

SNK: NZX MARKET UPDATE

5 June 2015

**Snakk's Represent Media signs four new publishers**

*Premium publishers flocking to Represent to fill mobile ad inventory; using Snakk's mobile ad tech*

The list of publishers using Snakk's Represent Media division (NZAX: SNK) as their mobile advertising sales agency is rising rapidly, with four new publishers signing on in the last quarter.

Represent Media is now also responsible for the following Australian publishers: [Carsguide](#), [Concrete Playground](#), and [Rdio Music Streaming Service](#).

Further, [Stay at Home Mum](#) will benefit from Snakk's preferred partnership agreement with US company Nativio, using its native advertising platform to serve up sponsored content across its digital properties in a way that blends in with the publisher's layout and design. Stay at Home Mum joins more than 300 premium publishers and leading media companies using Nativio's platform, including USA Today, Newsweek, Reader's Digest, Popular Science, Automotive.com and Entrepreneur Magazine.

Represent Media General Manager Jamie Hollebhone says that publishers are always looking for ways to add more value for their advertisers, and that the Represent-Snakk combination offering is being well-received: "Australian publishers are seeing newer mobile ad technologies being used in more mature markets like the US & Europe, which are offering advertisers more valuable and diverse options to the standard mobile banner ad."

"We are definitely noticing a heightened level of interest from publishers wanting to use innovative forms of mobile advertising, and try new formats that are less intrusive and often offer content that keeps readers engaged and on their sites for longer periods."

Snakk Group CEO Mark Ryan says: "Audiences are spending considerably more time consuming their favourite media properties on their mobiles and tablets rather than their desktop. We are seeing an increasing number of publishers looking to partner with us and take advantage of the innovative mobile-first technologies we bring to market.

"Represent Media's publishing partners can also tap into Snakk's portfolio of audience-targeting, geo-location and native advertising technologies, as well as our award-winning creative capabilities, allowing them to stay ahead of the curve in the fast-developing mobile advertising space."

Earlier this year, the [Represent team signed](#) one of Australia's largest independent publishers [Conversant Media](#), 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. During the same month, [Represent signed](#) media publishing giant [CBS Interactive \(CBSi\)](#) to sell the premium ad inventory available on their Asian mobile titles across 12 countries.

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## **About Represent Media's newest customers:**

The following publishers have signed with Represent Media in the past quarter;

1. [Carsguide](#)  
A joint venture between News Corp Australia and a strong network of some of Australia's largest automotive dealer groups, Carguide is Australia's leading automotive media brand, extending across web, tablet and mobile.
2. [Concrete Playground](#)  
Concrete Playground is a digital city guide that helps you find the best and most cutting edge things going on around you. Launched in 2009, Concrete Playground now connects with a wide and engaged audience in Sydney, Melbourne, Brisbane, Auckland and Wellington.
3. [Rdio Music Streaming Service](#)  
Rdio, one of the world's largest licensed music services, offers a catalogue of over 35 million tracks in 85 countries worldwide. Rdio's mission is to provide access to every track, on every device, anywhere in the world instantly, online or offline – tuned to you.
4. [Stay at Home Mum](#)  
Stay at Home Mum is the ultimate guide for real mums, the perfect, the imperfect, the facts... and just a little bit cheeky!

## **About Represent Media**

Represent Media is a division of Snakk Media, 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. Represent 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**

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.