

SNK – AGM update

21 August 2013

**Snakk to release Q1 revenues at AGM**

*Live webcast of AGM and panel event details revealed*

AUCKLAND, New Zealand, 21 August 2013 - Snakk Media Limited will announce its unaudited revenues from the April-June first quarter at its Annual General Meeting (AGM) on Monday, 26 August 2013.

The AGM will be streamed live on the company's investor relations website, [www.snk.co.nz](http://www.snk.co.nz) from the Te Iringa room (WG308) of the [Sir Paul Reeves Building](#), 55 Wellesley Street, AUT University, from 4pm.

Presenting at the AGM will be Snakk Media Group CEO Mark Ryan as well as the company's two co-founders: Chairman Derek Handley and General Manager Andrew Jacobs. Other key members of the Snakk team will also be at the event, including Group Partnerships Manager Max Flanigan, NZ Sales Director Rowan Spinks; and Board Members Michelle Kong and Tim Alpe.

The live webcast will continue after the AGM with an event from 6pm featuring expert analysis and a panel discussion on how tomorrow's consumers, marketers and media producers will adapt to a world with more screens, more channels and more companies collecting information about them.

The four panellists, who work and live at the intersection of media, digital, social and technology, include Mediacom's Digital General Manager and TVNZ Gadget Guy John Buckley, who has worked at some of New Zealand's leading advertising businesses and media agencies; Mediaworks "Director of Interactive" Siobhan McKenna, who set up the company's New Media division seven years ago; award-winning Trigger Happy CEO and Co-Founder Shona Grundy, who last week released a new animated digital storytelling iPad app called *Toon Hero*, available in 14 languages around the world; and entrepreneur Derek Handley.

Moderating the panel discussion will be creative ad veteran Vaughn Davis, who, along with founding and running The Goat Farm, is a regular social media commentator and content director for the annual TedX Auckland.

"We are opening up the AGM and the subsequent panel discussion event so that anyone can tune in to watch, whether in person or remotely from a tablet or smartphone," says Snakk Group CEO Mark Ryan.

"Snakk is a company that seeks to transform the way brands communicate with consumers using their smart screens. We have more than 3500 shareholders from all over New Zealand and other parts of the world, and we feel that making our investor communications more accessible and convenient via smart screens is every bit as important. We're looking forward to an exciting AGM and an evening of insightful discussion on what our fast-moving industry looks like now, and where our expert panel feel it's heading. It's going to be a fantastic night."

A report released last week from the New Zealand Interactive Advertising Bureau (IAB)<sup>1</sup> shows New Zealand smartphone penetration has reached 53%, and a representative from IAB was quoted in recent media reports saying this number is expected to reach 70% early next year.

The report showed the biggest growth online advertising in the second calendar quarter of this year came from mobile advertising, which surged by 73% year-on-year and 15% from the first quarter.

ENDS

NOTES

Shareholders wanting to RSVP to the AGM and panel can do so by registering [here](#).

---

<sup>1</sup> IABNZ/PWC Quarterly Online Ad Spend report

**About Snakk Media Limited**

Snakk enables brands to reach their consumers on smartphones and tablets, delivering engaging ads across a network of mobile websites, applications, and games in a way that is highly targeted, measurable and scalable.

The company's expertise and portfolio of technology aggregates a publisher's supply of ad space and matches it with an advertiser's demand. Snakk generates revenue every time an ad uses its networks to appear on the sites, games and social networks of a tablet or smartphone. Revenue comes from both the advertiser paying to use the ad space and the publishers serving the ad to its audiences.

Snakk is deeply committed to building a purpose-driven business that balances commercial outcomes with a higher social purpose.

Investors: [www.snk.co.nz](http://www.snk.co.nz)

Twitter: @snakkir