

SNACK MEDIA

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Dear Shareholders,

SNACK CEO ANSWERS INVESTOR QUESTIONS IN NEW VIDEO SERIES

Today we are releasing the first of a regular video series that puts me in front of the camera answering shareholder questions.

The new video series, which can be viewed on Snakk's Investor Relations website at <http://investors.snakkmedia.com/video/> is designed to complement our monthly shareholders updates and provide a more in-depth explanation of some of the key announcements released to the market.

The first two videos being released today are:

CEO Quarterly Review

In this 4-minute video, I look back over the first quarter, review the highlights and explain the key factors that contributed to the company's 67% year-on-year growth. I also look ahead to the second quarter, and what's been happening since first quarter revenues were released on 27 August.

CEO Q&A

A few weeks ago we asked shareholders what questions they'd like answered by the CEO. In this 11-minute video, I cover off the four top questions people asked me: Snakk's market capitalisation; growth strategy (including the road to profitability); plans for an ASX listing; and an overview of the company's competitor landscape (including Snakk's key points of difference).

Our shareholders told us they'd like us to mix it up a little when it comes our investor communications, hence our first foray into a video update format. The next edition of the CEO video series will be released before the end of the year, when the half-yearly results and outlook for the rest of the financial year will be discussed.

We also hope to see a good number of you in person at AUT on Tuesday, 16 September for our 2014 AGM and #SnakkLive panel event later that evening. Both events will also be live-streamed and available for viewing on [Snakk's investor website](#) - enabling shareholders to watch remotely, at their convenience.

For more information about these events, please visit <http://investors.snakkmedia.com/2014-agm>.

As always, we thank you for your support.

Mark



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Snakk Media

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