

SNK- Market Information

2 December 2013

Snakk Preliminary Interim Report Apr-Sept 2013

Dear Shareholders,

We are pleased to share our first half year results as a public company, for the period April to September 2013.

The business continues to grow strongly and we remain very excited about the future. Our team is working hard and we are focussed on building a successful company to be proud of.

As always, we thank you for your ongoing support.

Mark and Derek

ENDS

Contacts:

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About Snakk Media Limited

NZAX-listed Snakk Media helps brands find and reach consumers using apps, games and social media on their smartphones, tablets and other smart screens. The company generates revenue every time it successfully targets and delivers an ad across its networks of mobile websites, apps and games. The ads are targeted to ensure the right audiences see them at the right time and place.

Snakk is one of the first publicly listed companies in the world that has met the rigorous social and environmental performance standards required to become a certified B Corporation.

A:	(SNK) : Snakk Media Limited	
	Results for announcement to the market	
Reporting Period	6 months to 30 September 2013	
Previous Reporting Period	6 months to 30 September 2012	

	Amount (\$NZ)	Percentage change
Revenue from ordinary activities	\$3,020,596	147.5%
Loss from ordinary activities after tax attributable to security holders	(\$837,652)	15.7%
Net loss attributable to security holders	(\$837,734)	16.5%

	Amount per security	Imputed amount per security
Interim Dividend		
No interim dividend has been declared for this reporting period. SNK has no dividend reinvestment plan currently in operation.	N/A	N/A

Record Date	N/A
Dividend Payment Date	N/A

Commentary on results:
<p>Snakk Media Limited is announcing its first unaudited half year financial results since becoming a public company in March, reporting 147% year on year revenue growth, and generating \$3,020,596 in the first six months to 30 September 2013.</p> <p>Second quarter revenues almost tripled, increasing 183% from the previous year's corresponding quarter, when the 'smart screen' start-up generated \$1,800,109 from July-September 2013.</p> <p>Snakk, which generates revenue when its ads are targeted and delivered to audiences on smartphones and tablets across its networks of apps, sites and games, reported its first quarter revenues for April to July at \$1,220,486. First quarter revenues increased 116% from the previous year's first quarter.</p>

B: Snakk Media Limited
Preliminary announcement for the half year ended 30 September 2013

Preliminary **half year** report on consolidated results (including the results for the previous corresponding half year) in accordance with Listing Rule 10.4.2.

This report has been prepared in a manner which complies with generally accepted accounting practice and gives a true and fair view of the matters to which the report relates and is based on **unaudited** financial statements.

The accounting policies used in the preparation of these financial statements are consistent with those used in the interim financial statements for the six months ended 30 September 2012 and in the audited financial statements for the year ended 31 March 2013.

The Listed Issuer has a formally constituted Audit & Risk Committee of the Board of Directors.

C: Consolidated Statement of Financial Performance

	Sep-13 \$NZ	Up / Down %	Sep-12 \$NZ
Operating revenue	3,020,596		1,220,486
Direct media costs	(1,644,920)		(562,905)
Net operating revenue	1,375,676	109.2%	657,581
Operating expenses and staff costs	(2,213,328)		(1,381,401)
Loss before income tax	(837,652)	15.7%	(723,820)
Income tax benefit/(expense)	0		0
Loss from continuing operations	(837,652)	15.7%	(723,820)
Loss for the period	(837,652)		(723,820)
Other comprehensive income after tax	(82)		4,860
Total comprehensive loss	(837,734)	16.5%	(718,960)
	<i>No.</i>		<i>No.</i>
Total number of shares in issue	206,630,124		194,912,665
Weighted average number of shares in issue	223,254,869		191,520,161
	<i>Cents</i>		<i>Cents</i>
Loss Per Share:			
Basic	(0.38)		(0.38)
Diluted	(0.36)		(0.36)

