

A: (SNK) : Snakk Media Limited

Results for announcement to the market

| | |
|---------------------------|----------------------------|
| Reporting Period | 12 months to 31 March 2014 |
| Previous Reporting Period | 12 months to 31 March 2013 |

| | Amount (\$NZ) | Percentage change |
|--|---------------|-------------------|
| Revenue from continuing ordinary activities | \$7,056,106 | 93.1% |
| Loss from continuing activities after tax attributable to security holders | (\$1,885,349) | 58.4% |
| Loss from discontinued activities after tax attributable to security holders | \$0 | |
| Net loss attributable to security holders | (\$1,885,349) | 58.4% |

| | Amount per security | Imputed amount per security |
|---|---------------------|-----------------------------|
| Interim Dividend | | |
| No interim dividend has been declared for this reporting period. SNK has no dividend reinvestment plan currently in operation. | \$0.0000 | \$0.00000 |

| | |
|-----------------------|-----|
| Record Date | N/A |
| Dividend Payment Date | N/A |

| |
|--|
| Comments: |
| Refer to commentary in attached release. |

**B: Snakk Media Limited
Preliminary announcement for the year ended 31 March 2014**

Preliminary **full year** report on consolidated results (including the results for the previous corresponding full year) in accordance with Listing Rule 10.4.2.

This report has been prepared in a manner which complies with generally accepted accounting practice and gives a true and fair view of the matters to which the report relates and is based on **unaudited** financial statements.

The accounting policies used in the preparation of these financial statements are consistent with those used in the interim financial statements for the six months ended 30 September 2013 and in the audited financial statements for the year ended 31 March 2013.

The Listed Issuer has a formally constituted Audit & Risk Committee of the Board of Directors.

C: Consolidated Statement of Comprehensive Income

| | <u>Unaudited</u> Mar-14 \$NZ | <u>Up / Down</u> % | <u>Audited</u> Mar-13 \$NZ |
|---|------------------------------------|-----------------------|----------------------------------|
| Operating revenue | 7,056,106 | | 3,654,346 |
| Direct media costs | (4,175,694) | | (1,745,542) |
| Net operating revenue | 2,880,412 | 50.9% | 1,908,804 |
| Operating expenses and staff costs | (4,765,761) | | (3,098,762) |
| Loss before income tax | (1,885,349) | 58.4% | (1,189,958) |
| Income tax benefit/(expense) | 0 | | 0 |
| Loss after taxation | (1,885,349) | 58.4% | (1,189,958) |
| Other comprehensive income | (3,195) | -111.8% | 27,182 |
| Total comprehensive loss for the year | (1,888,544) | 62.4% | (1,162,776) |
| | <i>No.</i> | | <i>No.</i> |
| Total number of shares in issue | 265,132,984 | | 206,630,124 |
| Weighted average number of shares in issue | 254,281,342 | | 197,907,529 |
| | <i>Cents</i> | | <i>Cents</i> |
| Earnings Per Share: | | | |
| Basic | (0.74) | | (0.60) |
| Diluted | (0.72) | | (0.57) |

D: Consolidated Statement of Financial Position

| | <u>Unaudited</u> Mar-14 \$NZ | <u>Up / Down</u> % | <u>Audited</u> Mar-13 \$NZ |
|---|------------------------------------|-----------------------|----------------------------------|
| Assets | | | |
| Property, plant and equipment | 13,247 | | 13,320 |
| Cash and cash equivalents | 6,363,002 | | 1,244,463 |
| Other financial assets | 288,798 | | - |
| Trade and other receivables | 2,332,586 | | 923,473 |
| Taxation receivable | 60,223 | | 22,148 |
| Total tangible assets | 9,057,856 | 311.1% | 2,203,404 |
| Liabilities | | | |
| Trade and other payables | 2,874,642 | | 1,363,362 |
| Derivative financial instruments | 34,797 | | - |
| Total liabilities | 2,909,439 | 113.4% | 1,363,362 |
| Net assets | 6,148,417 | 631.9% | 840,042 |
| Equity | | | |
| Share capital | 10,337,180 | | 3,621,992 |
| Accumulated losses | (5,163,453) | | (3,278,104) |
| Other reserves | 974,690 | | 496,154 |
| Total equity attributable to equity holders of the Company | 6,148,417 | 631.9% | 840,042 |
| | <i>Cents</i> | | <i>Cents</i> |
| Net tangible assets per share | 2.32 | | 0.41 |

