

SNK: NZX MARKET UPDATE

1 April 2015

LISTING RULE 10.7.1 – CHANGE IN DIRECTOR AT SNAKK MEDIA (SNK)

For the purposes of Listing Rule 10.7.1, SNK notifies NZX that Tim Alpe has given the Company notice of his intention to resign as an Independent Director of Snakk Media, effective April 30, 2015.

Tim has assisted Snakk Media to successfully navigate its way forward from its listing back in 2013 as a mobile advertising start up, through to its current position where it is achieving sustained year-on-year growth.

As CEO of the rapidly expanding JUCY Group, Tim is leaving to concentrate his efforts on his own business interests. The Board would like to thank Tim for his valuable contribution and wish him much success as he takes JUCY Global!

The Board have started the recruitment process to appoint a replacement independent director and will keep the market informed as to our progress.

ENDS

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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.