social listening and sophisticated analytics.

Illustration of Sóshlr Revenue Model (USD)

Number of Telco's, Hosting Companies and Cloud Service Providers	2-8	9-14	15-19	20-24	25-29
Addressable market	6,000,000	10,000,000	16,000,000	22,000,000	26,000,000
End user licenses (Avg. 8% take up)	480,000	800,000	1,280,000	1,760,000	2,080,000
Average license income - \$120.00 p.a.	\$57.6m	\$96m	\$153.6m	\$211.2m	\$249.6m

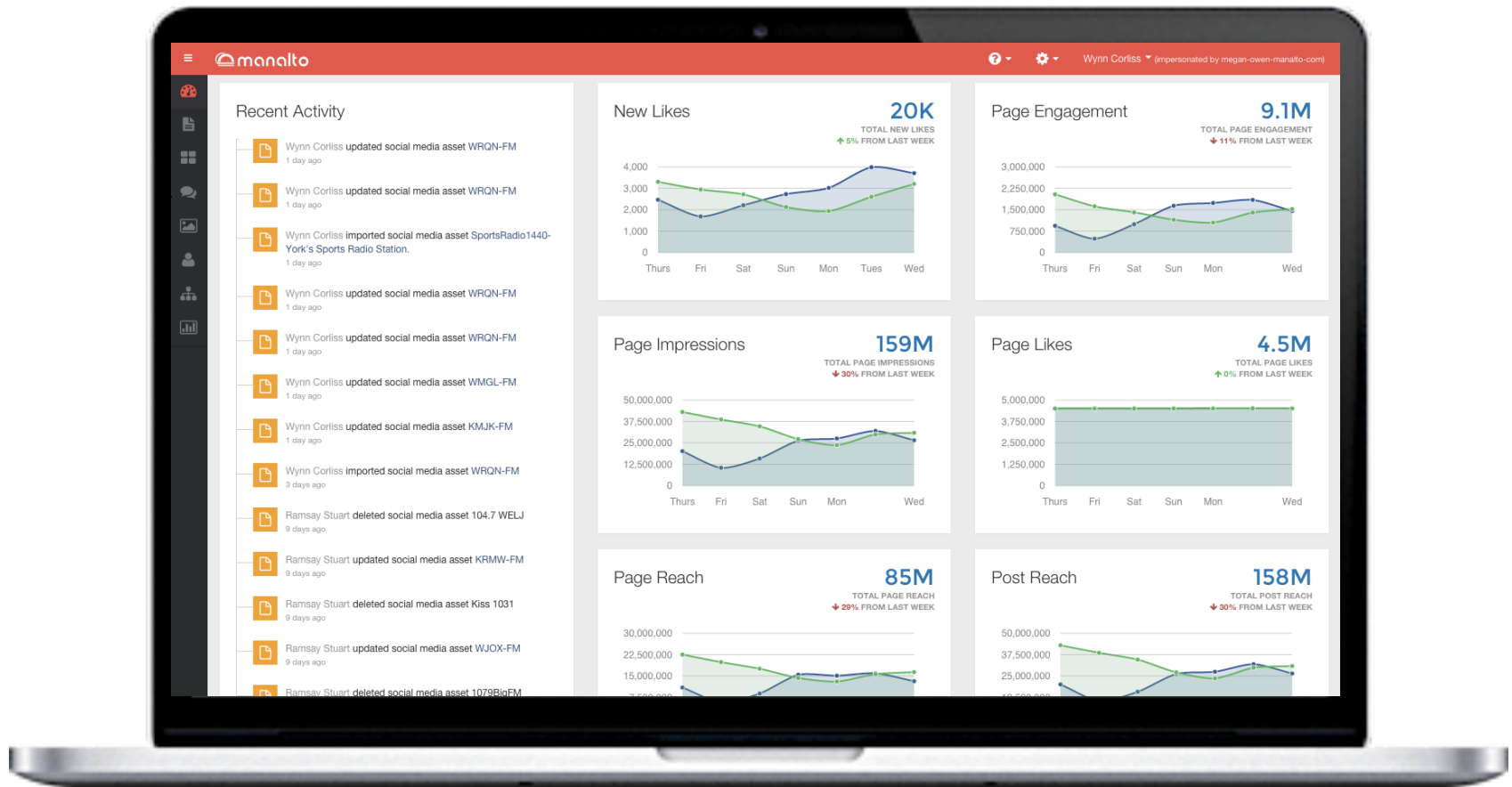
Note

This is an example of the Sóshlr revenue model and is not be taken as a forecast. Revenue is based on market feedback on cost per license. Sóshlr offers several pricing options and upsell paths. The license pricing ranges from USD \$36 - \$3000 p.a. Manalto will be rolling out new premium products that will attract additional license fees.

