

SNK – Market information

13 January 2014

Snakk Chair completes initial share transfer to foundation

Snakk Media (SNK) advises that Chair and Co-Founder Derek Handley has completed the transfer of 2 million shares to his personal charitable foundation in an off-market transaction as per his previous guidance at the Snakk AGM in August 2013.

In addition, Derek has indicated to the Snakk Board that he has begun to transfer approximately 10% of his Snakk holdings (as at January 2014) to The Handley Foundation, a range of other charities and private placements to investors through a combination of on and off-market transfers.

Transfers totalling 1,466,187 have already taken place, leaving interests associated with Derek Handley's holding at 41,132,634 (15.6%) as at Jan 13 2014.

Derek Handley said, "I remain committed to the success of Snakk and retain a hugely positive outlook on its future as we continue to break revenue records each quarter. Snakk is one of my largest individual investments and after a fantastic 2013 I am taking the opportunity to redirect some of my holdings to worthy social initiatives in 2014 and balance my portfolio."

The SSH Notice for Far East Associated Traders Limited is attached.

ENDS

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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.