

17 Sept 2014

Snakk Media named 'Best for Workers'

Global list recognises companies creating higher quality jobs that serve a higher purpose

AUCKLAND, New Zealand, 17 September 2014 – Today, Snakk Media Ltd (NZAX: SNK) has been recognised 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.

"We want our people to be successful at work and in life," says Snakk Group CEO Mark Ryan. "Happiness, health, attitude, and our everyday outlook all contribute to our performance: in our jobs, our relationships and in our communities. I want Snakk to be the company where people don't just do incredible work, but where people lead happy and fulfilling lives."

"Further, by allowing the team to own part of the company through our Employee Share Options Plan, we're making Snakk much more than just a day job for our people."

The 'Best for Workers' companies come from over 25 different industries such as consulting and financial services, renewable energy installation and technical services. One third of honorees are based outside North America, including countries such as Brazil, New Zealand, Italy Argentina and the United Kingdom.

Each honored company is a Certified B Corporation. They use the power of business to solve social and environmental problems and have met rigorous standards of overall social and environmental performance, accountability, and transparency. Today there are over nearly 1,100 Certified B Corporations, across 100+ industries and 34 countries, unified by one common goal: to redefine success in business.

"With Millennials' increasing demand for work-life integration, B Corps are winning the talent war," said Jay Coen Gilbert, co-founder B Lab, the nonprofit organisation that certifies B Corporations and compiled the Best for Workers list. "The Best for Workers Honorees are leading the way with their commitment to creating high quality jobs that serve a higher purpose."

Companies on this year's "Best for Workers' list include micro, small, and mid-sized businesses including **Dansko**, the 100% employee-owned, footwear brand, **Ecotrust Forest Management**, an investment and advisory firm helping investors and landowners enhance forest health and productivity, **Rally Software**, a leading global provider of cloud-based solutions for managing Agile software development (and the first successful B Corp IPO) and **Charter School Business Management**, a NY-based provider of financial training to the charter sector.

The full list of 'Best for Workers' honorees is at bestfortheworld.bcorporation.net.

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Media

Julie Landry, 021 895 098, Julie.Landry@snakkmedia.com

Investors

Malcolm Lindeque, Company Secretary, 021 464 392, investors@snakkmedia.com

www.snk.co.nz, www.twitter.com/snakkmedia

About Snakk Media Limited

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

About B Lab

B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world.

B Lab drives this systemic change through a number of interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing legislation to accelerate growth of social entrepreneurship and impact investing (27 states have already passed benefit corporation legislation); 3) developing B Analytics, a customizable platform for investors to benchmark and report the impact of their global private equity portfolios; and 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 16,000 businesses use B Lab’s free B Impact Assessment).

For more information, visit www.bcorporation.net.