ASIC regulatory guides preclude Australian companies at Manalto's stage of development from providing revenue forecasts.

ENTERPRISE SOLUTION

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Enterprise Solution – Example: Cumulus Media dashboard

ENTERPRISE SALES SUMMARY

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Enterprise Sales Summary since August 2015

Licenses contracted	1,188
Contracted license growth <i>since August 2015</i>	95%
Total addressable licenses under contract yet to be invoiced <i>since August 2015</i>	1,764
Estimated addressable licenses on trial <i>since August 2015</i>	36,310
Estimated addressable licenses greater than 60% to invoice <i>since August 2015</i>	138,551

Enterprise Direct

- **Dwyer Group** – 588 current licenses of 2100
- **Cumulus** – 413 licenses
- **GoVita (Australia)** – 25 licenses
- **GNC Live Well** – 40 licenses
- **Strategic America** – 50 licenses
- Active discussions and trials underway with enterprises spanning hotel groups, luxury brands, entertainment, restaurant groups

Current Estimated Addressable Market
136,000 licenses

Enterprise Channel Partners

- **Technical integration with Adstream** – 5000+ customers

Current Estimated Addressable Market
5000+

U.S Estimated Total
Addressable
Market

\$1.2b

Enterprise Strategies

- Client acquisition using a land and expand strategy
- Flexible billing options
- Continuous development and improvement of the current Enterprise Solution
- Development of new premium services that will attract additional license fees. Example – adtech, social listening and sophisticated analytics

Illustration of Enterprise Market Revenue Model (USD)

Number of new enterprise customers p.a.	50	75	100	125	150
Average size in licenses	500	500	500	500	500
Contracted addressable licenses	25,000	37,500	50,000	62,500	75,000
Average license income at \$240 p.a.	\$6,000,000	\$9,000,000	\$12,000,000	\$15,000,000	\$18,000,000

Note

This is an example of the Enterprise Market revenue model and is not be taken as a forecast. Revenue is based on market feedback on cost per license. There are no guarantees that the per unit license rate will be maintained. Manalto will be rolling out new premium products that will attract additional license fees.

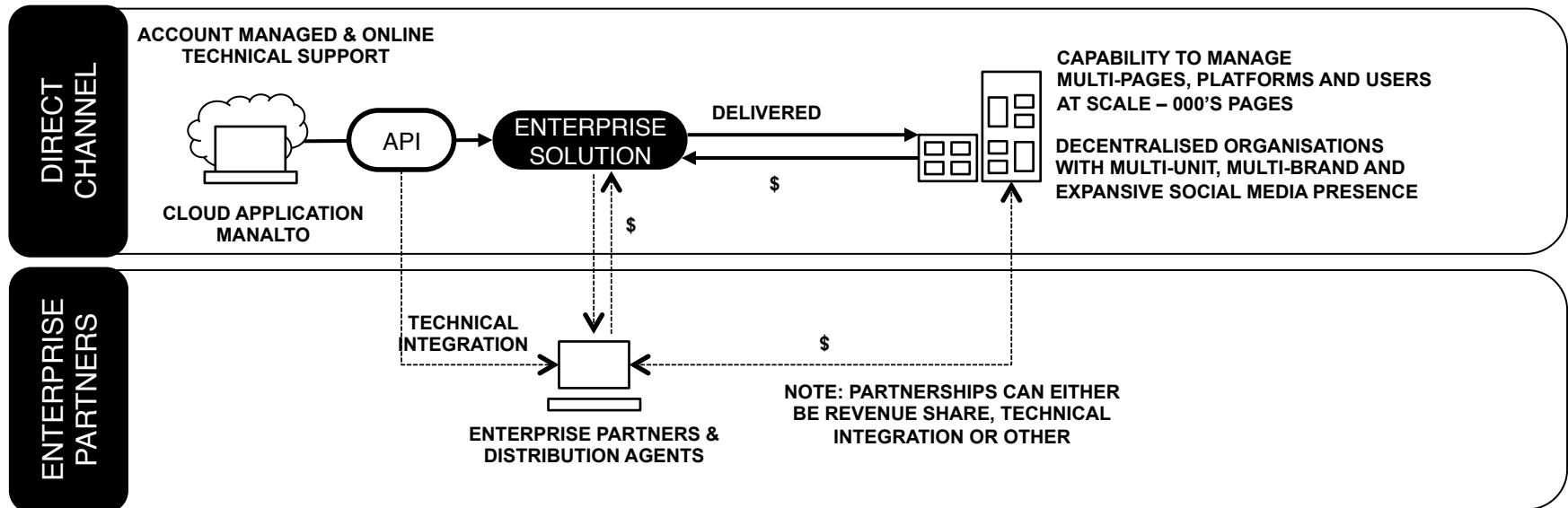
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ENTERPRISE SOLUTION MODEL

