

Manalto Limited



Manalto

- Manalto Limited (**MTL**) (ASX.MTL) provides cloud social media management solutions to SME and enterprise customers
- MTL's primary offering is a highly scalable cloud-based software platform, with 2 distinct target customer groups and branding

- Enterprise Solution** (Enterprise and large scale organisations)



- Sóshlr** (small and medium sized enterprises - SMEs)



- MTL allows businesses to manage, publish; and analyse their social media assets on a large scale and with 'a single click'
- The scalability of Manalto's solution remains a differentiated offering in the market

Market

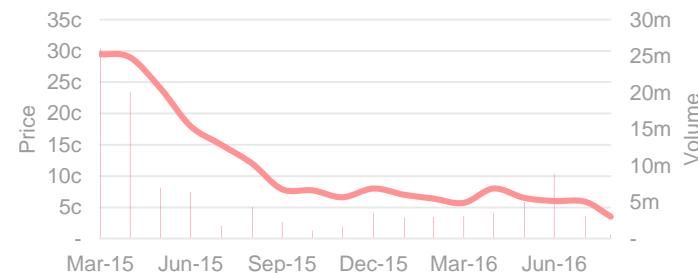
- The social media market is growing rapidly; fuelled by the rapid take-up of active users, especially on mobile platforms
- An increasing number of SMEs are using social media assets to reach growing audiences...
 - 57% of small businesses spend \$26 or more per month on publishing and analytics tools.
- ...However, despite heavy investment into social media, many businesses struggle to realise results
 - 34% of small businesses are now paying for publishing / analytics tools in order to gain a competitive edge
- The global social media analytics market is set to grow from USD \$1.60 Billion in 2015 to USD \$5.40 Billion by 2020

Market Metrics

Last Price (26 Aug.)	3.5c
Shares Outstanding	166,572,635
Options Outstanding	30,707,062
Market Capitalisation	\$5.8m
Net Cash	\$1.7m*
Enterprise Value	\$4.1m

Sales

- Cloud Services Marketplaces (**CSMs**) are online platforms that provide software as a service (SaaS) products
- MTL is marketing and distributing its Sóshlr product through a network of CSMs and will soon distribute its Enterprise Solution via CSMs
- Access to the cloud distribution channel will allow MTL to access hundreds of thousands of potential customers on a global basis
- There are no other social media management tools with distribution agreements with leading CSMs – ODIN, AppDirect and WHMCS
- Enterprise Solution is currently being marketed via direct sales, but is ready to be distributed through the cloud channel, pending agreements with key CSMs



Commercialisation Strategy

Manalto is focused on developing its cloud distribution channel

CSM Ecosystem

- Manalto's cloud distribution network is as follows:
 - The Cloud Services Marketplace is effectively a wholesaler of cloud software services. The CSM is the distribution channel for MTL's software



- SMEs or businesses are the end customer, ultimately purchasing the software service.

- Once a product is available for resale on a CSM, MTL will have exposure to a global network of hundreds of thousands of resellers marketing to a captive marketplace of business and enterprise customers

Route to Market

- MTL is marketing and distributing its Sóshlr product through a network of CSMs
 - MTL has developed and is building partnerships with globally recognised leading CSMs and will integrate Sóshlr into their marketplaces
- Once fully established, these CSM partnerships will provide access to a global network of millions of resellers and form MTL's distribution network
 - Negates the need for MTL to build out a B2C sales force

Competitive Advantage

- MTL is the only social media management tool integrated with leading CSMs (ODIN, AppDirect and WHMCS)
 - Given the required investment and time required to integrate, MTL is at least 12 months ahead of any potential competitor seeking to enter into the cloud channel distribution
- Resellers provide front line support to customers
 - Resellers and CSM provide ongoing support to end customer
 - MTL provides training and support to resellers' and CSM's technical teams