2018 ANNUAL GENERAL MEETING

Agenda

- **Opening Address. Peter James**

- **Business of the Meeting**

- **CEO Address. Joel Williams**

OPENING ADDRESS

Peter James

Independent Chair

THE RESOLUTIONS

Peter James

Independent Chair

SNAKK MEDIA

Resolution 1

"That Mr. Robert Antulov
be re-elected as a Director
of the Company"

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Resolution 1

"That Mr. Robert Antulov
  be re-elected as a Director
  of the Company"

VOTE PLEASE

Resolution 2

"That Mr. Brent King
be elected as a Director
of the Company"

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VOTE PLEASE

Resolution 3

"That the Board of Directors
of the Company be authorised to fix
the auditor's (Staples Rodway)
remuneration for the forthcoming year"

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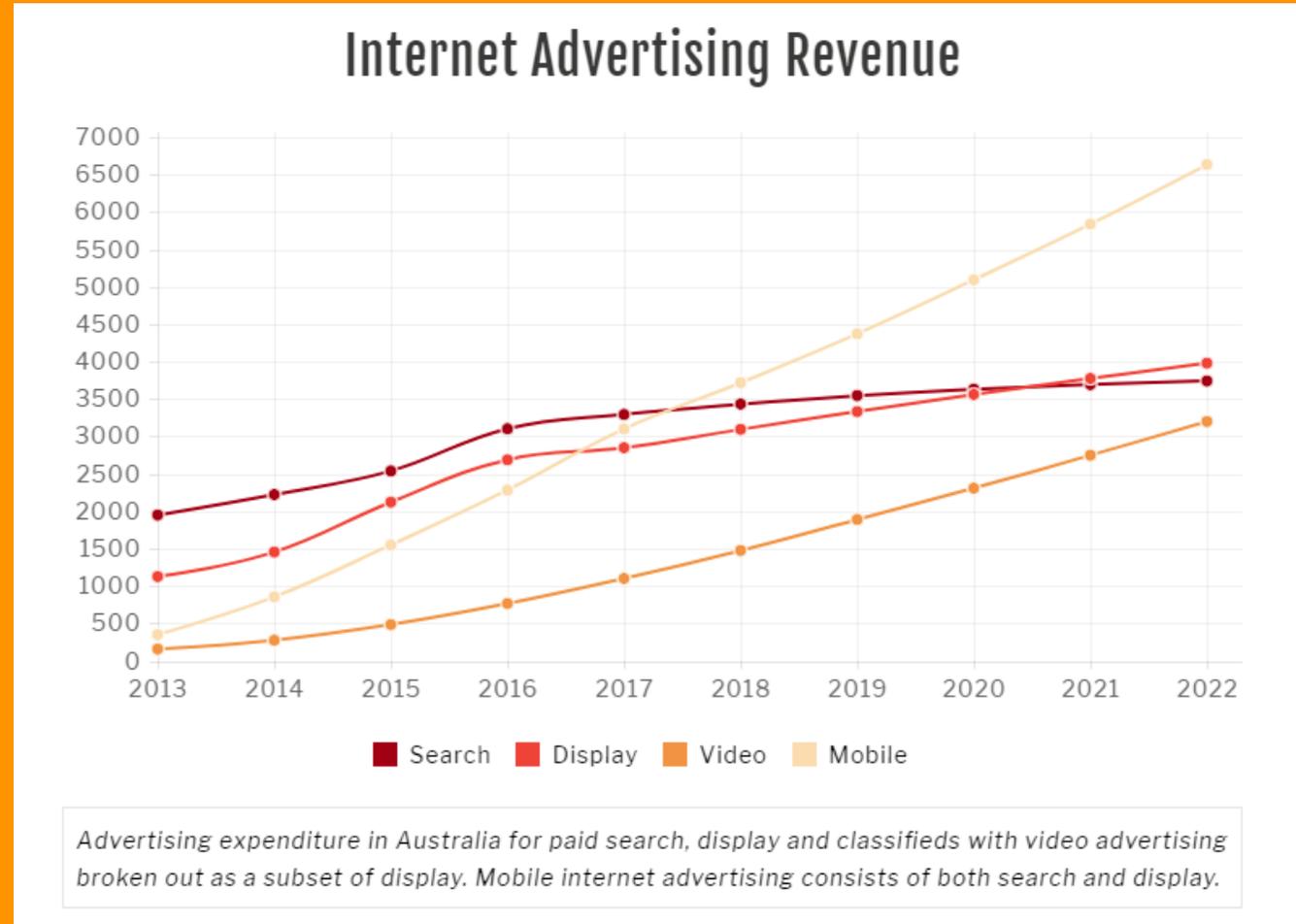
VOTE PLEASE

