

SNK Shareholder Update – February 2014

Dear Shareholder,

You may have seen the recent notice on NZX and media stories reporting that former Snakk shareholder SeaDragon (NZX:SEA) has completed the sell-down of all its shares, a process which began in August last year. This was done due to a change in their focus from being an investment company to a dietary supplements business. As of last week another previously significant shareholder, Snakk Trustees Limited, also reduced its holdings to zero.

When a handful of shareholders consistently sell down their stock on the open market in a small listed company like ours, this can disproportionately affect the share price. The Board and I see this milestone as a positive outcome for the business and for the Snakk share price.

As a result we have acquired a far greater spread of new investors, with the vast majority of our shareholders understanding the long-term view of investing in a company that is operating in a high-growth market.

The Board is also very pleased to announce that December's revenue surpassed the one million dollar mark, a fantastic milestone to cap off the calendar year. As noted in January, we plan to release our unaudited revenues for our third financial quarter in early March 2014.

In 2013 Snakk saw strong revenue growth. As importantly we committed substantial resources to developing our talent, technology and operations; in addition we considered strategic investments and new markets to enter. The recent release of [Facebook's Q4 results](#), which saw its revenues grow 63% and mobile advertising accounting for 53% of total revenue, is further proof of the incredibly fast-growing market Snakk is at the forefront of.

We have an exciting year ahead of us, and the team is working hard to make it a success. As always, we thank you for your continued support.

Thanks,

Mark

A handwritten signature in black ink, appearing to be 'Mark Ryan', written over a thin horizontal line.

Mark Ryan
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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.