

SNK – Notice of Annual Meeting

9 August 2013

Notice of Annual Meeting and New Analyst Report

All Snakk Media Limited shareholders are warmly invited to the Annual Meeting of Shareholders, to be held in the Sir Paul Reeves Building (WG), 55 Wellesley Street, AUT University, City Campus, Auckland on Monday, 26 August 2013 from 4:00pm (Annual Meeting called to order 4:30pm).

All shareholders should visit www.snk.co.nz/2013-agm to RSVP for the event.

The event will also be live-streamed and available for viewing on Snakk's investor website – www.snk.co.nz - enabling shareholders to watch remotely, via their smart screen of choice, including their smartphone or tablet.

Snakk Co-Founder and Chairman Derek Handley and Group CEO Mark Ryan will chair the meeting. Other senior members of the Snakk team will also be present, including Co-founder and General Manager of Snakk, Andrew Jacobs, Group Partnerships Manager, Max Flanigan and Board members, Michelle Kong and Tim Alpe.

After the conclusion of the Annual Meeting shareholders are invited to join us for presentations and an experts' panel on the future of smart-screens. There will also be the opportunity to network with fellow Snakk'rs and see some of the company's technology in action.

In addition to the information about the Annual Meeting, we'd also like to take this opportunity to let you know about an analyst update released on 30 July - independent research company Edison Investment Research has narrowed its valuation to 14-17 cents, up from their initial low-end valuation point of 10.9c when they published their inaugural review of Snakk in April. Go to www.snk.co.nz/announcements to review both reports.

The Edison report states that the "rapid adoption of smartphones is dramatically changing patterns of media consumption - not yet reflected in the allocation of marketing dollars, and that constant technological advances are allowing brands to nurture a far closer relationship with consumers, offering added-value and tangible benefits using greater interactivity and engagement."

We continue to see the growth of mobile advertising both locally and overseas. The recent release of Facebook's Q2 results¹ underscore this with the company reporting that 41% of its ad revenues now come from mobile advertising up from the previous quarter of 29%, an excellent example of the shift of advertising dollars to smart screens.

We thank all our shareholders for their continued support and look forward to meeting with them at the Annual Meeting.

ENDS

For investor enquiries, please email: investors@snakkmedia.com or phone Malcolm Lindeque (Company Secretary) 021 464392

Follow Snakk for investor and market updates on twitter.com/snakkir

About Snakk Media Limited

NZAX-listed Snakk Media enables brands to reach their consumers on smartphones and tablets by delivering engaging ads across a network of mobile websites, applications, and games in a way that is highly targeted, measurable and scalable. The company generates revenue every time an ad uses its networks to appear on a publisher's site.

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 (B Corp www.bcorporation.net/community/snakk-media).

¹ <http://investor.fb.com/releasedetail.cfm?ReleaseID=780093>

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS OF SNAKK MEDIA LIMITED

Business

- A. Chairman's introduction**
- B. Managing Director's Review and Trading Update**
- C. Resolutions**

Resolution 1 - Re-election of Mr Tim Alpe as a director of the Company – Ordinary Resolution

Mr Alpe retires in accordance with the provisions of the Constitution of the Company and, being eligible, offers himself for re-election. Accordingly, the shareholders of the Company are requested to consider and, if thought fit, pass the following resolution as an ordinary resolution:

"That Mr Alpe be re-elected as a director of the Company."

Resolution 2 - Re-election of Ms Michelle Kong as a director of the Company – Ordinary Resolution

Ms Kong retires in accordance with the provisions of the Constitution of the Company and, being eligible, offers herself for re-election. Accordingly, the shareholders of the Company are requested to consider and, if thought fit, pass the following resolution as an ordinary resolution:

"That Ms Kong be re-elected as a director of the Company."

Resolution 3 – Re-appointment and Remuneration of Auditors – Ordinary Resolution

To consider and, if thought fit, pass the following resolution as an ordinary resolution:

"That PricewaterhouseCoopers be re-appointed as Auditors of the Company under section 200 of the Companies Act 1993, and the Board of Directors of the Company be authorised to fix their remuneration for the forthcoming year."

- D. CEO's presentation of the company's future direction**
- E. Conclusion of Annual Meeting**

By Order of the Board

PROXIES AND REPRESENTATIVES

Shareholders may exercise their right to vote at the meeting either by being present in person or by appointing a proxy to attend and vote in your place. A proxy need not be a shareholder of the Company. A body corporate shareholder may appoint a representative to attend the meeting on its behalf. To appoint a proxy you can:

EITHER Complete and sign the proxy form and send it to the Company's share registrars, Computershare Investor Services Limited, no later than 48 hours prior to commencement of the meeting. A reply paid envelope is enclosed if mailing the proxy form from within New Zealand. If you wish to deposit your proxy by fax, please send it to Computershare on fax (09) 488 8787.

OR Alternatively you can appoint a proxy online by visiting www.investorvote.co.nz and using the control number 106369 and your CSN/Securityholder number and postcode.

If you wish to attend the Annual Meeting and vote in person, please bring your CSN/Securityholder number with you and visit the registration desk where Computershare will provide you with a voting paper.

If you have any queries regarding the information above, please contact Computershare Investor Services Limited by email, or call on 09 488 8777 Monday to Friday 8.30am - 5.00pm.

EXPLANATORY NOTES**RESOLUTION 1: RE-ELECTION OF TIM ALPE AS A DIRECTOR**

Tim Alpe, who was appointed as a director of the Company by the Board of Directors is required by the Constitution and the NZAX Listing Rules to retire from office at this Annual Meeting, and being eligible, offers himself for re-election. The Board has determined that Tim Alpe is an independent director and unanimously recommends that shareholders vote in favour of his re-election.

As JUCY CEO, Tim Alpe is well on his way to building one of Australasia's fastest growing independent tourism companies.

Since JUCY's 2001 launch, JUCY's vehicle fleet has grown to 2,500 cars and campavans, rental branches in nine locations around New Zealand and Australia along with 3 in the USA which launched early 2012, a JUCY Hotel in Auckland, JUCY Cruize Milford Sound and JUCY By Design, a campervan manufacturing company just north of Auckland. The next plan is to launch more hotels and look at other tourist attractions that can be 'JUCYfied.'

Tim was named the 2010 New Zealand Ernst & Young Entrepreneur of the Year. He is a Director of JUCY Group Limited, Cruize Milford Limited and Cityhop Limited. As a Snakk director, Tim is enthusiastic about being involved with a leader of the mobile advertising industry.

RESOLUTION 2: RE-ELECTION OF MICHELLE KONG AS A DIRECTOR

Michelle Kong, who was appointed as a director of the Company by the Board of Directors is required by the Constitution and the NZAX Listing Rules to retire from office at this Annual Meeting, and being eligible, offers herself for re-election. The Board has determined that Michelle Kong is an independent director and unanimously recommends that shareholders vote in favour of her re-election.

Michelle Kong is currently the General Manager, Group Strategy at Telecom New Zealand, having held a number of corporate strategy, transformation and market/product strategy roles at Telecom over the past 8 years. Prior to moving to New Zealand, Michelle worked in group strategy and investor relations with Orange (plc, then SA) based in London, and before that as an investment banking analyst with Morgan Stanley in Melbourne, New York and Singapore. Michelle is also currently a Trustee with the Marram Community Trust.

Michelle holds bachelor's degrees in Arts (Pure Mathematics, Hons I) and Law from the University of Sydney (her home town). Coming from the corporate world, Michelle is excited to be working with a fast-paced, high-growth company like Snakk.