



SNK – ANNOUNCEMENTS

30 June 2016

Snakk Media releases audited 2016 Financial Year results

AUCKLAND, New Zealand, 30 June 2016 – Today Snakk Media is announcing its audited financial results. During the financial year Snakk's business highlights included a significant improvement in gross margins, strong revenue growth in Asia, the announcement of an exclusive regional technology partnership, the rejuvenation of the Board and a capital raise that was successfully oversubscribed.

Most importantly the rate of cash usage was notably reduced to \$357k during the financial year, a 90% decrease when compared to last financial year's cash usage of \$3.7m. The company's cash reserves at the end of the financial year were \$3.0m.

We note that the total loss reported in the preliminary 2016 unaudited full year results on 31 May has increased from \$580k to \$934k. The \$405k increase in the Company's non-cash loss is due to the Directors' review of the Company's investments in Plyfe Inc. and Moasis Global LLC in the period since the preliminary full year release. This was done as the audited accounts require the Directors to assess the value of its financial assets at fair value through profit or loss.

The Directors have extremely limited visibility into the financial metrics of these unlisted businesses. These investments were made in 2014 by the previous Board, under a strategy which is no longer being pursued by the Company. The investments do not contribute to ongoing operations, and the success or failure of the investments are not material to the success of Snakk Media now or in the future. Accordingly, the Board has adopted a conservative approach and written down the fair value of the investments.

The Board and management are confident about the future prospects for Snakk Media and expect continued growth from our traditional ANZ and emerging Asian markets. We will continue to focus on building a highly valuable APAC mobile advertising business, one that takes full advantage of the opportunities presented to it.

ENDS

For enquiries, please contact:

Heidi Aldred, Company Secretary, +61 410 802 992, investors@snakkmedia.com www.snk.co.nz