| E: <u>Statement of Changes in Equity</u> | <u>Unaudited</u> | <u>Up / Down</u> | <u>Audited</u> |
|---|------------------|------------------|-----------------|
| | <u>Mar-14</u> | | <u>Mar-13</u> |
| | <u>\$NZ</u> | | <u>\$NZ</u> |
| Loss for the year | (1,885,349) | | (1,189,958) |
| Increase in issued share capital | 6,715,188 | | 811,535 |
| Share option reserve movement | 481,731 | | 291,653 |
| Foreign currency translation reserve movement | (3,195) | | 27,182 |
| Movements in equity for the year | 5,308,375 | | (59,588) |
| Equity at start of the year | 840,042 | | 899,630 |
| Equity at end of the year | 6,148,417 | 631.9% | 840,042 |

| F: <u>Consolidated Statement of Cash Flows</u> | <u>Unaudited</u> | <u>Up / Down</u> | <u>Audited</u> |
|---|--------------------|------------------|------------------|
| | <u>Mar-14</u> | | <u>Mar-13</u> |
| | <u>\$NZ</u> | | <u>\$NZ</u> |
| Loss for the year | (1,885,349) | | (1,189,958) |
| Add/(Less): | | | |
| Depreciation of property, plant and equipment | 14,549 | | 14,812 |
| Share based payments | 481,731 | | 291,653 |
| Interest received | (184,271) | | (24,250) |
| Foreign currency translation | (3,195) | | 27,182 |
| Provision for impairment of trade receivables | 153,899 | | |
| Increase in accounts receivable and other assets | (1,471,342) | | (385,314) |
| Increase in accounts payable and other liabilities | 1,508,002 | | 448,863 |
| Net cash flow from operating activities | (1,385,976) | 69.6% | (817,011) |
| Net cash flow from investing activities | (119,003) | | 7,365 |
| Net cash flow from financing activities | 6,715,188 | | 811,535 |
| Net increase in cash held | 5,210,209 | | 1,889 |
| Opening bank balance | 1,244,464 | 0.2% | 1,242,575 |
| Closing bank balance | 6,454,673 | 418.7% | 1,244,464 |
| Made up as follows: | | | |
| Cash and cash equivalents | 6,454,673 | 418.7% | 1,244,464 |

G: Material Acquisition of Subsidiaries N/A

H: Material Disposal of Subsidiaries N/A

I: Material Investment in Jointly Controlled Entity N/A

J: Issued and Quoted Securities at End of Current Period

| Category of Securities Issued | Number | Quoted |
|----------------------------------|-------------|-------------|
| ORDINARY SHARES: | | |
| Total number of shares in issue | 265,132,984 | 265,132,984 |
| Issued during the current period | 58,502,860 | 58,502,860 |

K: Comments by Directors

If no report in any section, state NIL. If insufficient space below, provide details in the form of notes to be attached to this report.

(a) Material factors affecting the revenues and expenses of the group for the current full year or half year

Refer to commentary in attached release.

(b) Significant trends or events since the end of the current full year or half year

None.

(c) Changes in accounting policies since last Annual Report and/or last Half Yearly to be disclosed

None.

(d) Critical Accounting Policies - Management believes the following to be critical accounting policies. That is they are both important to the portrayal of the Issuer's financial condition and results, as they require management to make judgments and estimates about matters that they are inherently uncertain

None.

(e) Management's discussion and analysis of financial condition, result and/or operations (optional) - this section should contain forward looking statements that should outline where these involve risk and uncertainty

Refer to commentary in attached release.

(f) Segment information - The Group is organised into one operating segment, the provision of mobile phone enabled promotions and marketing services. The segment result is reflected in the financial statements. The Group operates principally in Australia.



13 June 2014

(signed by) Authorised Officer of Listed Issuer

(date)