MANALTO LIMITED **OVERVIEW**

MTL.ASX
May 2016

Anthony Owen
Founder/ President, Manalto Limited

121 TECH INVESTMENT
10-11 MAY 2016 HONG KONG

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SOCIAL MEDIA MANAGEMENT TOOL

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MANALTO LIMITED

Manalto Limited is an ASX listed global provider of cloud social media management solutions

Proprietary social media management tool for enterprise and SME's **with a differentiated ability to scale**

Established third party distribution channel and launched **Sóshlr** cloud application for SME's in 2015

Founded in 2011 in Australia and now have a **global presence and customer base**

Launched in the U.S with a team of 3 in Nov. 2013. Grown to 34 staff located in the U.S, Australia Europe and South Africa

Currently the **only certified** Social Media Management Solution integrated into two of the world's leading cloud application platforms

WHAT DOES MANALTO DO?

Delivers cloud-based social media management capability to an organisation – **at scale.**

An enterprise can instantly publish content and manage its brand across 000's of its own social media pages **in just one click.**

Benefits

- Time and money savings
- Easier to manage reputation
- Better co-ordination of social media marketing
- Better alignment of customer functions with social media

COMPANY GROWTH SNAPSHOT

Manalto Limited originated from one idea and one person.

While the Company is considered an early stage growth business, its has achieved global reach, secured customers, partners and strategic integrations in 2.5 years since launching in the US.

We are growing.

2011-2013

1 person
1 idea
v.1
Self funded

2013

November 2013

Seed Round

ECA and Raven Ventures Australia

Launched in U.S

2014

First full year On-ground in U.S

4 resources

Raised awareness of Manalto and established connections

v.2

2015

Second full year on-ground in U.S

10 resources

Listed on the ASX (MTL)

Established third party distribution channel Developed and launched Sóshlr

Integrated into Odin

Secured initial Sóshlr channel partners

Secured enterprise anchor customers

2016

34 resources

Integrated with AppDirect

Signed agreements with two leading telecom providers and four other channel partners

Refined operations to ensure capability and support for distribution channel

Customer presence in Asia, Australia, Europe and U.S

Established operational presence in Europe, Australia and South Africa

v.4

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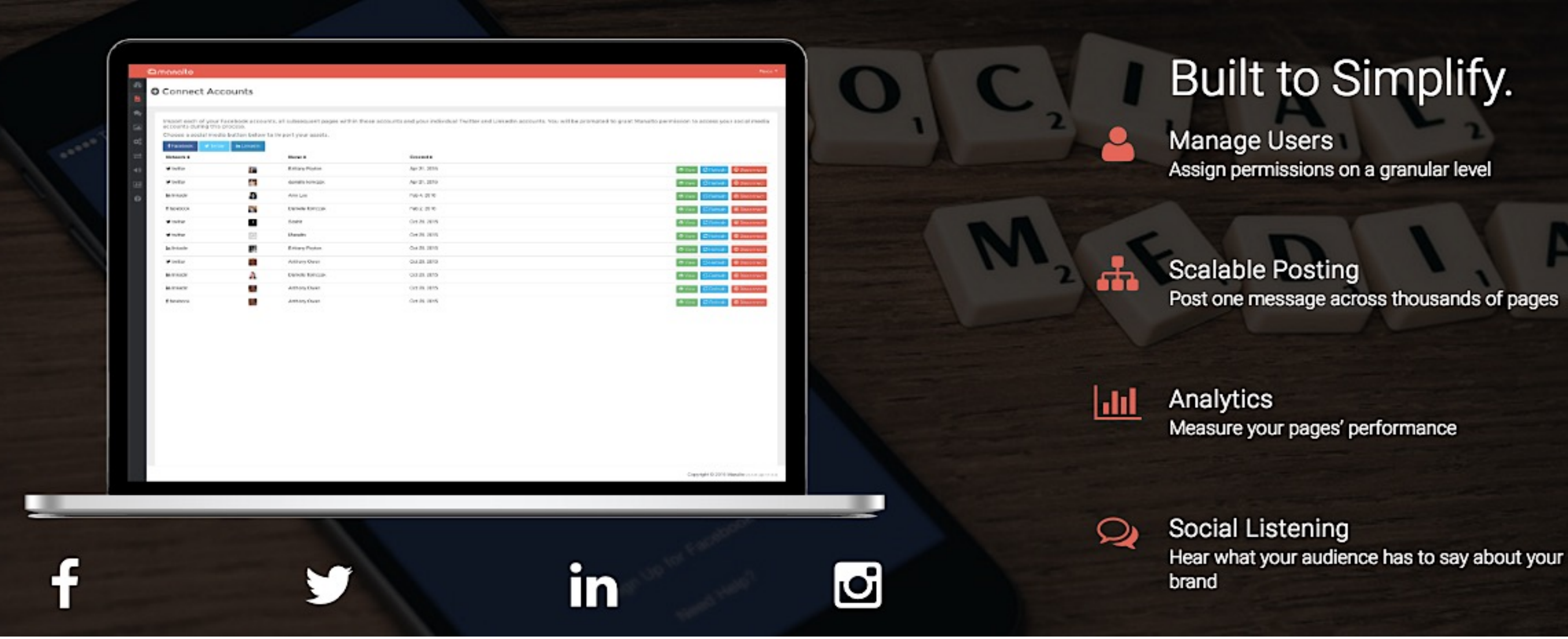


