

Disclosure of beginning to have substantial holding

Section 22, Securities Markets Act 1988

To: NZX Limited

And: Snakk Media Limited

Date this disclosure made: 6 March 2013

Substantial security holder(s) giving disclosure

Name(s): Far East Associated Traders Limited

Contact details: Mr Derek Handley

Tel: 001 917 5176853

Email: Derek.Handley@snakkmedia.com.au

Date on which substantial security holder(s) began to have substantial holding: 6 March 2013

Summary of substantial holding to which disclosure relates

Class of listed voting securities: Ordinary shares in SNK

Summary for: Far East Associated Traders Limited

For this disclosure,—

- (a) total number held in class: 46,598,821
- (b) total in class: 206,630,124
- (c) total percentage held in class: 22.55%

Details of relevant interests currently in substantial holding

Details for: Far East Associated Traders Limited

Nature of relevant interest(s): Registered Holder

For that relevant interest,—

- (a) number held in class: 46,598,821
- (b) percentage held in class: 22.55%
- (c) current registered holder(s) of securities: Far East Traders Limited
- (d) registered holder(s) of securities once transfers registered: Far East Traders Limited

Details of transactions and events giving rise to person beginning to have substantial holding

Details of the transactions or other events requiring disclosure under the instructions to this form: Existing shareholding in Snakk Media Limited prior to listing on the NZAX on 6 March 2013.

Additional information

Nature of connection between substantial security holders Far East Associated Traders Limited is the beneficial owner of the shares.

Address(es) of substantial security holder(s):

Far East Associated Traders Limited

Rm C 16F On Hing Building

1-9 On Hing Terrace

Central Hong Kong

Name of any other person believed to have given, or believed to be required to give, a disclosure under the Act in relation to the securities to which this disclosure relates: not applicable

Declaration

I, Malcolm Noel Lindeque, declare that, to the best of my knowledge and belief, the information contained in this disclosure is correct and that I am duly authorised to make this disclosure by all persons for whom it is made.