



Dear Shareholder

All Snakk Media Limited shareholders are warmly invited to attend the Annual Meeting of Shareholders on **Tuesday, 16 September 2014 from 4:00pm** (Annual Meeting called to order 4:30pm). The Notice of Meeting will be circulated within the next few weeks.

Following the Annual Meeting we will host our second annual #SnakkLive panel that you are very welcome to also attend. We will be inviting a number of our partners, customers and industry colleagues to join us for what promises to be an exciting evening of discussion on how the world has changed since the release of the iPhone over seven years ago, and where the future of mobile is heading (from 6-8pm).

We encourage shareholders to RSVP for both events. Please remember to bring your CSN/shareholder number to the AGM to assist with registration.

Our #SnakkLive 2014 line-up includes:

### **#SnakkLive presenters**

- *Which global mega-brand is going to win the mobile war and the right to be in your pocket? Apple, Google, Facebook, Yahoo... or another?*

**Dr Richard Windsor**, Global Mobile & Tech Analyst with Edison Research, will join us from Dubai to share his findings.

- *How have our brains adapted to the fragmented frenzy of media channels and connected devices, and how will the next generation of consumers cope?*

Consumer psychologist and AUT Professor of Marketing **Roger Marshall** will reveal some interesting research findings (Roger is also Editor-in-Chief of the Australasian Marketing Journal).

## #SnakkLive panellists

- **Anna Curzon**, General Manager of Marketing for ASB, the first bank in the world to allow you to pay friends through Facebook and has this month introduced a solution that turns an iPhone into a full service EFTPOS terminal.
- **Jenene Crossan**, digital marketer extraordinaire who started her first digital business at 16 and is now launching her fifth start-up, Flossie Concierge, connecting buyers and sellers of hair and beauty services.
- **Derek Handley**, Snakk Co-Founder and Chair; and an Astronaut-in-Waiting at Virgin Galactic.
- **Kevin Kenrick**, CEO of TVNZ, where mobile devices are driving the fastest growth in consumption of video content.

### Where:

Sir Paul Reeves Building, AUT,  
Auckland City Campus,  
Governor Fitzroy Place,  
Te Iringa room (WG308).

### When:

Tuesday, 16 September

**AGM:** 4.30pm - 5.40pm

**#SnakkLive:** 6:00pm for a 6:30pm start, wrapping up by 8:00pm.

**RSVP:** <https://snakk-media-agm-and-snakk-live-2014.lilregie.com/step1>

We look forward to seeing you there.



Derek Handley  
Chair  
Snakk Media



Mark Ryan  
Group CEO  
Snakk Media

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