SOLUTION OVERVIEW

TWO SOLUTIONS

manalto ENTERPRISE

- Enterprise solution
- Scaled for 50 – 000's licenses
- Direct sales targets decentralised organisations
- Account managed solution
- Direct sales and one channel partner
- Adstream is a global referral channel partner

sóshlr

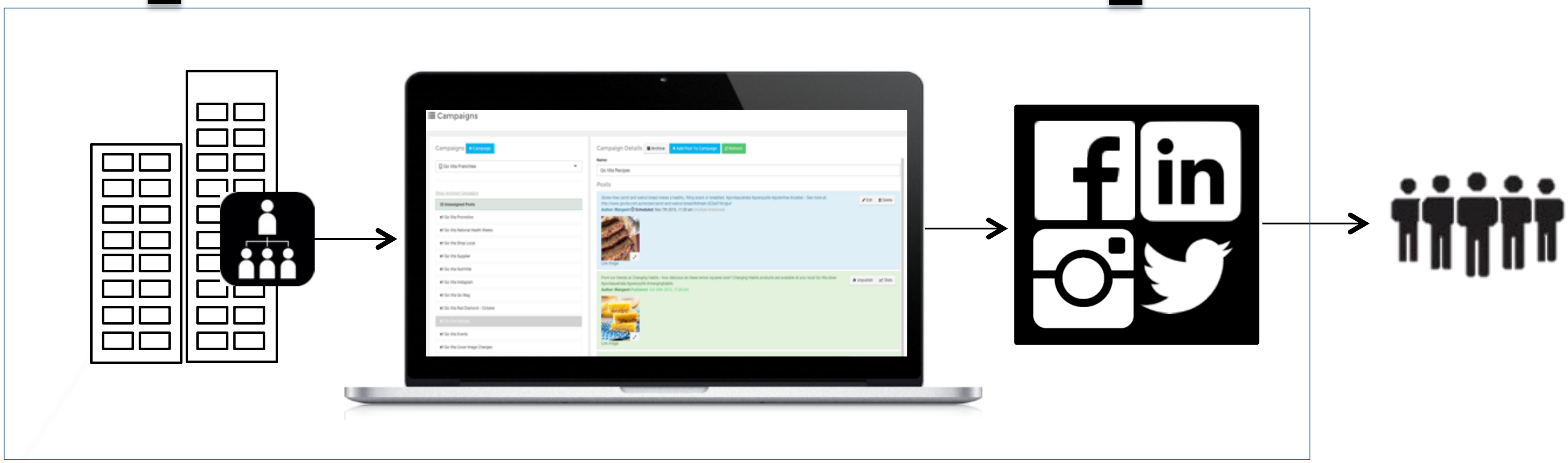
- SME solution
- Scaled for 1- 50 licenses
- Packaged and provisioned for distribution exclusively via channel partners to SME's
- Pronounced '*Soh-shler*'

SUBSCRIPTION BASED MODEL

Organisation pays a monthly license fee to use Manalto

1 license = 1x Facebook, 1x Twitter, 1x LinkedIn 1x Instagram

Manalto is an interface between the organisation and Facebook, Twitter, LinkedIn and Instagram



Unlimited users

Single login to dashboard

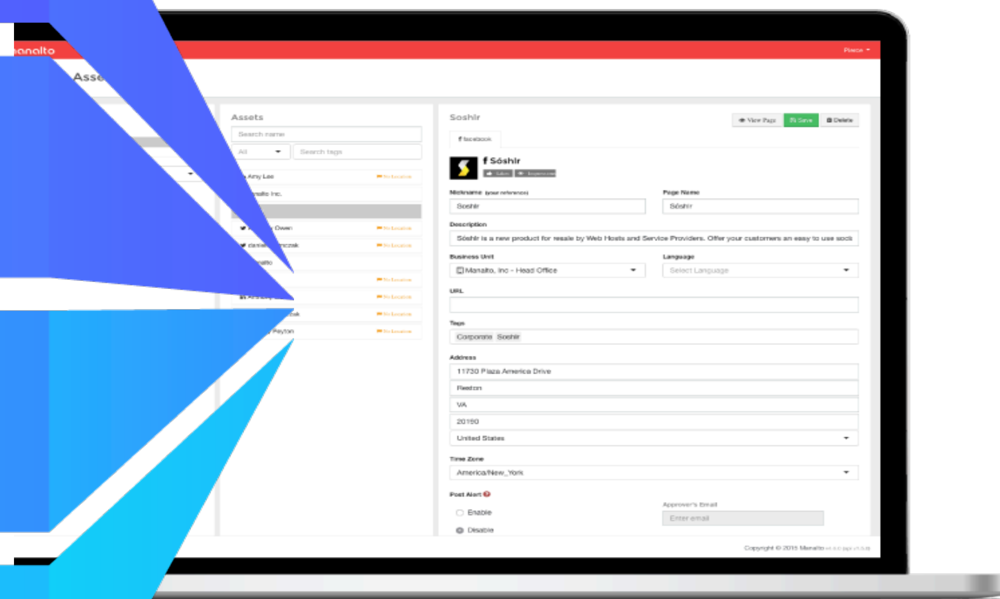
Publish content from Manalto to social media directly

