

SNK – SHAREHOLDER NEWS

5 November 2014

Dear Shareholders,

It was a pleasure to meet a number of you at our Annual Meeting and evening #SnakkLive panel event in September.

Through a post-event survey, many attendees mentioned they had enjoyed the chance to see and hear from leaders in the industry, learn more about the opportunities in the mobile sector and meet some of the people and companies who do business with Snakk. For those that weren't able to make it to the event, there is a full wrap-up available online including videos and photos from the evening. Simply go to <http://investors.snakkmedia.com/2014-agm-2/>.

Snakk develops new multi-screening product, “TV Sync”

The rise of “multi-screening”, where consumers simultaneously watch traditional broadcast TV and use mobile devices to interact with social networks or other digital media is presenting new opportunities for brand advertisers.

In response to this major consumer trend, Snakk has launched what we believe is a market-first use of new technology that enables brands to synchronise ads across multiple screens in real time. In simple terms, TV Sync uses newly developed software to detect a brand advertiser's TV commercial as it is broadcast in real-time, and then delivers highly-targeted mobile ad campaigns into social newsfeeds at the same time on the consumer's smartphone or tablet.

This is a genuinely exciting offering for the local mobile advertising market. It gives brands a new and effective way of interacting with consumers on their TV and across mobiles and tablets.

We have been working closely with several of our media agency partners to test and refine the technology, and it is now running live with a campaign via Vizeum and Peugeot in Australia. You can see the press release announcing the campaign is up and running [here](#).

Snakk snaps up creative talent

This month, we hired our first Creative Director, Carlos Guedes. The highly-awarded Guedes has been working in the design and creative industries for almost 20 years, mostly in Europe, with top digital agencies including JWT, Isobar and Havas. His work has been awarded internationally, and he's shaped the digital communication strategies for iconic brands such as Vodafone, McDonald's, Lipton, Nokia, Kit Kat and MTV.

Mr Guedes moved to Australia from Portugal earlier this year, and we brought him on board within a few months of his arrival. His wealth of experience in highly competitive overseas markets will benefit our customers across ANZ and Asia, and his creative talents will complement what Snakk and Represent Media offer brand advertisers and premium publishers. He will work closely with Irini Jordan, our digital operations specialist formerly of Ogilvy Australia, who has herself delivered award-winning work for Qantas, Amex, Telstra, Audi, Nestle and more. Together they're a rare combination and a fantastic leadership team within our creative division.

As smartphone screen sizes increase and the popularity of tablets continues to grow, the number of new creative formats that make the most of these screens is also increasing rapidly. Brand advertisers can now move beyond the traditional display banner ads and be creative with their mobile advertising campaigns in ways that simply weren't possible just a couple of years ago.

In the last 18 months, Snakk Media has gained creative honours at the 2014 MMA APAC Awards, the 2014 Mobile Media Summit, the 2013 IAB Mixx Awards and the 2013 Media Federation of Australia Mobile Awards. In the new role of Creative Director, Guedes is tasked with exceeding these results for our brand advertisers throughout the APAC region.

Snakk joins New Zealand Fast50 list again

Snakk once again made the list of New Zealand's fastest growing companies. Last year we placed 6th on the Deloitte Fast50 index with a growth rate of 486.3% calculated over the three years from 2011 to March 2013. It is not that common for a company to make the list more than once, and we are very humbled to be among the Fast50 for a second year running.

Send us your questions - Next in CEO video series coming up

As always, we welcome your feedback so send any questions or comments you have for me or the team to investors@snakkmedia.com. We'll feature some of these questions in the second instalment of our new CEO video series, due to be released later this year.

And as always, we thank you for your support,

Mark

A handwritten signature in black ink, appearing to be 'Mark Ryan', written over a thin horizontal line.

Mark Ryan
Group CEO
Snakk Media