



26 February 2016

Dear Shareholder

SHARE SALE PLAN – PROSPOSAL TO GIVE FINANCIAL ASSISTANCE & NOTICE OF COMPULSORY SALE

Today Snakk Media Limited (“Snakk Media”) has launched a Share Sale Plan. The purpose of this plan is to give smaller shareholders the chance either to sell their shares cost effectively or to buy more shares.

As well, in conjunction with the Share Sale Plan, we are giving larger shareholders the opportunity to buy more shares.

However, the Share Sale Plan, and the opportunity to buy up to 10,000 more shares in conjunction with the Share Sale Plan, are only available to shareholders who have an address on Snakk Media’s share register in New Zealand.

The restrictions upon eligibility are due to potential legal limitations in some countries, the relatively small number of shareholders there, the small number and value of shares they hold and the potential cost of complying with regulatory requirements in those countries. Accordingly, Snakk Media wishes to advise you that it will not be extending the ability to choose to participate in the Share Sale Plan, or to buy up to 10,000 more shares in conjunction with the Share Sale Plan, to you, but thanks you for your continued support as a shareholder.

Notice of financial assistance

Snakk Media proposes to provide financial assistance to those of its shareholders who elect to purchase up to 10,000 ordinary shares under, or in conjunction with, the Share Sale Plan. Further information about the Plan may be found under Snakk Media’s ticker code on the NXT website, www.nxt.co.nz.

The financial assistance will be provided by Snakk Media agreeing to pay brokerage and registry fees on the purchase of up to 10,000 ordinary shares in connection with the purchase of Shares by eligible shareholders under, or in conjunction with, the Share Sale Plan. However, Snakk Media will not pay brokerage or registry fees for any director or associated person of a director who elects to purchase Shares under or in conjunction with the Plan. The total amount of the brokerage and registry fees which will be paid by Snakk Media cannot be quantified until the Share Sale Plan is completed.

To initiate the proposed financial assistance the Board resolved on 22 February 2016 that:

- Snakk Media should provide the financial assistance;
- the giving of the financial assistance is in the best interests of Snakk Media;
- the terms and conditions under which the financial assistance is given are fair and reasonable to Snakk Media; and
- the giving of the financial assistance is of benefit to those shareholders not receiving the financial assistance, and the terms and conditions under which the financial assistance is given are fair and reasonable to those shareholders not receiving the financial assistance.

This disclosure document is given to you pursuant to section 78(5) of the Companies Act 1993 and complies with section 79 of the Companies Act 1993.

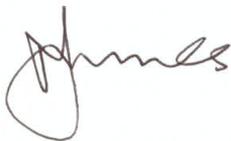
Minimum Holding

For the purposes of Snakk's constitution, this letter is also a formal notice that, if you currently hold less than a Minimum Holding, Snakk will arrange for the compulsory sale of your Shares under the Plan if you still hold less than a Minimum Holding at execution of the bookbuild under the Plan.

Sales will be made in accordance with the Snakk's constitution and the Plan Document, provided that in applying those clauses to the compulsory sale of Shares, "Participating Sale Shares" shall refer to all of the Shares you hold at the time of sale and references to the "Plan" shall refer to the compulsory sale of Shares. No further notice of sale will be given by Snakk and your Shares will be sold without the need for any action on your part.

The size of a minimum holding depends on the price of Snakk's Shares on the NXT Market and may change from time to time. The size of a minimum holding as at the date of this letter is 500 Shares.

Yours sincerely

A handwritten signature in black ink, appearing to read 'James', with a large, stylized initial 'J'.

Peter James
Independent Chair