

## ASX ANNOUNCEMENT | MANALTO LIMITED

### Sóshlr Becomes Member of AppDirect Developer Certification Program

#### Highlights

- Sóshlr accepted into AppDirect Developer Certification Program, which will accelerate Sóshlr's access to AppDirect's network of cloud service marketplaces.
- AppDirect powers the largest network of cloud service marketplaces, reaching approximately 30 million small businesses worldwide.
- AppDirect partners include companies such as Comcast, Deutsche Telekom, Telstra, ADP, and Globe Telecom.

**MELBOURNE – 30 August 2016** - Manalto Limited (ASX: MTL) ("Manalto" or "the Company") today announced its Sóshlr solution has been accepted as part of AppDirect's Developer Certification Program, which provides criteria that developers can meet that makes it easy for AppDirect's service provider, independent software vendor (ISV), and value-added reseller (VAR) partners to quickly add and begin offering certified applications to their business customers.

"AppDirect's partner network reaches more than 30 million businesses worldwide presenting an impressive market for Sóshlr," said Anthony Owen, Founder and CEO, Manalto. "The opportunity to now have AppDirect directly engage with channel partners with whom they work with daily, to sell and integrate Sóshlr, is great news for the Company. It gives Manalto greater propensity to accelerate the reach and revenue growth of its Sóshlr product."

The AppDirect Certification Program is designed to streamline the adoption and distribution of products in the AppDirect catalogue, including Sóshlr. Sóshlr's agreement with AppDirect also includes multi-tier distribution, which allows AppDirect to offer Sóshlr to channel partners directly, without requiring Sóshlr to enter into individual agreements with each channel partner. AppDirect will directly negotiate, integrate and support its channel partners to quickly start selling Sóshlr to their customers, bypassing the previous commercial model in which Manalto was wholly responsible for actively engaging AppDirect channel partners and resellers to promote Sóshlr.

#### Previous Market Guidance - Illustrative Sóshlr Revenue Model (USD)

No. of channel partners	2-8	9-14	15-19	20-24	25-29
No. of addressable licenses	3,000,000	5,000,000	8,000,000	11,000,000	13,000,000
No. of licenses invoiced (assumes an avg. 3% take-up)	90,000	150,000	240,000	330,000	390,000
Est. gross license income at \$120 p.a.	\$10.8m	\$18m	\$28.8m	\$39.6m	\$46.8m

Revenue model is an example and not be taken as a forecast. Revenue is based on market feedback on cost per license. Assumes full 12 months of invoicing. There are no guarantees that the per unit license rate or avg. % of take-up would be maintained or achieved. ASIC regulatory guides preclude Australian companies at Manalto's stage of development from providing revenue forecasts. Number of est. addressable licenses is subject to change.

In November 2015, Manalto entered an agreement with AppDirect for Sóshlr – the Company's social media management solution purpose built for small-and-medium sized enterprises. Sóshlr joined Microsoft, Google and Box as an approved cloud service provided on the AppDirect cloud service marketplace.

As part of the AppDirect Developer Certification Program, AppDirect will be responsible for securing agreements, integration and the provision of Tier 2 customer support to partners. This program relates to all future partner agreements, excluding the already signed agreement with Telstra and Globe, which the Manalto team will continue to directly manage.

### **Sóshlr Pricing**

Sóshlr offers a range of base packages and upsell paths. Base packages run from \$35 to \$2940 per customer per annum (\$2.99 to \$249.99 per month). Sóshlr will also be rolling out new premium add-on features that will add to the base license fees, enhancing value, retention and revenue for resellers.

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### **About Manalto Limited**

Manalto Limited (MTL.ASX) is a U.S. based global provider of cloud social media management solutions. Manalto's proprietary software delivers capability for the streamlined management of social media at scale – including controls to support organisational brand management, reputational risk management and efficiency in managing users, community engagement and analytics. An enterprise can centrally publish content and update brand assets across hundreds of its organisation's social media pages spanning multiple platforms – in just one click. Manalto offers a direct-to-market Enterprise Solution and a Business Application for Channel Partners to offer to SME's – 'Sóshlr'. Manalto is headquartered in Washington, D.C. with offices in the Netherlands, Australia and South Africa, and supports channel partners and customers globally. For further information, please visit **[www.manalto.com](http://www.manalto.com)**

### **For more information on Sóshlr**

**[www.soshlr.com](http://www.soshlr.com)**