

24 May 2013  
Market release

**Investors apply for more than \$7.5m of Snakk**  
*Board scales back SPP applications, accepts \$6.5m of new capital*

AUCKLAND, New Zealand, 24 May 2013 – The board of ‘new screen’ start-up Snakk Media Ltd., (NZAX: SNK) is pleased to announce the company has received more than \$7.5m from over 1200 investors applying to take part in its Share Purchase Plan (SPP) capital raising initiative.

The amount raised far exceeded the company’s minimum target of \$2m, and although the board has the right to accept the full amount, it has elected to scale back all applications received by 15%.

Together with a private placement that raised approximately \$600,000, the final amount of capital raised will be \$6.5m.

“The response from investors is spectacular, and greater than we expected,” says Snakk Chair and Co-Founder Derek Handley. “It shows our investors are confident in the company’s business model, growth prospects and the mobile and tablet revolution ahead of us.”

“The new funds allow us to accelerate our plans to explore strategic investments and acquisitions – so that we can keep investing in the right areas that will build and scale the business for the long-term.”

The successful capital raising coincides with Snakk’s recent expansion into New Zealand, where newly hired Rowan Spinks joined this week as the company’s first sales-focussed executive based outside of Australia.

The company marked its first week in New Zealand by presenting to a sold-out crowd at the Marketing Association’s annual “Digital Day Out”, where Snakk Co-Founder and General Manager Andrew Jacobs shared local market statistics illustrating the country’s explosive growth in the use of smart, ‘new screen’ devices. He also presented a series of case studies demonstrating how Snakk is using a combination of interactive rich media, social media aggregation, location-based targeting and multiple ad network technologies to achieve great results for brands.

“After such a compelling response to the SPP it is also very encouraging to see how well Snakk is being received in New Zealand,” says Group CEO Mark Ryan. “It was obvious from the enthusiasm and knowledge of the in the people in the room at this event that the New Zealand mobile market is absolutely on the right upward growth trajectory.”

The Snakk board is very pleased with the SPP results and thanks shareholders for their strong support.

ENDS

**For media inquiries, please contact:** Julie Landry, Snakk Media, 021 895 098

**For investor inquiries, please email:** [investors@snakkmedia.com](mailto:investors@snakkmedia.com) or phone 021 464 392

**Follow Snakk for investor and market updates on [twitter.com/snakkir](https://twitter.com/snakkir)**

**About Snakk Media Limited**

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 generates revenue every time an ad uses its networks to appear on the sites, games and social networks of a tablet or smartphone. Revenue comes from both the advertiser paying to use the ad space and the publishers serving the ad to its audiences.

Snakk is deeply committed to building a purpose-driven business that balances commercial outcomes with a higher social purpose.