Note: Model illustrates enterprise solution. While SME product is also subscription based, there are a number of different package options for SME product license

PROBLEM SOLVING TECHNOLOGY

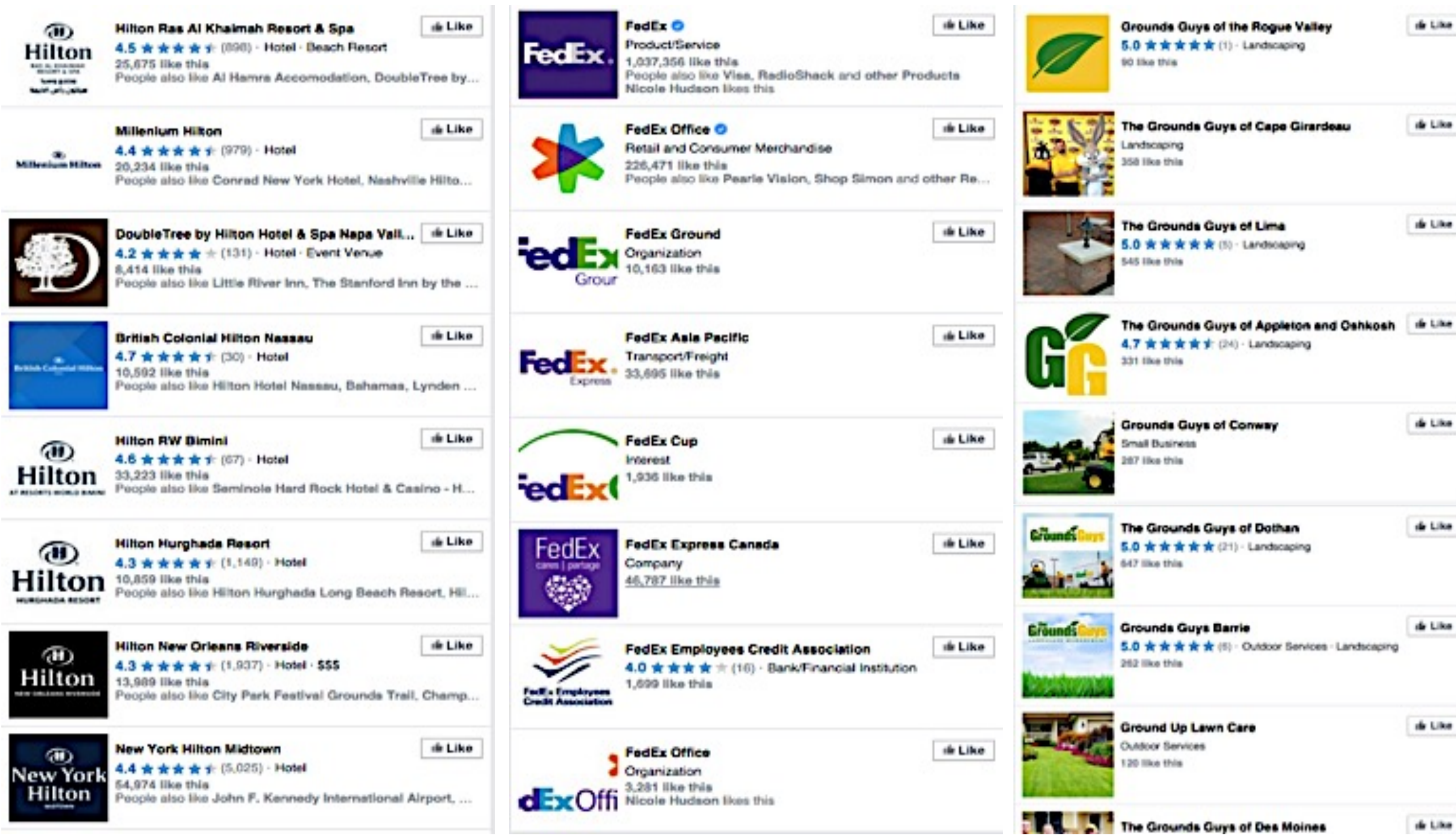
Manalto has built in features to address the challenges organisations face managing a wide social media presence, including:

- Brand inconsistency
- Inability to efficiently post content
- Lack of central visibility of all social media activity on one dashboard
- Lack of user security and access controls