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Enterprise Solution is distributed via

- A direct to market sales channel
- Enterprise Partners - Adstream

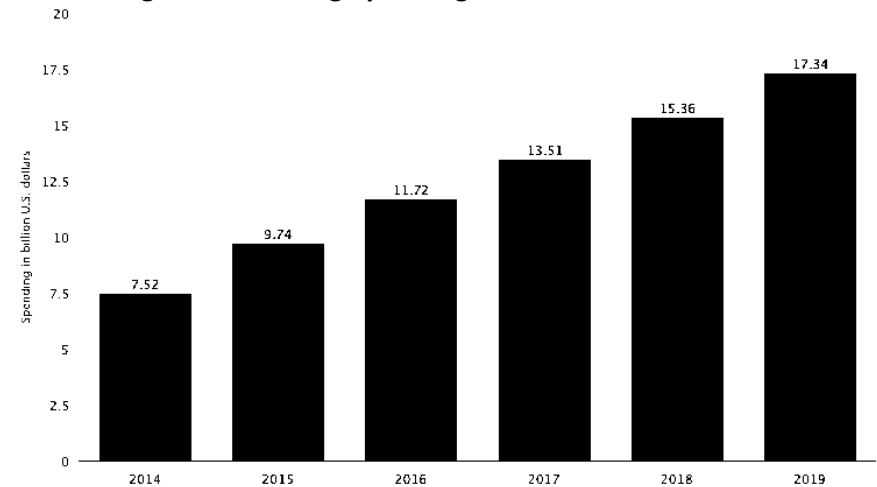


SOCIAL MEDIA SPEND TO SOAR

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- U.S social media marketing spending will increase from U.S \$7.52b in 2014 to U.S \$17.34b in 2019.*
- By 2017, social network ad spending will reach U.S \$35.98b, representing 16.0% of all digital ad spending globally.*
- Facebook is dominating the paid social advertising landscape globally.**
- It is estimated that in 2015, Facebook will make U.S \$15.50b in ad revenues, or 65.5% of all social network ad spending worldwide.**

Social media advertising expenditure as share of digital advertising spending worldwide from 2013 to 2017



Statista 2015: Social Media Spend

Social Network Ad Spending Worldwide, by Region, 2013-2017

	2013	2014	2015	2016	2017
Social network ad spending (billions)					
North America	\$4.94	\$7.71	\$10.10	\$12.67	\$15.15
Asia-Pacific	\$3.25	\$5.18	\$7.40	\$9.66	\$11.91
Western Europe	\$2.34	\$3.68	\$4.74	\$5.82	\$6.85
Latin America	\$0.35	\$0.54	\$0.68	\$0.85	\$1.00
Central & Eastern Europe	\$0.41	\$0.52	\$0.61	\$0.70	\$0.79
Middle East & Africa	\$0.07	\$0.11	\$0.16	\$0.22	\$0.28
Worldwide	\$11.36	\$17.74	\$23.68	\$29.91	\$35.98

emarketer.com

Source: *Statista, **emarketer.com

Manalto is developing two new significant features within the existing core platform which will be packaged for upsell across both the Enterprise Solution and Sóshlr.

- **Adtech and Social Listening**
 - Available Q1 2016
 - Each new feature will be sold for an additional \$36.00-\$60.00 per license
 - Creates new revenue opportunities
 - Both adtech and social listening features will be made available in both products
- Manalto is also developing a premium analytics report to be offered to Enterprise Solution customers - available during 2016

Adtech

Additional \$60 per license p.a.

- Allows advertising on Facebook, Twitter, LinkedIn, Instagram and all other integrated platforms
- Available early 2016

Social Listening & Reverse Social Listening

Additional \$60 per license p.a.

