

**SNK: NZX MARKET UPDATE**

15 April 2015

**Snakk Media named one of the world's 'Best for Workers' B Corps for second year**

*Global list recognises companies creating positive employee impact*

AUCKLAND, New Zealand, 15 April 2015 – Today, Snakk Media Ltd (NZAX: SNK) is being recognised for creating some of the highest quality jobs in the world for the second year running, earning a top spot on the fourth annual global 'Best for Workers' list.

Snakk Media is the only public B Corp in the world, and the only company in Australasia, to make the The 'Best for the Workers' list. This index honours the top 10 per cent of more than 1,200 Certified B Corporations from over 120 industries on the B Impact Assessment, a rigorous and comprehensive assessment of a company's impact on its workers, community, and the environment.

The New Zealand-headquartered mobile advertising technology company was benchmarked across a range of criteria, including its health and wellness programs, parent-friendly flex-time and leave policies, salary compensation and benefits, professional development and company ownership opportunities.

"If you want the best people today, you need to foster an environment that allows them to be successful, happy and healthy at work and in life," says Snakk Group CEO Mark Ryan. "This can easily fall by the wayside as a company grows rapidly. We've undergone plenty of change since we were first honored last year, and it is pleasing to see we are considered among the world's top 'best for workers' companies for a second year."

The 98 'Best for Workers' companies come from 31 different industries such as manufacturing, insurance, software development, education and healthcare. About 35% of honorees are based outside the US, with companies operating in emerging markets such as Brazil, Ghana, and Venezuela.

Snakk shares a place on the index with the likes of Cooperative Home Care Associates, a worker-owned cooperative based in the Bronx, Venezuelan biotechnology firm ETAVENCA, America's oldest flour brand King Arthur Flour and Kansas-based MAX Insurance. (Full list at <http://bestfortheworld.bcorporation.net/2015-b-corp-best-for-the-world-workers-honorees>).

"Today's honorees inspire all companies to compete not only to be best in the world, but best for the world. We hope many will take the first step by using the B Impact Assessment to measure and manage their impact with as much rigor as their profit," said Jay Coen Gilbert, Co-Founder of B Lab, the nonprofit organisation that certifies B Corporations.

Each honored company is a Certified B Corporation. There are now 58 certified B Corporations in Australia and New Zealand, and more than 500 companies are currently working through the assessment process.

These companies use the power of business to solve social and environmental problems and have met rigorous standards of social and environmental performance, accountability, and transparency. Today there are over 1,200 Certified B Corporations, across 121 industries and 38 countries. Any company can measure and manage social and environmental performance at [bimpactassessment.net](http://bimpactassessment.net).

ENDS

**Media**

Julie Landry, 021 895 098, [Julie.Landry@snakkmedia.com](mailto:Julie.Landry@snakkmedia.com)

**Investors**

Malcolm Lindeque, Company Secretary, 021 464 392, [investors@snakkmedia.com](mailto:investors@snakkmedia.com)

[www.snk.co.nz](http://www.snk.co.nz), [www.twitter.com/snakkmedia](http://www.twitter.com/snakkmedia)

### **About Snakk Media Limited**

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.

### **About B Corps and B Labs**

**B Corp** is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk. B Corps are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. Today, there is a growing community of more than 1,000 Certified B Corps from 33 countries and over 60 industries working together toward 1 unifying goal: to redefine success in business.

**B Lab** is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and society will enjoy prosperity for all for the long term.

**B Lab** drives this systemic change by: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing benefit corporation legislation to give business leaders the freedom to create value for society as well as shareholders; 3) helping businesses measure, compare and improve their social and environmental performance with the free B Impact Assessment; 4) driving capital to impact investments through use of its B Analytics and GIIRS Ratings platform.

For more information, visit [www.bcorporation.net](http://www.bcorporation.net).