

SNACK MEDIA

Dear Shareholders,

SNACK APPOINTS INAUGURAL CFO

The board is pleased to announce the appointment of Bob Mohan as our inaugural Chief Financial Officer.

Bob joins us from Google where he spent the last 11 years working across the search engine giant's corporate finance operations, including leading the merger and acquisition efforts for more than 130 acquisitions such as Android, DoubleClick and YouTube.

American-born Mr Mohan joined Google in the US a year before its 2004 IPO, then moved to Sydney in 2009 to lead the company's Asia Pacific accounting team of 30 members across six regional offices.

Mohan's career includes 20 years' experience in corporate finance positions spanning startups through to Fortune 500 companies. Most of this time has been spent in future-focused and fast-growing internet companies.

Bob's extensive experience will be a huge benefit to Snakk. We are a small company with tremendous opportunities in front of us. We've come to a point where we want to take some significant steps forward with our growth plans.

Now that we have a presence in Asia and are looking more closely at strategic investments and a potential ASX listing, it is the right time for us to bring on board someone of Mr Mohan's calibre. He's a rare talent who's been involved in some of the world's largest technology merger and acquisition deals, strategic equity investments as well as Google's pre and post IPO processes. We are thrilled that he's joined the executive management team.

Mr Mohan started his new role as Snakk's Group Chief Financial Officer on 8 September, and is based in the Sydney office.

He will be in New Zealand for the company's 2014 AGM and #SnakkLive evening panel event on 16 September where he will be joined by other members of the Snakk executive management team.

As always, thank you for your support,

Mark



Mark Ryan
Group CEO
Snakk Media

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