- Allows clients to listen to and respond and manage their communities across Facebook, Twitter, LinkedIn and all other integrated platforms
- Allow clients to listen to the posts their social media managers are posting with the ability to deny, edit or approve
- Available early 2016

Head Office Quarterly Analytics Report

\$50k - \$100k p.a. per client

- **Enterprise Solution Only**
- Head Office annual subscription service
- Strategic Quarterly Activity Detail Report
- Specific analytical results on activity by user, page, posts and community
- Recommendations for improvements
- Available during 2016

BOARD OF DIRECTORS

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David Fletcher Chairman	Mr Fletcher has 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 sectors. Organisations included Coca Cola Amatil, Woolworths & Westpac. He has been the CFO for a number of ASX listed, public unlisted and private companies.
Anthony Owen Founder & CEO	Mr Owen is the founder of Manalto with 20 years' experience in digital and social media. His experience includes media agency environments, direct-to-market and senior sales management and strategic commercial partnership roles. His track record in establishing & building successful sales management capability across many organisations including, OzEmail, BMC Media, Softbank, Sensis and Groupon.
Chris Adams Director	Mr Adams is an internationally recognised digital strategist, advisor and technology executive. Mr Adams created and produced the reality TV series 'Facebook Diaries' for Facebook and served as Chief Vision Officer and SVP of Business Development for Participant Media. Mr Adams served in executive roles with Facebook and Amazon.
Michael Quinert Director	Mr Quinert graduated with degrees in economics and law from Monash University and has over 28 years' experience as a commercial lawyer, including three years with the ASX and over 20 years as a partner in a Melbourne law firm. He has extensive experience in assisting and advising public companies on capital raising and market compliance issues and has regularly advised publicly listed mining companies. Mr Quinert is principal of Henslow Pty Ltd, an investment bank based in Melbourne, and is a partner at Quinert Rodda, a law firm in Melbourne.
Kristian Blaszczyński Director	Mr Blaszczyński is a Director & co-founder of Raven Capital a leading Australian asset manager. He has 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 Manalto Limited and Noveda Technologies Inc. (New Jersey).
Joseph Miller Director	Joseph Miller has been a Managing Director at Europlay Capital Advisors, LLC and its subsidiaries ("ECA") since 2003. ECA is a Los Angeles-based boutique merchant bank and financial advisory firm that invests in, and provides services to, companies in the technology, media, telecom, life sciences and consumer sectors. ECA's investments have included such notable companies as Skype, Rdio, FlashFunders, FanDuel, and Red Bull Global Rallycross. Mr Miller currently serves on the boards of several companies including Covata (ASX: CVT), Manalto, FlashFunders and Red Bull Global Rallycross. In the past, he has also served on the boards of Talon International, Multigig, and Unicorn Media as well as on the Compensation and Audit Committees of Skype Global, prior to its sale to Microsoft.

David McLauchlan

CEO and Co-Founder of USA-based Technology Company – Buddy Platform, Inc. (“Buddy”) to be listed on ASX in December 2015. David spent nearly eleven years at Microsoft (Redmond, WA) before leaving in 2011 to co-found Buddy. While at Microsoft, David led business development for Microsoft’s Zune hardware business, spent many years in Microsoft’s Windows division and prior to that served in the Server & Tools division working on the Visual C++ product.

His international business development experience is considerable, having closed inbound and outbound licensing deals for Microsoft with global partners and customers in the consumer, enterprise, B2B and component industries. In addition to his work in various product groups at Microsoft, David represented the company in several international standards setting organizations, including the USB Implementers Forum, Consumer Electronics Association, Digital Living Network Alliance (DLNA), Bluetooth SIG and the IEEE Printer Work Group.

David is the co-founder of TVinteract, LLC which developed software for on-air TV talent to curate and display social media in real-time, which was acquired in 2014. David serves as a Technology Partner Network advisor for the Bill & Melinda Gates Foundation and currently serves as a mentor for the Australian incubator “Innovyz START” and is an advisor to Melbourne-based Bluedot Innovation. Prior to moving to the United States, David was a management consultant at PricewaterhouseCoopers in Melbourne, Australia, and prior to that was a professional pianist in Adelaide, Australia. David holds a Master of Engineering: IT, Telecommunications & Business Management, and a Bachelor of Electronic Engineering (Hons.) – both from the University of South Australia.

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.

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.

Trent Telford

Founder and CEO of Covata (ASX: CVT). Experienced in equity and debt markets, growth strategy, board and corporate governance, Director (post transaction) international expansion, legal and compliance. Covata has 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.

SHARE CAPITAL STRUCTURE

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Market Statistics	
ASX Code	MTL
Listing Price (11 March, 2015)	20c
Share Price (2 November, 2015)	9.6c
52 Week High	\$0.345
52 Week Low	\$0.065
Average Volume	161,405
Market Capitalisation (2 November, 2015)	\$9.413m
Ordinary Shares on Issue	98,054,590

Shareholdings of Directors

ECA VENTURES LLC – 12.66%

ANTHONY OWEN – 6.02%

RAVEN VENTURES – 3.56%



DELIVERS GREATER CONTROLS

- Coordinated distribution of messaging
- Brand control and governance
- Minimisation of rogue user access
- Reputational management on social media