

SNK - Market information

25 March 2013

Snakk announces record quarter, Share Purchase Plan update
New capital-raising initiative follows a record quarter of 210% growth

AUCKLAND, New Zealand, 25 March 2013 – Snakk Media (NZAX: SNK), the new screen company that tripled its share price on its stock exchange debut earlier this month, is announcing record-breaking revenues for the October to December 2012 quarter, with unaudited revenues increasing 210% year-on-year from \$NZ686,000 to \$NZ1.439 million. Revenue for the entire year to March 2012 was \$NZ1.99m.¹

“Snakk is continuing to prove itself as a future-focussed, high-growth company; one that is that is generating tremendous revenue opportunities from the new screens and channels that brands are using to connect with consumers,” says Chairman and co-founder Derek Handley. “In less than two short years, Snakk has achieved significant financial growth with revenue increasing almost 350% in our last financial year.² The third quarter results we’ve announced today show we are continuing our upward growth trajectory.”

Snakk makes money every time an ad uses its networks to appear on a tablet or smartphone. Revenue comes from both the advertiser paying to use the ad space and the publishers serving the ad in this space to its audiences.

The company is also confirming it will announce the opening date, terms and issue price of its Share Purchase Plan (SPP) in April, subject to NZX approval. The offer will be available exclusively and for a limited time to investors holding Snakk shares prior to the morning the offer opens.

Funds raised from the SPP will go toward expanding the company into new regions, growing the sales team, adding new technology platforms, and exploring strategic investment opportunities.

“The SPP is an exciting time for Snakk investors as it gives them an easy and convenient way to buy larger chunks of a fast-growing company at an attractive price,” says Mr Handley.

In Australia, where Snakk currently operates, smartphone penetration is the second highest in the world at 42.1%, ahead of the US at 36.6%³, and mobile advertising revenue is predicted to experience compound growth of 46% annually, reaching \$177M by 2017.⁴

Snakk listed on the NZAX on 6 March, and was the first company to list on the New Zealand stock exchange this year.

Visit the Snakk investor relations website at www.snk.co.nz for more information.

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For more information, please contact:

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[About Snakk Media](#)

Snakk enables brands to reach their consumers on smartphones and tablets, delivering engaging ads across a network of mobile websites, applications, and games in a way that is highly targeted, measurable and scalable. The company’s expertise and portfolio of technology aggregates a publisher’s supply of ad space and matches it with an advertiser’s demand. Snakk is deeply committed to building a purpose-driven business that balances commercial outcomes with a higher social purpose.

Investor website: www.snk.co.nz

¹ From March 2011-2012

² from to NZ \$2million in March 2012 from NZ\$0.58 million in March 2011.

³eMarketer, Oct 2012 – Global Media Intelligence Report 2012

⁴ Frost and Sullivan - Australian Online General and Mobile Advertising Market 2012