

SNK: NZX MARKET UPDATE

13 February 2015

LISTING RULE 10.7.1 – CHANGES IN OFFICERS AT SNAKK MEDIA (SNK)

For the purposes of Listing Rule 10.7.1, SNK notifies NZX that for personal reasons Bob Mohan has resigned as Chief Financial Officer, effective from 20 February 2015. While a permanent replacement is being identified, two Interim CFOs have been appointed, effective from 20 February 2015; one in New Zealand, the other in Australia.

Neil Livingstone, based in Sydney, has worked with Snakk Media over the last 12 months. He has held executive financial and audit roles at PwC Australia and New Zealand, and Challenger Financial Services in Australia. Malcolm Lindeque is based in Auckland and has been Company Secretary for Snakk Media since March 2013.

ENDS

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About Represent Media

Represent Media is a wholly-owned subsidiary of Snakk Media Ltd offering advertisers highly-targeted and engaging mobile ad campaigns that run exclusively across the mobile apps and websites produced by well-known publishing brands with large audience followings. The company matches a brand's desire to appear on these specific "big name" mobile apps and websites with the publisher's supply of ad space.

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.