

SNK – Market information

10 December 2014

### **Snakk brings next generation of Native Advertising to ANZ with Nativo**

*Next generation of sponsored content coming to a screen near you*

AUCKLAND, New Zealand, 10 December 2014 - Marketers wanting to take advantage of innovative smart screen ad formats that move “beyond the banner” can now do so, following a new Snakk Media (NZAX: SNK) preferred partnership agreement which makes US company Nativo’s world-class native advertising platform available in Australia and New Zealand.

Nativo’s “True Native” advertising allows branded content to appear in the content feed of a website, social media network or mobile site in a way that blends in with the publisher’s layout and design. This content is clearly marked as sponsored or branded content, with common examples of native ads including Promoted Tweets on Twitter and Sponsored Stories on Facebook.

Nativo is technology that can be used by premium publishers, who generate revenue each time the reader clicks on the sponsored content. True native ads appear in the users’ content stream and users stay on the publisher site to consume native content, rather than clicking and being sent through to an external web page.

“We are excited to partner with Snakk Media as they introduce true native advertising solutions to publishers and marketers throughout the ANZ territory,” says Nativo SVP Strategy and Operations, Chris Rooke. “As native advertising continues to gain traction across the globe, wider adoption of the Nativo platform is really powering the growth of the category.”

Snakk Group CEO Mark Ryan says: “Mobile advertising is steadily evolving, with more advanced formats developing that will take us beyond display ads. Native advertising has made branded content more relevant to consumers while also being less interruptive, adding value for publishers and advertisers. Snakk can now scale fully integrated, true native campaigns across thousands of publishers – something that has never been feasible until now.”

“Native” is a fast-growing segment of the \$US43 billion US digital advertising market, with the Interactive Advertising Bureau now tracking it as a separate category after it began to pick up momentum in 2013. A recent eMarketer report indicates the spend on native will grow 34.4% in 2015<sup>1</sup> in the US, with about two-thirds of brands expected to use it next year.<sup>2</sup>

“The growth of mobile advertising will be driven by newer, more relevant and less intrusive ads,” says Mr Ryan. “Publishers are looking for sustainable ways to grow their digital businesses, and our partnership with Nativo allows publishers to offer next-generation advertising to their mobile audiences. Snakk continues to differentiate by offering brands powerful ways to connect with mobile consumers. I’m very pleased to have Nativo join our growing portfolio of mobile advertising innovations.”

Nativo is used by more than 300 premium US publishers and leading media companies, including the San Francisco Chronicle, USA Today, Newsweek, Reader’s Digest, Popular Science, Automotive.com and Entrepreneur Magazine. Reports generated by Nativo show that publishers using its platform benefit from significantly higher click rates, with viewers also spending a longer time viewing each advertiser’s article.

Snakk is currently in talks with several large publishers in Australia and New Zealand who have shown strong interest in true native advertising.

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<sup>1</sup> <http://www.emarketer.com/Article/Marketers-Expect-Healthy-Native-Ad-Spend-Growth/1011620>

<sup>2</sup> <http://www.business2community.com/brandviews/newscred/nativo-shares-create-successful-native-ads-01059866>

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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.