

SNK – Market information

4 June 2013

Snakk grows annual revenue by 83%
Becomes 'B Corporation' for meeting stringent socio-enviro standards

AUCKLAND, New Zealand, 4 June 2013 – 'Smart screen' start-up Snakk Media Ltd., ([NZAX: SNK](#)) is announcing its first unaudited year-end financial results since becoming a public company, with revenues from March 2012 to March 2013 increasing 83% year-on-year from \$1,992,958 to \$3,654,346.

The company's financial year ended with fourth quarter revenues¹ almost doubling, increasing 94% year-on-year from \$507,300 to \$984,643.

With previous year's revenues increasing by 83%, Snakk has thus far out-paced 2012 analyst predictions stating that advertising spend on mobile devices in Australia are forecast to grow by 46% year-on-year over the next five years.²

The lift in revenue coincides with Snakk being named a [Certified B Corporation](#) (B Corp), one of the first publicly listed companies in the world to meet the rigorous social and environmental performance standards set out by the internationally recognised non-profit, B Lab.

"It's been a great year," says Snakk Co-Founder and Chairman Derek Handley. "We are proud of the company's results to date, but there is still a huge amount of work to be done. Today we are joining hundreds of companies worldwide that are proving that "doing well while doing good" is an increasingly attractive advantage for investors, customers and employees."

"Being a B Corp means embracing the philosophy that Snakk exists to create value for all of our stakeholders beyond our shareholders, and offers greater transparency, accountability and performance on our social and environmental objectives. Snakk has been built from the ground up to keep growing this way."

Snakk's full B Impact Report can be found here: <http://www.bcorporation.net/community/snakk-media>.

The year-end results and B Corp certification follow last month's successful capital raising initiative, where more than 1,200 investors contributed \$6.5m through a Share Purchase Plan.

Snakk Group CEO Mark Ryan, who served as Executive Director throughout last year's financial year, says the start-up's ability to rapidly develop in its second year of operation is a fantastic achievement.

"Last year the business grew and matured quickly, both from an operational and revenue-generation perspective," said Mr Ryan. "We capped off the end of the year with a strong debut on the New Zealand Stock Exchange and since listing we have welcomed more than 700 new shareholders into the Snakk family."

"With the funds raised from the SPP, we are now in an excellent position to look at opportunities and potential acquisitions that will allow us to scale the business beyond the start-up phase and grab a larger share of the exploding mobile advertising market."

Snakk's growth strategy is focused on increasing its Australian and New Zealand market share and then expanding geographically into Asia, where analysts predict mobile will play a leading role in efforts to engage consumers, whose first digital experiences will be with mobile devices.³

Snakk expects to release its audited results on or before 20 June.

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¹ January to March 2013

² Frost and Sullivan, Australian Online General Mobile Advertising Market 2012 Report

³ 2013 Mobile Trends for Marketers, Forrester Research Report



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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.

About B Corp

Certified B Corporations meet rigorous standards of social and environmental performance, legally expand their corporate responsibilities to include consideration of stakeholder interests, and build collective voice through the power of the unifying B Corporation brand. As of February 2013, there are more than 690 Certified B Corporations from over 60 industries and 24 countries, representing a diverse multi-billion dollar marketplace.

About B Lab

B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world. B Lab drives this systemic change through a number of interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between "good companies" and good marketing; 2) passing legislation to accelerate growth of social entrepreneurship and impact investing (12 states have already passed benefit corporation legislation); 3) driving capital to high impact investments through the use of GIIRS Ratings and Analytics (more than 60 investors with over \$3B in impact assets under management use GIIRS); and 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 7,000 businesses use B Lab's free B Impact Assessment).