

Tuesday 12 January 2016

## ODIN TO ACCELERATE SÓSHLR SALES CHANNEL

**An Odin sales team of 75 representatives globally is now actively selling Manalto's Sóshlr product as part of Odin's ISV (independent software vendor) Accelerate program**

Manalto Limited (MTL.ASX) ("Manalto") ([www.manalto.com](http://www.manalto.com)) is now part of the Odin ISV Accelerate Program - a specialised sales initiative designed to fast-track Odin partner signings of the Sóshlr product. The program will help to accelerate the growth of Manalto's third party distribution channel for its Sóshlr product.

Manalto is the 10th company and also the youngest and smallest company to successfully qualify for ISV Accelerate.

"We're excited to welcome Sóshlr as part of the ISV Accelerate program. Their commitment to the CSP channel in terms of channel readiness and capability building is second to none and we're looking forward to seeing consumption of the unique Sóshlr solution set," said **Goran Andersson, Director ISV market development**. "This is a great opportunity for web hosts and service providers to offer a social media management solution to their customers."

Manalto successfully integrated with Odin Service Automation in mid-2015 and has effectively utilised the cloud service automation platform to provide a complete managed service portfolio combined with direct support and billing to an estimated addressable market of 10 million SMEs.

### POSITIONING SÓSHLR FOR GROWTH – EARLY MARKET TRACTION

- Manalto has signed three distribution agreements with hosting companies and resellers that reach an estimated 1 million SMEs.
  - LuxCloud and TopCloud represent the first two resellers actively selling to a combined partner base of 650+ Value-Added Resellers (VARs), IT distributors, Hosting Companies and Telco's globally.
  - Blacknight in Ireland has commenced commercialisation with an estimated addressable market of 120k SMEs.
- These partnerships, including Odin's ISV Accelerate team, deliver Sóshlr access to a combined, indirect sales force of up to 90 people.

### CONTINUING MOMENTUM

- To further the growth of its Sóshlr channel, Manalto are in negotiations with a further six hosting companies who are currently trialling Sóshlr. Once complete, these would increase Manalto's addressable market by an estimated 5 million unique SMEs.

#### Illustration of Sóshlr Revenue Model (USD)

Model based on Manalto securing estimated number of Telco's, Hosting Companies and Cloud Service Providers	2-8	9-14	15-19	20-24	25-29
Addressable market (SME)	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 at \$120 p.a.	\$57.6m	\$96m	\$153.6m	\$211.2m	\$249.6m

This is an example of the Sóshlr revenue model and is not to be taken as a forecast. Revenue is based on market feedback on cost per license. Sóshlr offers several pricing options and upsell paths. ASIC regulatory guides preclude Australian companies at Manalto's stage of development from providing revenue forecasts.

#### About Manalto Limited

Manalto Limited (ASX: MTL) is a provider of enterprise social media management solutions. Manalto enables organisations 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. With core operations based in the Washington DC metro area, Manalto supports customers globally. For further information, please visit [www.manalto.com](http://www.manalto.com)