BRAND INCONSISTENCY CHALLENGE

Examples of brand inconsistency on Facebook



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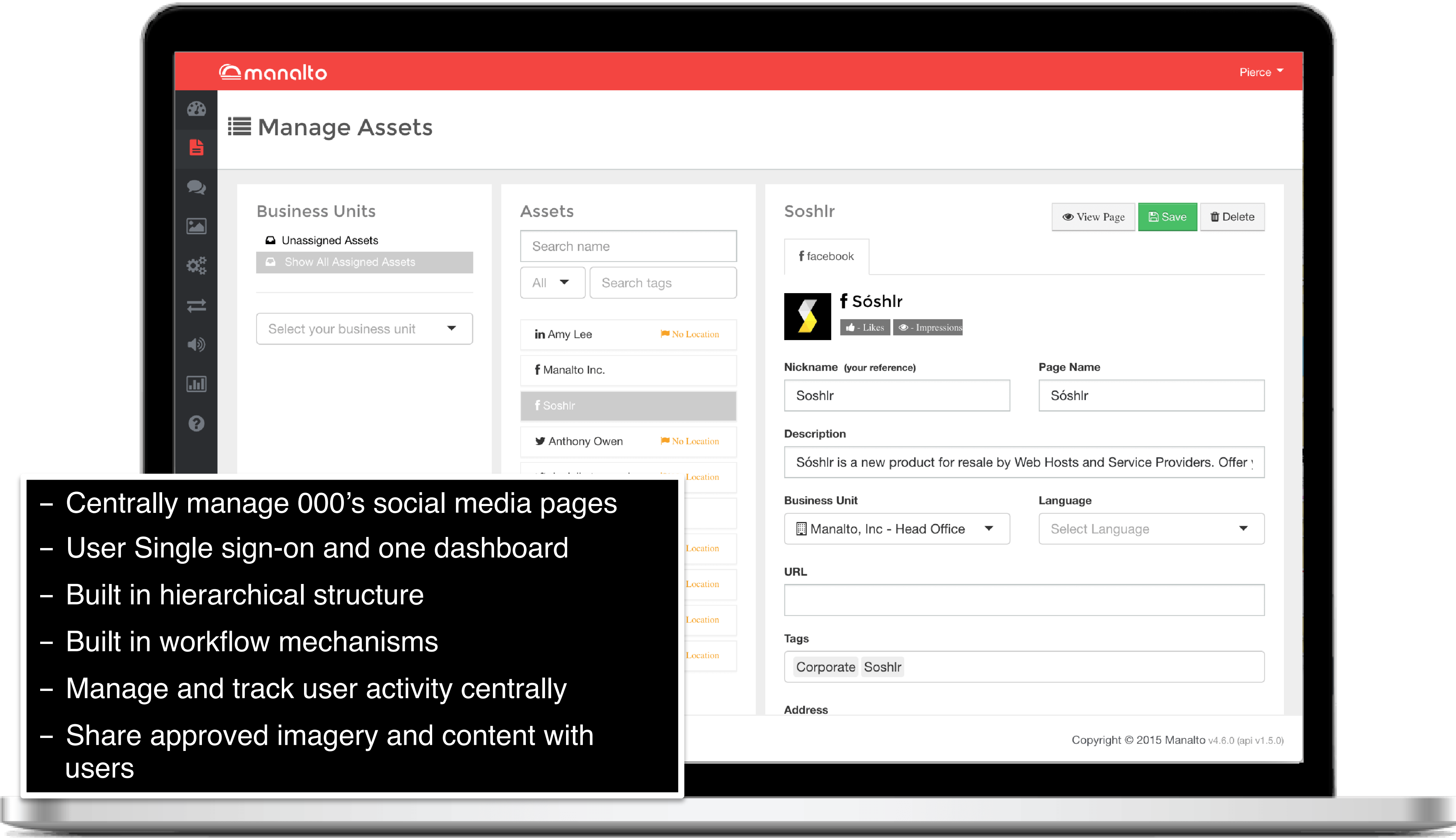
MANAGE AT SCALE



- Centrally manage 000's social media pages
- User Single sign-on and one dashboard
- Built in hierarchical structure
- Built in workflow mechanisms
- Manage and track user activity centrally
- Share approved imagery and content with users

