

SNK: MARKET UPDATE

4 August 2015

Dear Shareholders,

Annual Report Statement: Nothing to See Here

In response to articles published yesterday the board would like to issue a trading update. Snakk traded ahead of budgeted EBITDA for the quarter ending 30 June 2015, and as of today has over \$1.6m cash on hand. Snakk also has an un-utilised debt facility of \$1.3m and no bank debt. In fact our cash burn for the June quarter was the lowest it has ever been.

Our new auditors Staples Rodway last week issued an unqualified opinion in relation to our financial statements for the year ending 31 March 2015, and correctly pointed out that Snakk needs to continue to achieve its budgeted revenue and gross margins to be a going concern.

Since 2013, Snakk has continually reiterated that it would at some point need to raise further capital, as do many high growth startups. This remains the case. However as our margins and performance against budget have continued to improve, the need for this continues to be reduced rather than increase. We will continue to keep the market informed as we progress on plans for capital raising.

As always, we thank you for your support.



Mark

ENDS

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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.