

**SNK: NZX MARKET UPDATE**

9 March 2015

**CBS Interactive signs Snakk Media division as sole mobile ad partner in Asia**

*Snakk's Represent Media to fill mobile ad space for CBSi in 12 Asian countries*

AUCKLAND, New Zealand, 9 March 2015 - The Snakk Media (NZAX: SNK) division selling mobile ad inventory for premium publishers, Represent Media, has signed an agreement with CBS Interactive Pty Ltd (CBSi) in Asia.

The agreement means Represent Media will sell the premium ad inventory available on the Asian mobile properties of CBSi, the premier regional mobile network for information and entertainment covering a growing audience of millions of technology and gaming enthusiasts.

With more than 298 million people globally visiting its properties each month, CBS Interactive is a top 15 Internet property globally and reaches over 160 million unique visitors from Asia Pacific each month. Its portfolio of leading brands which include CNET, GameSpot, TV.com, Download.com, TechRepublic and ZDNet, span popular categories including technology, entertainment, sports, news and business.

CBSi is the first publisher that Represent Media has signed in Asia, with the agreement extending to 12 countries: Singapore, Vietnam, Malaysia, Indonesia, Brunei, Cambodia, Hong Kong, Laos, Macau, Philippines, Taiwan and Thailand.

"Securing a premium publisher like CBSi across such broad and emerging Asian markets is a significant milestone for Represent Media," says Represent Media General Manager Jamie Hollebhone. "The CBSi titles are enormously relevant to the region. We worked hard to win this particular deal, and we're looking forward to growing Asian mobile revenues for CBSi."

CBSi Sales Director Nikki Ludowyke explains why they selected Represent Media as their partner in Asia: "Asia is such a burgeoning and vital market for us; after a competitive market review we felt that Represent Media was the new 'challenger brand' to work with."

Snakk Group CEO Mark Ryan says interest in Represent Media has grown rapidly since the division was launched in mid-September: "The potential of mobile advertising in the Asia Pacific region is unparalleled. Jamie and the Represent team are quickly making their presence felt in market. We'll continue to work on establishing quality partnerships with premium publishers in Asia, Australia and New Zealand."

"With the volume of opportunity ahead and the positive market sentiment around mobile advertising, we are going to raise more funds to scale this new division and other areas of the Snakk business. We're determined to make 2015 another exciting year for the company."

Represent Media generates revenue from brand advertisers paying to access specific publishers' mobile ad space. Represent Media uses the same creative talent and best-of-breed smart screen advertising technologies that power Snakk Media. These technologies focus on sophisticated targeting to reach the right mobile audience, encompassing video, geo-targeting and native advertising.

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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.