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ASX Code

CRO

Issued Capital

Shares: 387,844,223
Options: 54.8M

UPDATE - NORTH AMERICAN EXPO, SALES AND MARKETING INITIATIVE

Cirralto Limited (ASX:CRO or the Company) is pleased to provide an update on the Company's US marketing activities.

The Company sent a small team to exhibit the PoolBox Solution at the International Pool; Spa; Patio Expo in the US, one of the largest consumer and industry tradeshows, with over 10,000 attendees.

The Company's aim was to test the US market acceptance of the solution and engage with early adopters to deploy the solution to gain commercial readiness in anticipation of a late 2019 North American product launch and to open discussions with US based distributors of technology solutions with a view to securing North American representation for PoolBox.

The Company is pleased to report that it fielded expressions of interest from over 60 companies eager to sign up to the early adopter program.

Further, the Company engaged with key market participants and have opened up discussions with numerous parties that have expressed interest in providing North American representation and distribution for PoolBox.

The Company expects that these discussions will continue over the coming months and is confident of securing a commercial engagement for PoolBox.

The Company's preliminary discussions with the early adopters highlighted the uniqueness of the PoolBox solution and ready market demand and acceptance for immediate deployment.

The Company is currently negotiating agreements with several end user Customers and expects to launch the early adopter program in the North American market in the new year with a view to commencing commercial roll out of PoolBox in H2 2019, specifically:

- Deploy mid Jan 2019 with a view to completion and customer go live by mid March 2019;
- Implement up to 20 stores in following states - California, Nevada, Arizona & Texas;
- Implement across a blend of Customers with the following characteristics that are typical of pool business across the North American market:
 - Mobile Service only businesses – up to 10
 - Single site retail + Mobile Service business – up to 5
 - Multisite retail + Mobile Service or Franchise Business – up to 3.

The Company anticipates utilising the Australian off-season to perfect the implementation and deployment of PoolBox to Customers in the North American market. The productivity gains from a streamlined implementation and deployment process is expected to be rolled out across Australia from April 2019.

At the conclusion of the earlier adopter program, the Company expects to achieve the following:

- Successful deployment of Customer reference sites in the North American market;
- North American distribution agreement(s); and
- Finalisation of PoolBox bundle pricing – early indications suggest the Company can command a premium price in the North American market (vs Australian) with Customers placing a higher value on productivity gains generated by PoolBox.

The Company is very encouraged by the early successes achieved to date and looks forward to providing further progress updates to the market. We will provide a further update at the company's AGM.

For Shareholder contact:

Please email: shareholders@cirralto.com.au

About Cirralto:

Cirralto Limited (ASX: CRO) listed company that owns and operates technology assets and services that enable modernisation of business IT systems via the conversion, migration and management of server based legacy data and systems to the Cloud.