

SNK /ANNOUNCEMENTS

SNACK ANNOUNCES SHARE CONSOLIDATION

The Board of Snakk Media Limited (“Snakk” or the “Company”) has resolved to consolidate the existing ordinary shares (“Shares”) on issue in Snakk (the “Consolidation”).

Under the Consolidation, every 20 existing Shares held in Snakk on 27 January 2016 will be consolidated into 1 Share, with all fractional entitlements to Shares rounded up to the nearest Share. As a result of the Consolidation, the number of Shares on issue in Snakk will be reduced from 314,228,796 to approximately 15,711,440 Shares. It is anticipated that the price at which the Company’s Shares trade on the NXT Market immediately following the Consolidation should increase by approximately 20 times.

The Consolidation is part of the broader Capital Strategy Program Snakk is undertaking to provide the Company with the leadership, capital, shareholder base and market support it needs to continue its growth trajectory and expansion into Southeast Asia. Already completed steps include:

- Refreshing and reinvigorating the Board with the appointments of Peter James - Chairman, Martin Riegel and Robert Antulov as Independent Directors.
- Completing a successful capital raising of \$2.2m (an increase from its original target of \$1.5m), providing the Company with the capital it needs to take advantage of organic growth opportunities and the addition of new, supportive, large shareholders.
- Transitioning its listing to the NXT Market – providing ongoing, transparent benchmarks, in the form of Key Operating Milestones which are provided under the NXT Market Rules, and the provision of third-party research.

Further capital initiatives are in planning and this Consolidation will make future undertakings more effective.

The timetable for the Share Consolidation is as follows:

22 January – Last day for trading in pre-Consolidation Shares on the NXT Market.

25 January - Ex-date for the Consolidation. Snakk’s Shares are expected to enter a trading halt from this date until the Consolidation is completed.

27 January – Record date for the Consolidation.

28 January – Commencement of trading in post-Consolidation Shares on the NXT Market.

Shareholders will receive a statement from Snakk’s share registrar, Computershare, a few days after the effective date of the Consolidation notifying them of their new shareholding. Pre-Consolidation holdings in the same name will be aggregated for calculation of entitlements and Snakk reserves the right to aggregate holdings held by associated shareholders where it considers that holdings have been split in order to take advantage of rounding.

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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.