CEO PRESENTATION

Joel Williams

CEO

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The Mobile Sector

Australian Media and Advertising Sector Information

[6] OF TIME ON DIGITAL SPENT ON MOBILE
76%

[1] 88% MOBILE PENETRATION

[2] 4:16 HOURS EVERY DAY ON MOBILE

[5] 80+ UNLOCKS EVERY DAY ON AVERAGE

IMPACT OF MOBILE IN 2018

[4] 3.1bn AD SPEND ON MOBILE IN 2017

[3] 80% IN-APP TIME ON MOBILE vs MWEB

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Mobile Advertising in Australia Continues to Grow

Internet Advertising Revenue

Advertising expenditure in Australia for paid search, display and classifieds with video advertising broken out as a subset of display. Mobile internet advertising consists of both search and display.
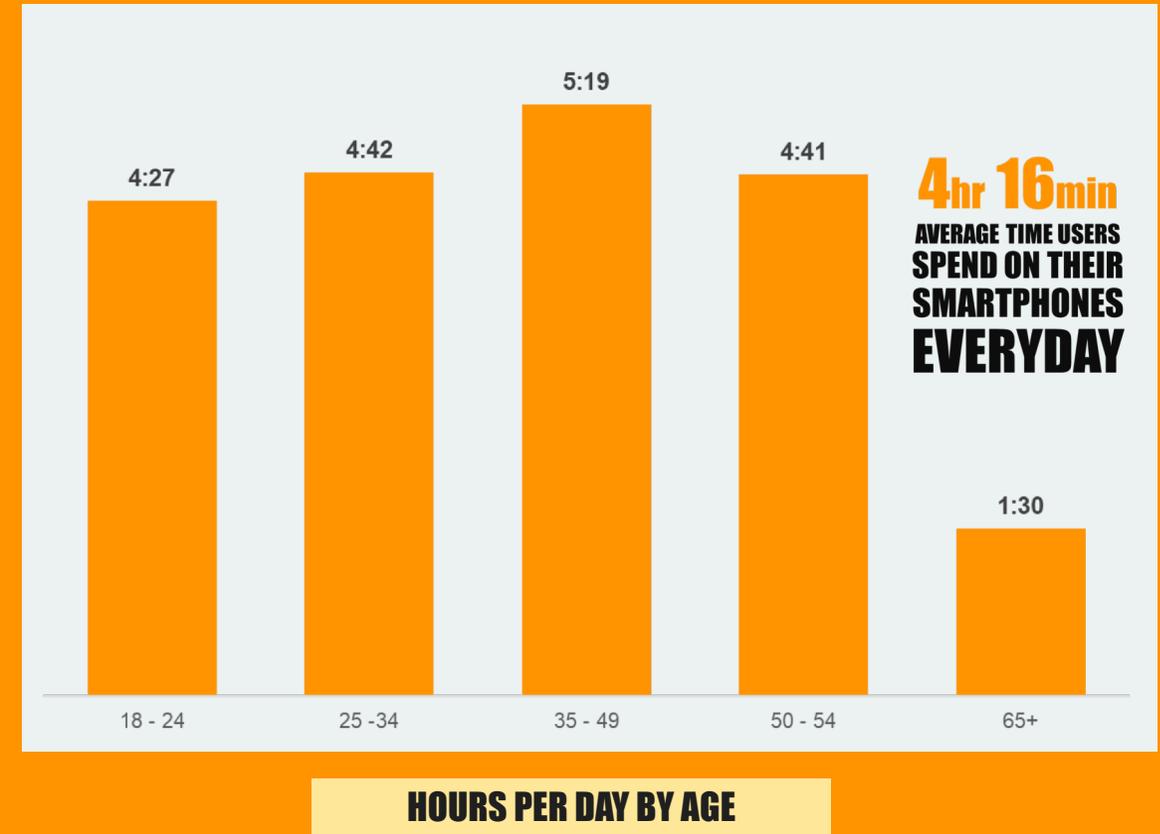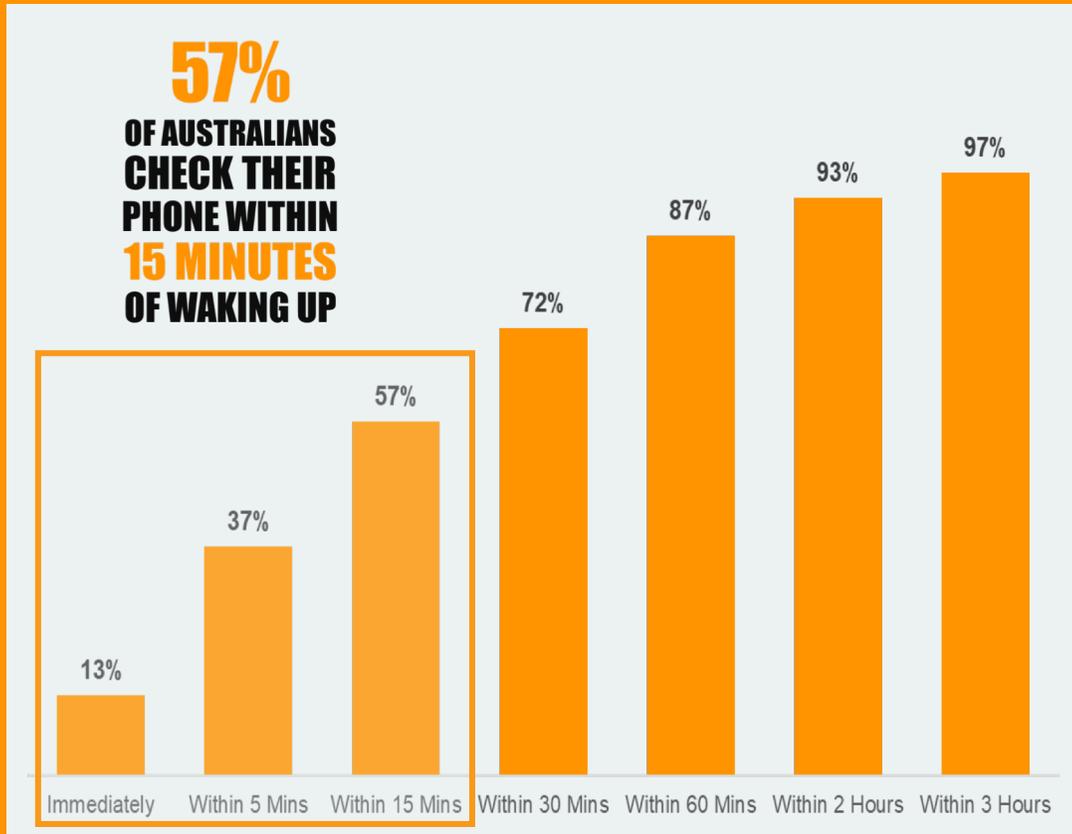
Mobile advertising continues to grow, however, much of the growth goes to Google and Facebook. Snakk's challenge is to capture a higher share of the existing and future total market

