

**SNK – ANNOUNCEMENT**

22 December 2016

**Snakk Media Management Restructure**

Snakk Media Limited (“Snakk Media” or the “Company”) advises that the Company’s Chief Executive Officer, Mark Ryan, will step down from his position effective immediately.

Mr Joel Williams, the Company’s Chief Operating Officer will now lead the Company as Chief Executive Officer. Mr Williams joined the company in August 2016. Joel has extensive executive level experience in listed multi-national media companies as well as in retail, financial and professional services. With a strong background in strategy, technology, and finance Joel holds a Masters of Economics and is a Chartered Accountant ANZ. He brings a depth and breadth of experience to lead the experienced management team in this next phase of Snakk Media’s growth.

This leadership change is part of the Company’s evolution following a period of investment into growing the business and the development of new products and services. Mr Ryan will continue to provide advisory services to Snakk until April 2017, especially in relation to the development of new markets and technological partnerships.

Peter James, Chairman of Snakk Media commented, "Mark has made a substantial contribution to the Company. Under his leadership the Company has developed a solid base from which to pursue its plans for a diversified mobile advertising business. With our range of products and services and experienced management team we will continue to grow Snakk Media's leadership in mobile advertising with the key focus to deliver a strong return on the investment in FY2018. The Board thanks Mark for his many contributions and looks forward to his working with management to ensure the Company's future success."

Mark Ryan commented “I’d like thank the Board and shareholders for their support, the Snakk team for their hard work and wish Joel the very best as the Company continues to evolve and grow. I’ve been with Snakk for almost four years, a particularly long time in this industry, and the time is right for new leadership. I’m looking forward to spending more time with my partner and young family, focusing on my personal business interests, and supporting Snakk as it continues on its journey to success.”

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