

SNK – MARKET UPDATE

MARVIN YEE JOINS BOARD OF SNAKK MEDIA (SNK)

1 November 2018

Snakk is pleased to announce the appointment of Mr Marvin Yee as a Non-Executive Independent Director to the Board, effective 1 November 2018.

Mr. Yee's appointment follows the investment in Snakk Media by Yee Industries Limited of which he is a director.

Marvin is an Auckland based businessman with interests in private and public companies. His investment experience includes technology, fintech, medtech and the crafting of financial instruments. Marvin is also a partner in Crown Private, a global investment syndicate with investments in over 60 companies and investor members from 18 countries.

Marvin is the Founder and Director of CyberCom Global Limited, a consolidated technology group which includes payment gateways and ISP services. CyberCom is presently in New Zealand, Malaysia and Singapore.

Marvin sits on a number of boards in New Zealand, Australia, the United States, Malaysia and Singapore. A graduate of Auckland and Massey University, he has an MBA specializing in accounting and finance and a BA in politics. He is a member of the New Zealand Institute of Directors.

Mr Peter James, the Independent Non-Executive Chair of Snakk Media, said

“The investment by Yee Industries in the Company shows support for the potential of the business as it pursues its strategy to expand its mobile product range, services and customer base. I am pleased to welcome Marvin to the board of Snakk Media. Marvin’s extensive experience with businesses in the technology sector will add value to the Board and the management team and complements the existing mix of skills and experience of the Board.

Mr. Marvin Yee commented “I am enthusiastic about Snakk's prospects and look forward to working with Peter, Brent and the management team to take advantage of Snakk’s many opportunities”

Following Mr Yee’s appointment Mr Rob Antulov has stepped down as a Non-Executive Director.

Mr Peter James and Mr Brent King will continue to be independent directors of the Company.



Mr James thanked Mr Antulov for his dedication and professional contribution over nearly three years with Snakk and wished him well.

ENDS

About Snakk Media Ltd

Snakk Media is an expert in engaging mobile consumers. As an operator in the digital advertising sector Snakk's core business is to offer in-app and mobile web advertising solutions based on precision geo-location and mobile behavioural usage data - supported by specialist mobile creative and data-led consumer insights. Snakk also specialises in providing audiences derived from consumers use of mobile device apps and mobile geo-location data.