

8 April 2016

## TELSTRA TO OFFER SÓSHLR PRODUCT

### Highlights

- Soshlr Pty Ltd (Australia) has signed a commercial agreement with AppDirect to sell Manalto's Soshlr product to Telstra customers across Australia
- AppDirect is a leading cloud service commerce platform, in which Manalto has integrated its Soshlr product, that allows end users to browse, purchase and manage subscriptions to cloud services and applications
- The agreement significantly bolsters Manalto's position as a leading entrant in the social media management space within the Australian market

Manalto (MTL.ASX) ("Manalto; "Company") ([www.manalto.com](http://www.manalto.com)), the cloud-based technology company driving improved social media management solutions for business, is pleased to announce that its subsidiary, Soshlr Pty Ltd has signed an agreement with US-based AppDirect to sell Soshlr via Telstra's online Apps Marketplace. Under the agreement with AppDirect, Soshlr has the opportunity to reach hundreds of thousands of SME Telstra customers across Australia.

AppDirect powers one of the largest networks of cloud service marketplaces, reaching approximately 30 million small businesses worldwide. Partners include companies such as Comcast, Deutsche Telekom, Telstra, ADP, and FICO. The agreement and integration with AppDirect enables AppDirect partners to resell Soshlr to their customers. Soshlr joins Microsoft, Google and Box as solutions provided in the AppDirect cloud service catalogue.

*"AppDirect is proud to offer a wide range of best-in-class solutions from leading software developers in our catalog," said Paul Arnautoff, Director of Business Development, AppDirect. "Manalto offers powerful social media management tools that allow businesses to communicate directly with their customers and we're excited to offer Soshlr in our network of marketplaces."*

Following this agreement, parties will now proceed to the planning phase for deployment and commercialisation of Soshlr for sale to Telstra customers.

### More information about AppDirect

[www.appdirect.com](http://www.appdirect.com)

### 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)