

SNK – MARKET UPDATE
CHANGE IN DIRECTORS AT SNAKK MEDIA (SNK)

14 January 2016

Snakk Further Strengthens Board

Digital technology specialist Rob Antulov appointed

Snakk is delighted to announce the appointment of Mr Rob Antulov as an Independent Non-Executive Director to the Board, effective immediately.

Based in Sydney, Mr Antulov is a highly accomplished Director with experience ranging across listed, private and not for profit enterprises, including with a number of technology and media companies. He has extensive digital media expertise with strong capabilities in the implementation of technology-oriented growth strategies, most recently in programmatic advertising and online marketplaces. He also brings to Snakk specific M&A skills, having participated in over forty corporate transactions as either principal or advisor.

Currently Mr Antulov provides corporate advisory services with Venture Advisory, a specialist technology and media advisory firm operating in Australia and Asia. He is also a General Partner in 3eep Ventures, a boutique digital media incubator and investment fund. Previous corporate experience has included senior executive roles with Fairfax, Coca-Cola and Booz & Co.

Mr Peter James, the Independent Non-Executive Chair of Snakk Media, said “We are delighted to have Rob join Snakk at this important time in our development. Rob’s significant experience in the fast-moving media and technology space will add immediate value to the Board and to the management team.” Said Mr James “Rob’s appointment as Independent Non-Executive Director follows on from Martin Riegel’s appointment in June last year, and my own appointment in September 2015. The new Board has the right mix of skills and experience to help Snakk succeed in ANZ and into Asia.”

Mr Antulov commented “I am passionate about identifying growth opportunities in the digital landscape and helping executives to deliver on that potential. Snakk is well-positioned for growth, having recently completed a capital raising, and has exciting prospects, especially in the fast-growing Southeast Asian market. I look forward to working with Peter, Martin and CEO Mark Ryan to take advantage of Snakk’s many opportunities”.

Mr Antulov has a Bachelor of Engineering Degree (Elect) from the University of Western Australia, an MBA from the Australian Graduate School of Management at UNSW, and has completed additional postgraduate studies in the USA at the Kellogg School of Management, Northwestern University.

Following Mr Antulov’s appointment, Mr Malcolm Lindeque has stepped down from the Board as an Executive Director but will remain with the Company in his current executive

role.. Mr James thanked Mr Lindeque for his professional input during his time on the Board and wished him well.

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For media enquiries, please contact:

Julie Landry, +64 21 895 098, Julie.Landry@snakkmedia.com

For investors enquiries, please contact:

Heidi Aldred, Company Secretary, +61 410 802 992, investors@snakkmedia.com
www.snk.co.nz, www.twitter.com/snakkmedia

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.