

SNK: NZX MARKET UPDATE

12 June 2015

New director appointed to Snakk Media

International technology specialist Martin Riegel joins Board

AUCKLAND, New Zealand, 12 June 2015 – Today the Board of mobile advertising technology company Snakk Media Ltd., (NZAX: SNK) has appointed Martin Riegel as an independent director.

Martin joins fellow directors Michelle Kong, Malcolm Lindeque and Derek Handley (Chair) as the company's fourth director. He is a Principal at Broadfield Advisory with a successful and diverse background working in technology and its commercialisation.

At Broadfield Martin is currently working with a number of NZ companies and government entities including as CEO/Director of UbiquiOS Technology, Chairman of Aeronavics, Director of Cemplicity, Chairman of Mixquake, Director of Broadbell Technologies, Director of Vizzybell, and with FarmIQ, Serato, Foster Moore and Callaghan Innovation.

Prior to founding Broadfield, Martin served as CEO at Biotelliga (sustainable biocontrols) and as COO/CFO at NextWindow, the global industry leader in optical touch screens. Martin helped NextWindow grow to over \$46M (USD) in revenue and to a well structured, highly profitable and efficient enterprise. Martin played a lead role in engineering the sale and successful exit of NextWindow.

During his career Martin has raised approximately \$100M US in debt and equity from venture capital, strategic investors, banks and other sources.

"We look forward to Martin joining the team and we welcome the breadth of experience he brings," says Chair Derek Handley. "We are evolving quickly, and the time is right to add new technology-focused skillsets to strengthen the Board as we continue to take the company to the next level. Snakk is moving into a stage and scale over the coming years that is markedly different from the scale of operation it was when first listed just two years ago. The board will continue to develop alongside these changing needs of the company as it grows."

Martin has a BBA from the University of Notre Dame and an MBA from Indiana University. Born in Washington D.C, Martin moved to New Zealand with his family in 2006.

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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.