

SNK – Market information

27 May 2014

## **New Tech Investments Give Snakk Exclusive Edge: Shareholder Update May 2014**

Dear Shareholders,

Snakk is preparing to announce our year end results on Friday 13 June. In the meantime we'd like to update you on some exciting recent developments.

### **Q4 performance (January – March 2014)**

While our fourth quarter and full year revenues will be announced 13 June, the management team is very pleased with the company's sales from January to March 2014. Snakk continues to see strong year on year growth.

Significant media campaigns were delivered for brands - including Samsung, Adidas, Air New Zealand and Vodafone - which use Snakk's audience-targeting technologies to tailor highly relevant ads to smartphone and tablet users.

### **Asian expansion – update**

We've stepped up our plans to operate directly in Asian countries where there are tens of millions of smartphone users. We've visited key areas in the region this year to identify talent and build relationships with regional media agencies.

Revenues continue to flow from Asia into our Sydney office via local agencies for whom we deliver APAC campaigns. With more than half of the world's mobile users living in Asia, it is important we get our people, systems and technology choices in place before launching into a new territory. With that in mind, we expect to announce a senior hire to lead our Asian operations soon.

### **New technology investments and exclusive partnerships**

We are excited to share that we've begun making strategic investments in smart screen technology companies that we will bring to local and Asian markets in the near future. The first two deals form the beginning of an expanded portfolio of cutting-edge offerings that may well define the future of our industry.

#### *1. Moasis Global*

We've made a minority investment in San Francisco-based [Moasis Global](#), which includes the exclusive rights to offer its patented "Smart-Grid"<sup>SM</sup> location-targeting technology throughout New Zealand and Australia; with NZ being the first market outside of the US to get access to the platform when launched in the coming weeks.

Moasis is a cloud-based platform that allows local businesses, premium brands and media agencies to select precise physical areas like city blocks and neighbourhoods, allowing advertisers to send targeted messages to any internet-connected device, including phones, tablets, laptops, digital billboards and more. With their proprietary Geo-Grid™ approach, each square on the grid is unique and can be turned on or off on any given campaign to optimise results. Brands using Moasis in America include top Fortune 100 Companies.

#### *2. Plyfe*

Snakk has also invested in New York-based [Plyfe](#), another cloud-based ad technology platform that will be deployed commercially in the coming weeks. This includes exclusive rights to offer the technology throughout the APAC region. Plyfe enable brands to add interactive and game-like experiences into the apps, mobile websites and social pages viewed on their smart screen devices.

Two major financial backers for Plyfe are also heavily networked into Indonesia and Japan, providing Snakk insight and partnership opportunities into these potential expansion markets.

Plyfe was co-founded by Jeff Arbour in 2011, who started the New York office of The Hyperfactory (subsequently acquired by Meredith Corporation NYSE: MDP in 2010)\*. The company made the list of Forbes 'Top 100 Most Promising Companies' in 2013 and is supported by leading venture capitalists General Catalyst and Initial Capital. Premium brands that have used Plyfe include Campbell's, the United Nations Foundation and Unilever.

Investing in and partnering with these companies is a unique and competitive strategy - one that Snakk intends to expand on into the future. Although each of these investments is under US\$250,000, they are integral to our commitment to remain at the forefront of mobile advertising technologies and evolving smart screen opportunities. By aligning ourselves with some of the most progressive technology entrepreneurs in North America we continue to build up our portfolio of world-class mobile media platforms and partnerships.

### **Smartphone and tablet use continues to grow**

The amount of time people spend on their smart screens continues to skyrocket, presenting ample opportunities for Snakk. You can read about the key trends, market growth stats and other interesting analyses around the use of tablets and smartphones on the Snakk Media blog: <http://www.hapticgeneration.com.au>.

There is no question there are amazing times ahead with rich potential for Snakk, and we will continue sharing these highlights with you as they unfold.

Thanks once again for your support,

Mark

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

Mark Ryan  
Group CEO  
Snakk Media

\* Snakk Chair and Co-Founder Derek Handley, who co-founded The Hyperfactory in 2001, made a nominal investment of funds (US\$10,000) and provided advisory time to Plyfe during the year the company was founded.

### **About Snakk Media Limited**

[www.snk.co.nz](http://www.snk.co.nz), [www.twitter.com/snakkir](https://www.twitter.com/snakkir)

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.

### **About Moasis Global**

San Francisco-based Moasis unifies the intersection of location data and instant, multi-screen, local delivery anywhere, all within its Intelligent Location Engine™ for marketers and advertisers of all sizes. Moasis takes the work out of reaching local customers on mobile phones, tablets and more utilizing its propriety geo-grid™ logic. The Moasis team combines deep knowledge in both the practices of marketing and the technologies disrupting today's information ecosystem to help its customers weather the ongoing changes in digital media and local marketing.

To learn more, please visit [www.moasisglobal.com](http://www.moasisglobal.com), follow us on Twitter [@moasisglobal](https://www.twitter.com/moasisglobal).

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