

SNK – MARKET UPDATE

2 November 2015

LISTING RULE 10.7.1 – CHANGE IN DIRECTORS AT SNAKK MEDIA (SNK)

AUCKLAND, New Zealand, 2 November 2015 – Following the success of the current Share Offer which closed, oversubscribed, on 30 October Derek Handley has confirmed his retirement as a Director of Snakk Media on 31 October 2015.

Derek Handley has been with Snakk since co-founding the company in 2010, serving as its Chair until 1 September 2015. His retirement occurs as part of the Board's evolution to support the Company's next phase of growth. Mr Handley will provide advisory services to Snakk until March 2016, primarily strategic advisory support, especially in relation to the development of new markets and technological partnerships. As Snakk's largest shareholder, Mr Handley remains a strong supporter of the Company and has committed to maintaining his shareholding in the Company until at least the end of 2016. He said "I have spent the last three years working with Mark and all the directors really investing in the future platforms for the business to get ready for the next phase and this has included evolving the board with some exceptional talent ready to take on the challenge. As major shareholder and co-founder, I'm excited and optimistic about Snakk's future under the leadership of Peter, Mark and the team. I wish to thank them for all their efforts to get us to this point and wish them the very best heading into a very busy quarter ahead."

Peter James, Chairman of Snakk Media commented, "Derek has been a strong leader since Snakk's establishment in 2010. The company's growth has been impressive, and Snakk is now well positioned to pursue its vision to be the largest independent mobile advertising specialist across Australia, New Zealand and Southeast Asia. The Board are grateful to Derek for his many contributions and look forward to working with management in ensuring the company's future success."

The Board is also announcing the appointment of Heidi Aldred as Company Secretary effective today, 2 November 2015. Heidi replaces Malcolm Lindeque, who is currently on the Board as a Director.

ENDS

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About Snakk Media Ltd

Mobile advertising technology company Snakk Media offers a full suite of mobile creative, content and technology services, empowering the world's leading brands and agencies to accurately reach and engage with consumers on their mobile devices. 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's business units include Represent Media, a division that sells mobile ad inventory for premium publishers, and Touch Create, a mobile-first creative agency that complements Snakk's portfolio of audience-targeting, geo-location and native advertising technologies.

Snakk was 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.