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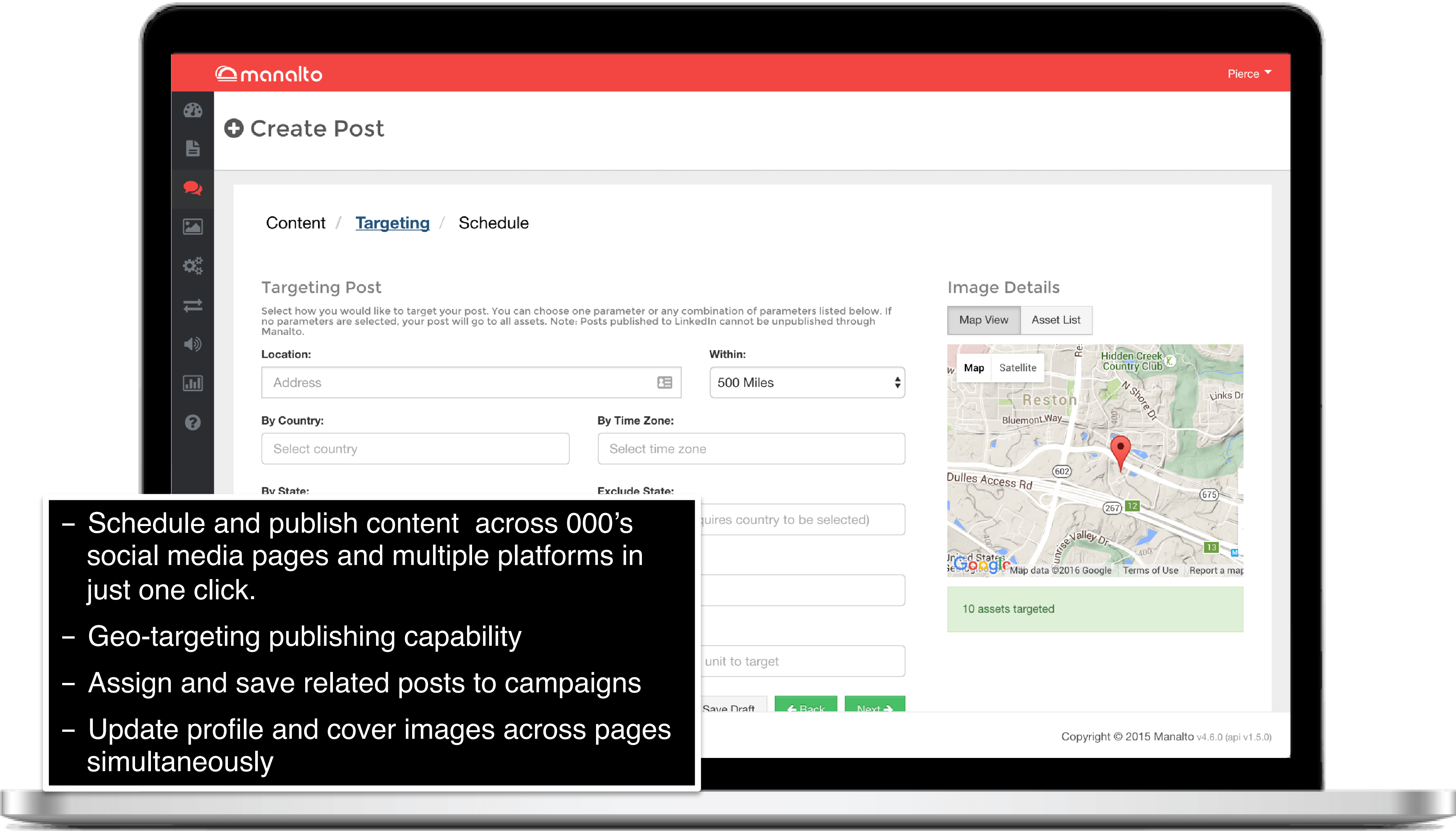
PUBLISH AT SCALE



- Schedule and publish content across 000's social media pages and multiple platforms in just one click.
- Geo-targeting publishing capability
- Assign and save related posts to campaigns
- Update profile and cover images across pages simultaneously