D: Consolidated Statement of Financial Position

	Sep-13 \$NZ	Up / Down %	Sep-12 \$NZ
Assets			
Property, plant and equipment	15,720		17,942
Cash and cash equivalents	6,923,709		665,813
Trade and other receivables	2,088,505		595,938
Taxation receivable	48,885		8,451
Total tangible assets	9,076,819	604.6%	1,288,144
Liabilities			
Trade and other payables	2,260,343		947,786
Total liabilities	2,260,343	138.5%	947,786
Net assets	6,816,476	1902.7%	340,358
Equity			
Share capital	10,212,130		2,860,357
Accumulated losses	(4,115,756)		(2,811,966)
Other reserves	720,102		291,967
Total equity attributable to equity holders of the Company	6,816,476		340,358
Non-controlling interests	-		-
Total equity	6,816,476	1902.7%	340,358
	<i>Cents</i>		<i>Cents</i>
Net tangible assets per share	3.30		0.17

E: <u>Statement of Changes in Equity</u>	Sep-13 \$NZ	Up / Down %	Sep-12 \$NZ
Loss for the period	(837,652)		(723,820)
Increase in issued share capital	6,590,138		49,900
Share option reserve movement	224,030		119,509
Foreign currency translation reserve movement	(82)		(4,861)
Non-controlling interests movement	-		-
Movements in equity for the period	5,976,434		(559,272)
Equity at start of the period	840,042		899,630
Equity at end of the period	6,816,476	1902.7%	340,358

F: <u>Consolidated Statement of Cash Flows</u>	Sep-13 \$NZ	Up / Down %	Sep-12 \$NZ
Loss for the period	(837,652)		(723,820)
Add/(Less):			
Depreciation of property, plant and equipment	6,524		7,996
Share based payments	224,030		119,509
Interest received	(92,679)		(13,174)
Foreign currency translation reserve	(82)		0
Increase in accounts receivable and other assets	(1,165,032)		(40,689)
Increase in accounts payable and other liabilities	597,096		29,894
Net cash flow from operating activities	(1,267,795)	104.4%	(620,284)
Net cash flow from investing activities	83,755		(1,517)
Net cash flow from financing activities	6,590,138		45,039
Net decrease in cash held	5,406,098		(576,762)
Opening bank balance	1,244,463	0.2%	1,242,575
Closing bank balance	6,650,561	898.9%	665,813
Made up as follows:			
Cash and cash equivalents	6,650,561	898.9%	665,813

G: Material Acquisition of Subsidiaries N/A

H: Material Disposal of Subsidiaries N/A

I: Material Investment in Jointly Controlled Entity N/A

J: Issued and Quoted Securities at End of Current Period

Category of Securities Issued	Number	Quoted
ORDINARY SHARES:		
Total number of shares in issue	206,630,124	206,630,124
Issued during the current period	56,232,860	-

K: Comments by Directors

If no report in any section, state NIL. If insufficient space below, provide details in the form of notes to be attached to this report.

(a) Material factors affecting the revenues and expenses of the group for the current full year or half year

Refer to Commentary in Section A.

(b) Significant trends or events since the end of the current full year or half year

Refer to Commentary in Section A.

(c) Changes in accounting policies since last Annual Report and/or last Half Yearly to be disclosed

None.

(d) Critical Accounting Policies - Management believes the following to be critical accounting policies. That is they are both important to the portrayal of the Issuer's financial condition and results, as they require management to make judgments and estimates about matters that they are inherently uncertain

None.

(e) Management's discussion and analysis of financial condition, result and/or operations (optional) - this section should contain forward looking statements that should outline where these involve risk and uncertainty

Refer to Commentary in Section A.

(f) Segment information - The Group is organised into one operating segment, the provision of mobile phone enabled promotions and marketing services. The segment result is reflected in the financial statements. The Group operates principally in Australia.



2 December 2013

(signed by) Authorised Officer of Listed Issuer

(date)

L: SEGMENT INFORMATION

The Group is organised into one operating segment, the provision of mobile phone enabled promotions and marketing services. The segment result is reflected in the financial statements. The Group operates principally in Australia.