

Dear Shareholder,

We've come a long way in the two and a half years since we listed as a small start-up. Today we're a much stronger business and have demonstrated that we are capable of successfully executing our long-term growth strategy in a fast-moving industry.

During the past year we have continued to grow our team and create a culture which is absolutely critical to our success and to the building of a valuable business for all stakeholders. In addition, we have grown revenue, improved our margins and seen a significant decrease in our rate of cash usage.

Snakk is now undertaking a new equity capital raising, issuing up to \$2.3 million (including over-subscriptions) of new shares at \$0.045 per share. The capital raising includes a general Offer, which is open to all New Zealand resident investors and investors in certain other jurisdictions.

As an existing Snakk shareholder, you will receive an allocation preference in the Offer through the Shareholder Priority Offer. This means that, in the event of scaling, existing shareholders will, in aggregate, be scaled less than new investors (except for the allocation to the NXT market maker we have to make).

The attached personalised Application Form allows you to complete and return an application quickly and easily. You can also go online and complete the Application Form at www.snakkoffer.com in accordance with the instructions on the website. You will need your Common Shareholder Number ("CSN"), which is shown on your personalised Application Form, to take advantage of the Shareholder Priority Offer. If you do not know your CSN number, please contact Computershare, Snakk's share registrar, by calling (09) 488 8777.

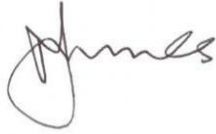
An Offer Document providing details of the Offer as well as an outline of Snakk and its business (including the targets for its Key Operating Milestones) has been prepared and I encourage you to read it in full. It can be accessed on the Offer website (www.snakkoffer.com) or you can obtain a hard copy by calling (09) 488 8777.

Applications under the Shareholder Priority Offer need to be received by the Registrar, Computershare, by no later than 5.00pm on Tuesday 27 October 2015.

This Offer will allow the company to recruit key expertise to accelerate growth in new and existing markets while successfully managing the associated setup costs and marketing programmes for these new markets. It will also allow us to continue our search for and investment into innovative and leading mobile advertising technologies and their implementation, and see the company through to a cash flow positive position in its core operations.

At the same time, Snakk has applied to transition its listing from the NZAX to the new growth-oriented NXT Market. We propose to make this move as we believe the NXT Market's transparent reporting requirements on our Key Operating Milestones, the provision of third-party research and NXT Advisor oversight make it the right market for us as we enter the next phase of our growth plans.

I intend to subscribe for new shares in Snakk and look forward to joining you as a Shareholder.



Yours sincerely,



Peter James
Independent Chair

The offer of shares in Snakk Media Limited (*Snakk*) is made on the terms and conditions set out in the offer document. Application has been made to NZX Limited (*NZX*) to move Snakk's listing to, and to quote its shares on, the NXT Market. All of the requirements of NZX relating to that application that can be complied with on or before the date of this letter have been duly complied with. Snakk intends to move its listing to the NXT Market regardless of the outcome of the offer. However, NZX accepts no responsibility for any statement in this letter. It is expected that trading of the shares (including the new shares offered under the offer) on the NXT Market will commence on 5 November 2015. The NXT Market is a licensed market operated by NZX, which is a licensed market operator, regulated under the Financial Markets Conduct Act 2013.

H. CERTIFICATE OF NON-REVOCATION OF POWER OF ATTORNEY

(Complete this section if you are acting on behalf of the Applicant on this Application Form for whom you have power of attorney).

I, (full name)
of (place and country of residence)
 (occupation), certify:
that by deed dated (date of instrument creating the power of attorney)
 (full name of person/body corporate which granted the power of attorney)
of (place of residence of person/body corporate which granted the power of attorney)*
appointed me (his/her/its) attorney:

- that I have executed the Application for New Shares printed on this Application Form under that appointment and pursuant to the powers thereby conferred on me; and
- that I have not received notice of any event revoking the power of attorney.

Date: / /

Signature of attorney:

Signed at:

I. CERTIFICATE OF NON-REVOCATION OF AGENT

(Complete this section if you are acting as agent on behalf of the Applicant on this Application Form).

I, (full name)
of (place and country of residence)
 (occupation), certify:
that by the agent agreement dated (date of instrument creating the agency)
 (full name of person/body corporate which appointed you as agent)
of (place of residence of person/body corporate which appointed you as agent)*
appointed me (his/her/its) attorney:

- that I have executed the Application for New Shares printed on this Application Form under that appointment and pursuant to the powers thereby conferred on me; and
- that I have not received notice of any event revocation of my appointment as agent.

Date: / /

Signature of agent:

Signed at:

*If the Applicant is a body corporate, state the place of the registered office or the principal place of its business.