

## ASX ANNOUNCEMENT | MANALTO LIMITED

19 January 2017

### Executive Changes

Manalto Limited (“Manalto” or “the Company”) is pleased to advise of a number of enhancements to its executive management team. These changes have been made to augment the current capability required to position the Company with the necessary skills and experience to cope with the forecast growth for 2017 and allow it to take advantage of the strong product and distribution foundations built to date.

Following the strategic and operational review recently completed the Company has implemented a new management structure to ensure the ongoing development of the business. However, until such time as these positions can be filled, Jim McKerlie (Chairman) and Paul Gardner (NED) have agreed to taking expanded roles for the next six months.

Jim McKerlie will become Executive Chairman. He has extensive experience in international software development businesses, digital marketing and capital management. He has spent more than 25 years transforming digital, media, technology, energy and professional services organisations, fulfilling several senior roles and board positions, across various companies and industries. His remuneration for the period of his term as executive chair will be based on \$225,000 plus statutory superannuation per annum.

Jim has spent ten years as a senior director on eight public company boards of leading ASX companies, holding the role as Chairman on six of these. Jim is currently the CEO of Bambu Digital, a digital business solutions company which delivers digital solutions (SaaS) to underpin people transformation, superior customer experience and business performance improvement. He is also a Non-Executive Director of oil and gas producer Beach Energy Ltd. Previously, Jim has held a Partner in Charge role in Telecommunications and Media Consulting at Deloitte and was Managing Partner of KPMG’s Information, Communications and Entertainment Consulting Practice for Asia.

Additionally, current Non-Executive Director Paul Gardner has agreed to provide his marketing, advertising and activation expertise to the Company over the next six months. Paul will work predominantly with the Company’s existing marketing team, on its pull and push sales strategy. His consultancy fee will be based on time spent and will not exceed \$50,000 for this period of time.

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Paul has vast experience in advertising, marketing, branding, activation and business management. He is a highly regarded entrepreneur, business advisor, strategist, marketing and communications consultant, with over 30 years' experience in executive roles at a number of Australia's leading agencies. Paul is the founder of pgardner.com.au Pty Ltd, a business which specialises in consulting on business planning, marketing communications and bespoke mentoring for professional service business and the public sector, as well as consulting to green field start-ups both domestically and internationally. Since 1992 Paul has worked with leading advertising agency, Grey Group Australia and New Zealand and has served as Chairman for the past 13 years. Paul has held several board positions across philanthropic, sporting, community and academic organisations and his marketing expertise will be invaluable to Manalto as the Company moves into revenue generation.

The Company has commenced the search process for the specialized capability required for the next stage of development and growth. However given further expertise is needed immediately Jim McKerlie and Paul Gardner have already commenced in these roles.

ENDS

#### 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 on Manalto visit [manalto.com](http://manalto.com)

For further information on Sóshlr visit [soshlr.com](http://soshlr.com)