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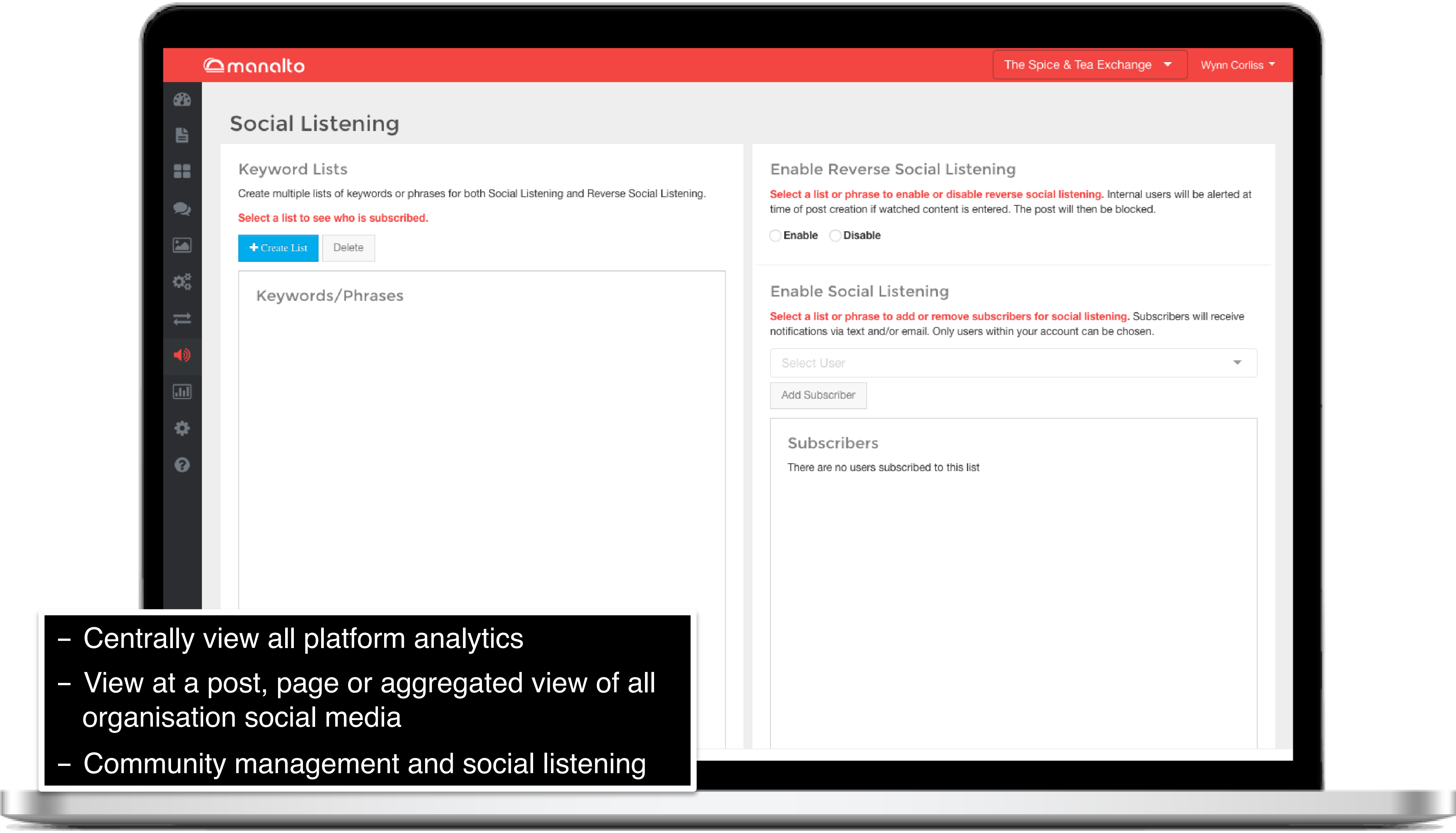
ANALYSE AND LISTEN AT SCALE



- Centrally view all platform analytics
- View at a post, page or aggregated view of all organisation social media
- Community management and social listening

SOCIAL MEDIA GROWTH

SOCIAL MEDIA GROWTH

SMALL BUSINESS PAGES

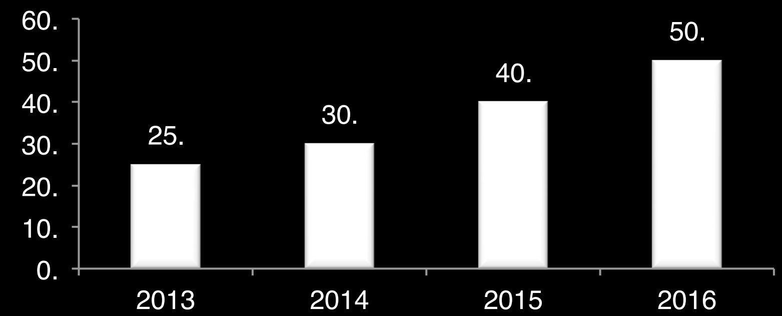
50m

Up from **45m** in Q4 2015

FACEBOOK ADVERTISERS

2.5 million

Facebook: number of Small Business Account Users 2013-2016 (Millions)



FACEBOOK MONTHLY USERS

1.59 billion

INSTAGRAM MONTHLY USERS

400 million

TWITTER MONTHLY USERS

320 million

PINTEREST MONTHLY USERS

100 million

LINKEDIN MONTHLY USERS

100 million

74% OF ONLINE ADULTS USER SOCIAL NETWORKING SITES

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CLOUD CHANNEL OPPORTUNITY

The global cloud channel is experiencing significant growth as more businesses transition to cloud services and applications to achieve cost savings and growth.

