

SNK – INFORMATION

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Livestreaming Snakk AGM and #SnakkLive proves popular

2014 AGM and #SnakkLive panel event highlights

AUCKLAND, New Zealand, 19 September 2014 – Live web broadcasts of shareholder events is proving popular with Snakk Media Ltd (NZAX:SNK) investors, with more than 246 people tuning into the company's second Annual Meeting and #SnakkLive evening panel events on Tuesday.

An additional crowd of 150-plus shareholders, marketers, media agencies and digital industry people attended the events in person to hear from a mix of Snakk executives, board members and others who live and work at the intersection of digital, media, marketing and technology.

Highlights from both events follow:

Annual Meeting

Group CEO Mark Ryan's presentation, which overviewed the company's performance for the 2014 financial year, the market opportunity and Snakk's growth plans, can be viewed as a PDF [here](#). The meeting also included the re-election of the company's director: Derek Handley and the appointment of Staples Rodway as the company's new auditor.

#SnakkLive evening panel

As people spend an increasing amount of time browsing information, using social networks, playing games and consuming media on their smart screens, brands are being forced to rethink the experiences they offer their customers.

The #SnakkLive panel this year included TVNZ CEO Kevin Kenrick; ASB General Manager of Marketing Anna Curzon; Flossie Founder and digital marketer Jenene Crossan; and Snakk Chair Derek Handley, who shared how 'smart screens' and mobile devices are impacting their professional and personal worlds; while consumer psychologist and AUT marketing professor Roger Marshall showed us that increased levels of multi-tasking has not led to increases in the brain's capacity to multi-focus.

Visiting analyst Dr Richard Windsor presented his mobile ecosystem research into which brands might win the mobile wars and why, and what the 2.6 billion people that will be using smartphones by 2016 will be using them for.

Both events were livestreamed, and a highlights video from the evening is available for viewing [here](#). Please visit www.snk.co.nz from Monday 22 September for more videos, including the CEO's presentation at the AGM and the panel discussion at #SnakkLive 2014.

Commenting on this week's events, Snakk Group CEO Mark Ryan says, "What we saw from all our presenters was that as consumers continue to involve smart screens into more areas of their lives, their expectations of the advertisers that share that space also increases.

Having the technology and talent in place to deliver ads that are highly targeted, relevant, and engaging to the people who see them puts Snakk in a strong position to help brands meet these new expectations."

Snakk Media named 'Best for Workers'

Snakk was also recognised this week for creating some of the highest quality jobs in the world, earning a place on the third annual 'Best for Workers' [list](#) for achieving a worker impact score in the top 10% of all Certified B Corporations.

Snakk is the only public company in New Zealand that has met the rigorous social and environmental performance standards required to become a certified B Corporation. Metrics assessed for the 'Best for Workers' index include a company's compensation and benefits, health and wellness programs, parent-friendly flex time and leave policies, professional development and internal promotion, corporate culture, profit sharing and ownership opportunities.

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About Snakk Media Ltd

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 public companies in the world that has met the rigorous social and environmental performance standards required to become a certified B Corporation.