

SNK – MARKET UPDATE

## **Snakk brings UberMedia to Australia, NZ & Southeast Asia in exclusive deal**

*Partnership with US mobile ad tech pioneer for in-app hyperlocal geo & social products*

AUCKLAND, New Zealand, 2 February 2016 - Snakk Media Limited (NXT: SNK) is today announcing a strategic partnership with US mobile ad tech company UberMedia to exclusively distribute its in-app social, interest, and geo-location mobile advertising products in Australia, NZ and Southeast Asia.

California-based UberMedia was founded in 2010 by entrepreneur Bill Gross, and is led by CEO Gladys Kong, who in late 2015 was named one of the 30 most powerful women in mobile advertising by Business Insider<sup>1</sup>. UberMedia has developed patented in-app technologies that combine advanced first-party social cues, interest data and geo-location signals with mobile consumer behaviour, resulting in market-leading campaign performance for advertisers. The company has delivered advertising solutions for many Fortune 500 companies including the top retail, automotive, entertainment, consumer packaged goods and telecom advertisers in the US.

UberMedia is part of Idealab, a company started in 1996 by Bill Gross which has founded or advanced development of more than 150 companies including Overture which it sold to Yahoo for \$1.63 billion, CitySearch which was acquired by IAC/InterActiveCorp, HomesDirect which was acquired by eBay, Picasa which was acquired by Google and Perfect Market, acquired by Taboola. UberMedia investors include Accel Partners, Index Ventures and Comcast Ventures.

The UberMedia mobile advertising technologies that Snakk brings to Australia, New Zealand and Southeast Asia include Location Visit Optimization (LVO)<sup>™</sup>, Footfall Attribution Reporting, Programmatic Geo-Creative and True Lift Retail Insights. In addition, Snakk will continue to work with UberMedia to develop innovative new mobile and data products that meet the specific needs of its advertisers. Snakk has utilised these technologies for brands in all of its markets, including Hyundai, BWS, Metcash and Subway.

Snakk Media Group CEO Mark Ryan says “In our industry it’s not always easy to speak in simple terms, however what this exclusive partnership with UberMedia means is that Snakk can offer what we feel are best-in-market mobile location, social & audience products. Brands can literally find the right people, in the right place, at the right time using the most-precise geo-targeting available. They can obtain advanced reporting that shows who saw their ads, and then who made it to their physical stores - and why.”

“We’ve been working with UberMedia since 2013, and have benchmarked their unique geo-location, mobile audience and social offerings against a number of other players in market. It became very clear that what they offered was far beyond other mobile geo-location platforms in terms of accuracy and scale.” Mr. Ryan continues, “Having long admired their focus on

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Business Insider, October 2015, <http://www.businessinsider.com/business-insider-most-powerful-women-in-mobile-advertising-2015-10?IR=T>

innovation the time was right to ink a formal strategic partnership to help us jointly grow in Snakk's fast-developing markets."

UberMedia CEO Gladys Kong says: "In the US, mobile is set to take centre stage as the primary tool in the marketer's toolbox and will no longer be the third or fourth media option. We see this trend happening in other markets, particularly Southeast Asia where mobile is predominantly the first screen and mobile ad spend is forecast to outpace global trends. As advertisers demand more accountability from their mobile ad spend UberMedia's ability to measure how mobile ads influence real-world consumer behaviour makes for a powerful partnership with Snakk Media."

UberMedia's exclusive relationship complements Snakk's current portfolio of mobile advertising offerings including TV Sync in partnership with Impulse Screen Media, and Snakk's mobile-first creative division Touch Create, enabling the company to offer a unique set of mobile creative, content and media services.

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**About UberMedia**

UberMedia is a cross-screen mobile insights, advertising, and measurement platform that leverages social signals, interests, and location history to identify the heart of consumer decision-making and reach consumers when they are most receptive to purchase. In 2012, UberMedia was ranked #16 in The Wall Street Journal's Top 50 Start-ups and was listed as one of Fast Company's "50 Most Innovative Companies." UberMedia has delivered dynamic advertising solutions for many Fortune 500 companies. UberMedia is a network company of Idealab, a creator and operator of technology businesses. For more information, please visit [www.ubermedia.com](http://www.ubermedia.com).

**About Idealab**

Idealab's mission is to create and operate pioneering technology companies. Founded in 1996 by entrepreneur Bill Gross, Idealab provides a broad range of operational support to its companies, allowing the company management teams to focus on getting to market quickly and cost effectively and to take advantage of the serial start-up experience of the Idealab team. Bill Gross and Idealab have founded or advanced development of more than 150 companies including Overture Services, eSolar, UberMedia, CitySearch, Picasa and Internet Brands. Current operating companies are providing innovative technology solutions in

industries such as software, search, Internet media and services and alternative energy fields. Additional information may be found at [www.idealab.com](http://www.idealab.com).

## **About Bill Gross**

Bill Gross founded Idealab in 1996 and is the company's Chairman and CEO. Bill is an incurable entrepreneur who has been starting companies since he was twelve years old. Prior to graduating from Caltech, Bill started Solar Devices, a firm which sold plans and kits for solar energy products, and then he patented a new loudspeaker design and formed GNP Loudspeakers, Inc. After graduating from college, Bill Gross started GNP Development, Inc., which made a natural language product for Lotus 1-2-3 called HAL and was acquired by Lotus Development Corporation. Several years later he started Knowledge Adventure, an educational software publisher that was acquired by Vivendi Universal. Bill's latest venture, Idealab, was founded to create, build and operate pioneering technology businesses. The structure of Idealab allows for many ideas to be tested at once and turn the best of them into companies. More than 150 companies have been created at Idealab generating more than 10,000 jobs. Thirty-six companies have been a part of successful mergers or acquisitions and 8 companies have had IPOs. Bill also serves on the boards of directors of numerous companies and is a board member of Trustees of the California Institute of Technology and the Art Center College of Design.

## **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. Visit [www.snk.co.nz](http://www.snk.co.nz) for Investors, and [www.snakkmedia.com](http://www.snakkmedia.com) for Trade inquiries.