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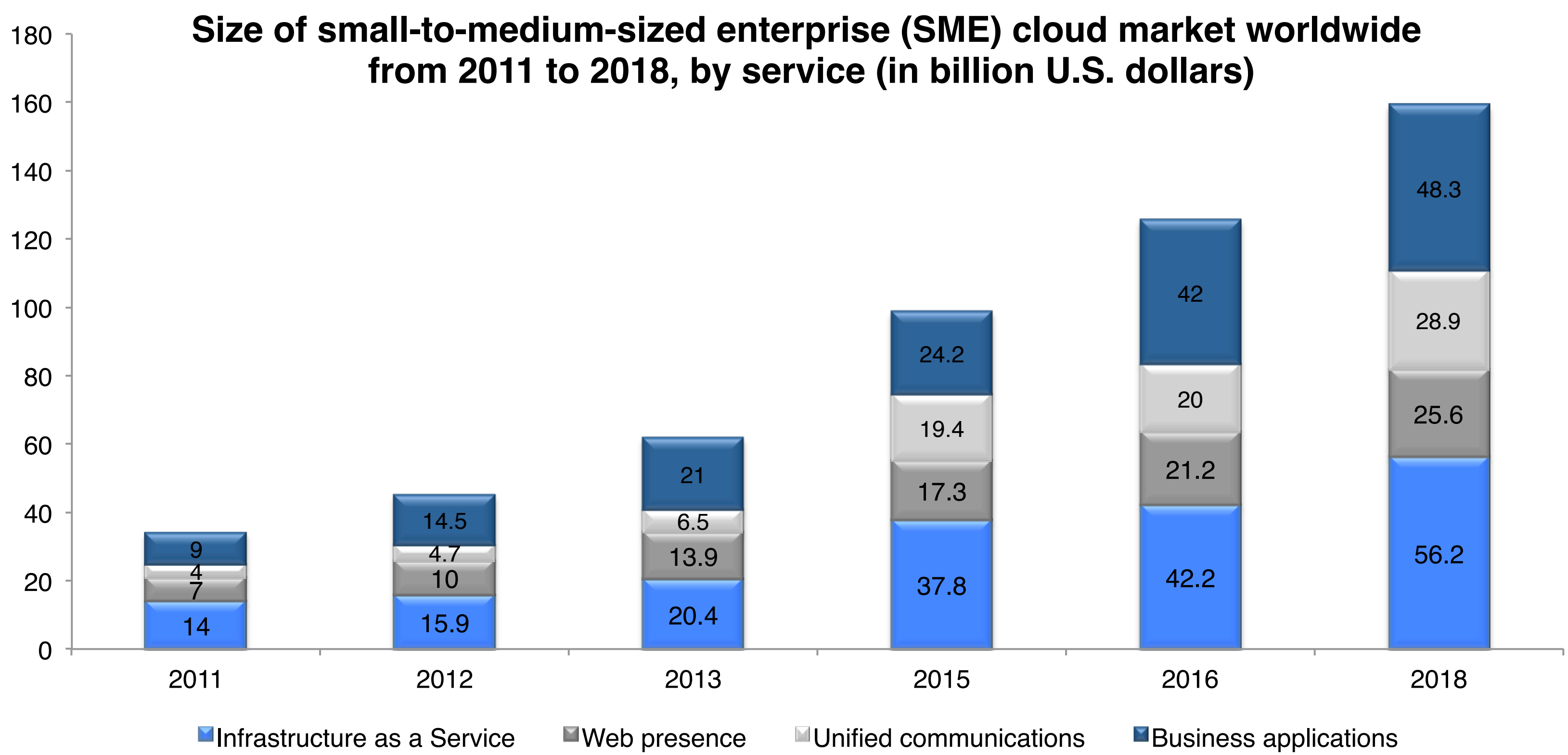
SME CLOUD SERVICE GROWTH

By 2018, the combined global SME web presence and business applications services channel is expected to grow to 73.9 billion.

Manalto is targeting this channel.



KEY PLAYERS IN THE CLOUD

Public Cloud (e.g.)

DISTRIBUTION TARGET MARKET

ALL CONSUMERS AND BUSINESS

Private cloud platforms (e.g.)

HOSTING COMPANIES

TELCO's

CLOUD APPLICATION RESELLERS

SME'S

Proprietary cloud platforms

ENTERPRISE

GOVT

WHERE ARE WE TODAY

ENTERPRISE PROGRESS

- **2,880** est. addressable licences of signed clients
  - **1,435** licenses invoiced p.m.
  - **1,445** est. addressable licenses of signed clients to be converted to revenue*
- **4963** est. addressable licenses in negotiation

Illustrative Enterprise Revenue Model (USD)					
Number of clients	50	75	100	125	150
Avg. client size by no. of licenses	500	500	500	500	500
No. of licenses invoiced	25,000	37,500	50,000	62,500	75,000
Est. gross license income at $240 p.a.	$6m	$9m	$12m	$15m	$18m

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.

ENTERPRISE CLIENTS

THE DWYER GROUP	Leading Franchise Group in the U.S. spanning 11 service-based franchise organisations with a total of 2,500 franchises in 10 countries.	857 invoiced licenses 2100 est. addressable licenses
CUMULUS	Cumulus Media, Inc. is an American broadcasting company and is the second largest owner and operator of AM and FM radio stations in the U.S	356 invoiced licenses 400 est. addressable licenses
GO VITA	Go Vita is Australia's largest health food cooperative.	22 invoiced licenses 180 est. addressable licenses
Adstream	Global referral partner	Global referral partner 5000+ customers

THE WOODHOUSE day spa® · showhomes HOME STAGING · SafeWay DRIVING

4 clients on minimum spend contracts.
USD$15,000 p.a. for up to 50 licenses.

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SÓSHLR PROGRESS

- **13.45m** est. addressable licenses of **7** signed partners
- **1.95**m est. addressable licenses in negotiation with **4** partners
- **3.6m** est. addressable licenses in advanced discussions with 6 partners

Combined Odin, AppDirect and Plesk global est. addressable market

48m

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.

