

SNK/ANNOUNCEMENTS

26 February 2016

SNACK LAUNCHES SHARE SALE PLAN

Snakk Media is launching its Share Sale Plan. Full details of the Share Sale Plan can be found in the Share Sale Plan Document and accompanying documents, all of which are being released today.

1. [Share Sale Plan Document](#)
2. [Letter from Chair small shareholdings](#)
3. [Financial Assistance Notice](#)
4. [Letter from Chair large shareholdings](#)
5. [Financial Assistance Notice overseas shareholders](#)
6. [Financial Assistance & Compulsory Acquisition](#)
7. [Participation Notice](#)
8. [Purchase Participation Notice](#)

ENDS

For media enquiries, please contact:

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

For investor enquiries, please contact:

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

John Moore, Managing Director, Miro Capital Advisory, +64 9 213 3474,
john@mirocapital.co.nz

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 recently announced an exclusive technology

partnership with US mobile location provider UberMedia, spanning Australia, New Zealand and Southeast Asia.

Visit www.snk.co.nz for **Investor information**, and www.snakkmedia.com for **Trade inquiries**.