

SNK: NZX MARKET UPDATE

31 March 2015

Exclusive mobile ad sales partnership inked with Conversant Media

Snakk division Represent Media agreement to cover Australia and New Zealand

AUCKLAND, New Zealand, 31 March 2015 - Australian publisher [Conversant Media](#) has signed an exclusive advertising sales partner agreement with Snakk Media's (NZAX: SNK) division Represent Media to fill the mobile ad inventory on Conversant's premium publishing titles.

Conversant is best known for [The Roar](#), Australia's leading sports opinion site; [Lost At E Minor](#) a global pop culture site; and [Techly](#) a consumer-tech lifestyle site. The independent digital publisher boasts highly engaged audiences of over two million unique monthly visitors, who generate over 80,000 comments and contribute more than 1000 articles each month.

More than 60% of Conversant's readers visit its titles from smartphones and tablets, and Managing Director Zac Zavos says he expects this number will continue to grow. "Our readers spend a lot of time on their mobile devices and have always had very high expectations of what they can see and do on our unique sites.

"We selected the Represent-Snakk Media combination as our mobile advertising partner because we see real opportunities in Snakk's portfolio of audience-targeting, geo-location and native advertising technologies. We feel that together we'll have a strong proposition in the market."

Represent Media General Manager Jamie Hollebhone says independent digital publishers like Conversant are enormously important to Represent Media, as they tend to seek out innovation more quickly than larger publishers. "Conversant's digital-savvy audiences and the popular categories their sites focus on allow us to offer a very rounded and complete media buy to mobile advertisers," says Mr Hollebhone. "We're looking forward to accelerating mobile advertising revenue for them."

Snakk Group CEO Mark Ryan says that Represent Media's momentum with publishers is growing, with the company [signing publishing giant CBSi earlier this month](#), to be their sole mobile ad partner in 12 Asian countries: "The growth of mobile media consumption is still rising significantly faster than mobile ad spend. We're working hard with publishers and advertisers to step up the quality and quantity of campaigns. The Represent-Snakk Media offering is making a strong impact in market, with an exciting year ahead."

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About Conversant Media

Conversant Media is a fast growing, independent digital media company producing engaging premium websites for passionate, intelligent audiences interested in sports, culture and emerging technology. Its portfolio of sites includes Australia's leading sports opinion title, [The Roar](#); global pop culture website, [Lost At E Minor](#); and consumer-tech lifestyle destination, [Techly](#). Combined, these sites reach over 2,000,000 unique browsers, receive over 75,000 comments and 1000 audience article submissions each month. The company has offices in Newcastle, NSW, and Surry Hills, Sydney, and Brooklyn, New York.

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.