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SÓSHLR DISTRIBUTION CHANNELS

VENDORS

Sóshlr is now available next to leading business applications (e.g)

CLOUD PLATFORMS

Sóshlr is integrated, certified and available via Odin and AppDirect. Manalto has signed an agreement with Plesk.

HOSTERS

TELCO's

CLOUD APPLICATION RESELLERS

Storefronts

Sóshlr has signed agreements with 6 channel partners in Europe, Asia and Australia.

SME'S

SÓSHLR RESELLERS

Telstra is Australia's largest telecommunications and media company

Globe Telecom is a major provider of telecommunications services in the Philippines

Blacknight is a web hosting and domain registrar company in Ireland with 120,000 SME's.

Readyspace is a cloud infrastructure service company based in Singapore.

TopCloud XL is a Netherlands cloud-based solution distributor with a 300+ partner-base of Value-Added Resellers (VARs), IT distributors, Hosting Companies and Telco's.

LuxCloud is a Luxemburg-based Cloud Service Brokerage enablement company with 350+ partners distributing cloud applications to SME's.

Plesk is a U.S based WebOps platform with 2500+ hosting companies who sell web and hosting services to 8M SME's.

How has Manalto responded to the cloud channel growth opportunity

Launched an SME Business Application

We purpose built a packaged and provisioned SME social media management solution for the cloud application market.

Integrated into two leading global cloud platforms

Sóshlr has been certified and integrated into Odin and AppDirect – with a combined est. addressable market of 40m SME's and has signed an agreement with Plesk – with an addressable market of 8m SME's.

Sóshlr is currently the only social media solution offered by Odin

First to market move by Manalto to integrate with a leading cloud platform.

In negotiations with major enterprise cloud platforms to integrate our enterprise solution

Re-aligned operational and commercial structure

Operational changes were made to ensure that we have the capability and structure to support channel partner growth and to successfully execute on partner enablement requirements.

2016/17 FOCUS

Expand the Sóshlr integration into additional cloud platforms

Aggressively pursue land grab via further channel partner agreements

Integrate Manalto Enterprise into cloud platforms
and ramp up enterprise sales

Ensure business-wide delivery and enablement of partners

Speed-to-market of new features

INVESTMENT CONSIDERATIONS

MTL Limited is now established and growing

- We have an active client base and growing revenue
- The solution remains a differentiated offering in the market and proven value proposition

We've built a solid and strategic foundation

- Successfully integrated Sóshlr with leading global cloud platforms
- Only certified social media management solution by Odin and AppDirect giving us access to approximately 40m SME's

We've timed our entry to the cloud market right

- First to market move by Manalto to integrate with leading cloud platforms
- Secured two of the world's major Telco's within three months of certification in addition to four other channel partners
- Now positioning Manalto Enterprise for application in the cloud

SHARE CAPITAL STRUCTURE

CAPITAL STRUCTURE		
Exchange Listing Details	Exchange	MTL.ASX
Ordinary Shares on Issue	No.	Approx.146m
Share Price (9 May, 2016)	A$/share	$0.075
Market Capitalisation (9 May, 2016)		Approx. AUD$11m
Cash (9 May, 2016)	AU$m	Approx. AUD$1.1m

TOP 10 SHAREHOLDERS	SHARES HELD	% of IC
ECA VENTURES LLC	13,841,412	9.51%
LSAF HOLDINGS	12,535,771	8.61%
MRS MELANIE VERHEGGEN	8,336,560	5.73%
ANTHONY AND MEGAN OWEN	6,769,540	4.65%
JACK BURSTON	5,346,590	3.67%
VANKAT PTY LTD	4,130,162	2.84%
CHIFLEY PORTFOLIOS PTY LIMITED	4,117,857	2.83%
RAVEN VENTURES (AUSTRALIA) PTY LTD	3,485,986	2.39%
HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	3,224,776	2.22%
EXIT OUT PTY LTD	2,705,253	1.86%
TOTAL	64,493,907	44.31%

BOARD OF DIRECTORS

MR JOSEPH MILLER
Interim Chairman

Mr 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.

MR ANTHONY OWEN
Founder & CEO

Mr Owen is the founder and CEO of Manalto Limited, a U.S based global social media management provider, founded in 2011 in Australia, and launched in the U.S in 2013. Anthony has more than 20 years experience in digital and social media, establishing and building successful sales management capability across digital organisations including OzEmail, BMC Media, Softbank, Sensis and Groupon. Anthony has held senior sales management and strategic commercial roles with experience across global and multinational channel distribution, media agency environments, direct-to-market and government.

MR 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.

MR 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 partner at Quinert Rodda, a law firm in Melbourne.

CORPORATE PRESENCE

Manalto Limited	Region	Number
Board of Directors	Australia	2
	USA	2
Management and Staff	USA	10
	South Africa	18
	Europe	1
	Australia	1
Total		34

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