

SNK - Market information

12 April 2013

Snakk Media Limited Appoints Group CEO

Snakk Media Limited today announces the appointment of Mark Ryan as Group CEO, based in Sydney.

Mark has more than 16 years business management experience with a strong record of achievement throughout leadership, accelerated growth, and re-structuring roles in a mix of international, Asia-Pacific and Australian businesses. These organisations have included private and public technology, digital services, advertising agencies, and new media companies.

Mark has spent the previous 12 months as Executive Director of Snakk Media in Australia. Prior to this he was the first Chief Operating Officer appointed at Ogilvy Australia, Australia's largest advertising agency at the time. There, he completed the agency re-structure of Euro RSCG (Havas) Australia and was made Chief Operating Officer, another newly-created role and a first for the Euro RSCG global network. He was also the first digital & technology business specialist to move into a C-level role in a top-tier Australian full-service advertising agency.

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For more information, please contact:
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[About Snakk Media](#)

Snakk enables brands to reach their consumers on smartphones and tablets, delivering engaging ads across a network of mobile websites, applications, and games in a way that is highly targeted, measurable and scalable. The company's expertise and portfolio of technology aggregates a publisher's supply of ad space and matches it with an advertiser's demand. Snakk is deeply committed to building a purpose-driven business that balances commercial outcomes with a higher social purpose. Investor website: www.snk.co.nz