

SNACK MEDIA

2017 ANNUAL GENERAL MEETING

www.snakkmedia.com

Agenda

- **Opening Address. Peter James**
- **Business of the Meeting**
- **CEO Address. Joel Williams**

OPENING ADDRESS

Peter James
Independent Chair

THE RESOLUTIONS

Peter James
Independent Chair

Resolution 1

“That Mr. Peter James
be elected as a Director
of the Company”

Resolution 1

“That Mr Peter James
be elected as a Director
of the Company”

VOTE PLEASE

Resolution 2

“That the Board of Directors of the Company be authorised to fix the auditor’s (Staples Rodway) remuneration for the forthcoming year”

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VOTE PLEASE

CEO PRESENTATION

Joel Williams
CEO

Product

SNACK MEDIA

DATA LED SMARTSCREEN SOLUTIONS



30 SNAKKERS

MEDIA SALES, AD-OPS, TECH DEVELOPMENT, SUPPORT

FULL SERVICE

PUBLICLY LISTED COMPANY

25m+

MAPPED MOBILE DEVICES IN AU

TECH

EXCLUSIVE TECH PLATFORM PARTNERSHIP WITH UBERMEDIA

DATA

POWERFUL MOBILE -CENTRIC MOBILE DATABASE



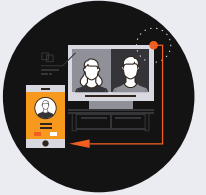
SMART AUDIENCE



SOCIAL AUDIENCE



SMART GEO



TV SYNC HOME AUDIENCE




SMART GEO



SMART GEO

WHAT? Precise and accurate geographic targeting of smart device users.



HYPERLOCAL

Precise and accurate GPS based geo targeting



COMPETITOR CONQUESTING

Identified and target competitor locations precisely and accurately with GPS based geo targeting



GEO FENCING

Precise and accurate GPS based digital fences around specific locations




LOCATION BASED AUDIENCES

Audience profiles built from live & historic geo location data



FOOTFALL MEASUREMENT

Precise measurement of engaged devices from one geo location to another



TRUE LIFT

Influence of device visits to a specific geo location

SMART GEO

HOW? SNAKK's Smart Geo is exclusively GPS based making it precise

GEO	RANGE	TARGETING LEVELS	LOCATION DATA SOURCE	OS LOCATION SERVICES	ENVIRONMENT	DETERMINISTIC RETARGETING
PRECISE	1m to 8m	Local (address, lat.-long), Suburb, City, State, Country	GPS (Satellites)	Yes	In-app	Yes (Device ID)
IMPRECISE	700m to 8km	Country	IP/ISP	No	Mobile Web	No

SMART AUDIENCE

WHAT? Custom multi-layered behavioral audience profiles to speak to your target audience.



USER LOCATION

Live & historical geo location data



CONTENT CONSUMPTION

Content consumption behaviors or patterns

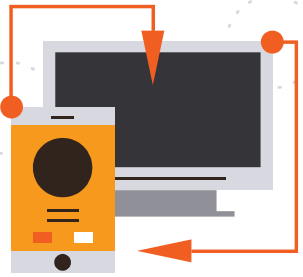


SOCIAL SIGNALS

Social signals that define a user

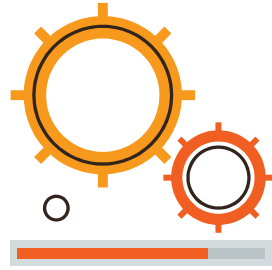
TV SYNC HOME AUDIENCE

WHAT? Amplify & engage with your TV audience at home on mobile



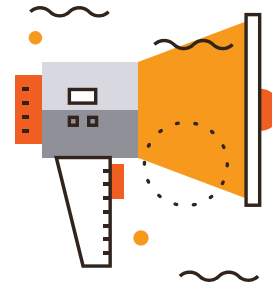
DUAL SCREENING

Take advantage of your target audiences dual screening behaviors



SYNC TO TVC

Sync rich media mobile ads to your target audience at home after they have been exposed to your TVC or your competitors TVC



AMPLIFY & ENGAGE

Drive deeper engagement & extend your brand conversation with your audience at home

Results

FY17 Highlights

- Launch of a programmatic mobile self-service platform in October '16 resulting in 7% of total revenue by year end
- Launch of a market leading GPS based mobile video product
- Development of a mobile geographic data and analytics capability
- Development of enhanced retail insights measurement and reporting
- An advertising agency winning the Bronze “Best Use of Geolocation” at the Festival of Media Global Awards for a mobile ad campaign underpinned by Snakk’s geographic targeted advertising platform
- Re-structuring to significantly lower operating costs

Focus for FY18

- Rigorous cost and cash management control
- Explore capital options
- Grow the self-service revenue
- Continue to grow the Victorian and Queensland managed service markets whilst at least maintaining revenue in the increasingly competitive NSW market. Maintain or incrementally grow in NZ
- Maintain gross profit margins
- Prudently manage the SEA business

Questions

SNAKK  **MEDIA**

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