High Penetration of Mobile Devices
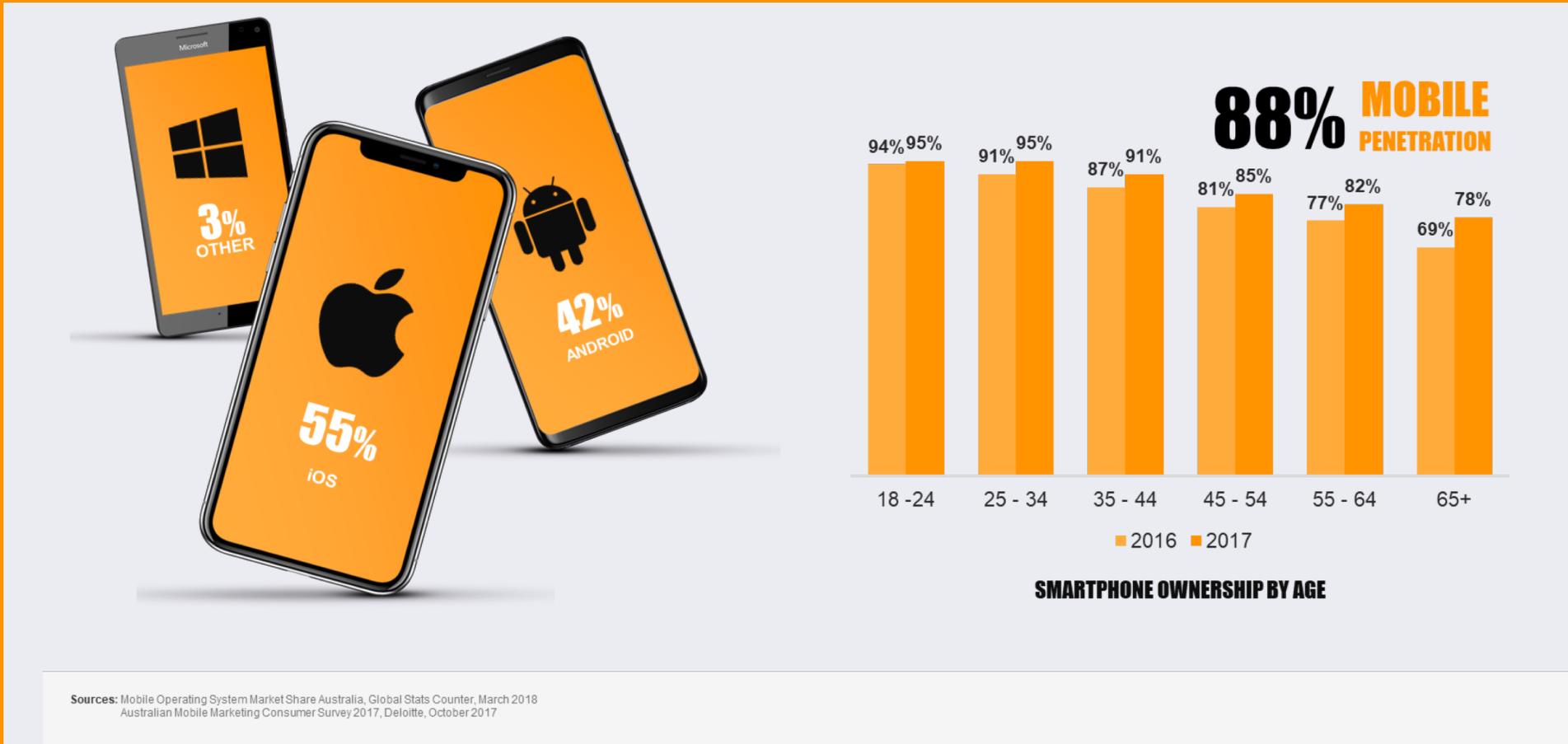
**Australia has a high proportion of iOS (iPhone) devices followed by Android. Snakk places ads on all types
At 88% mobile penetration, Australia has one of the highest penetration rates in the world**
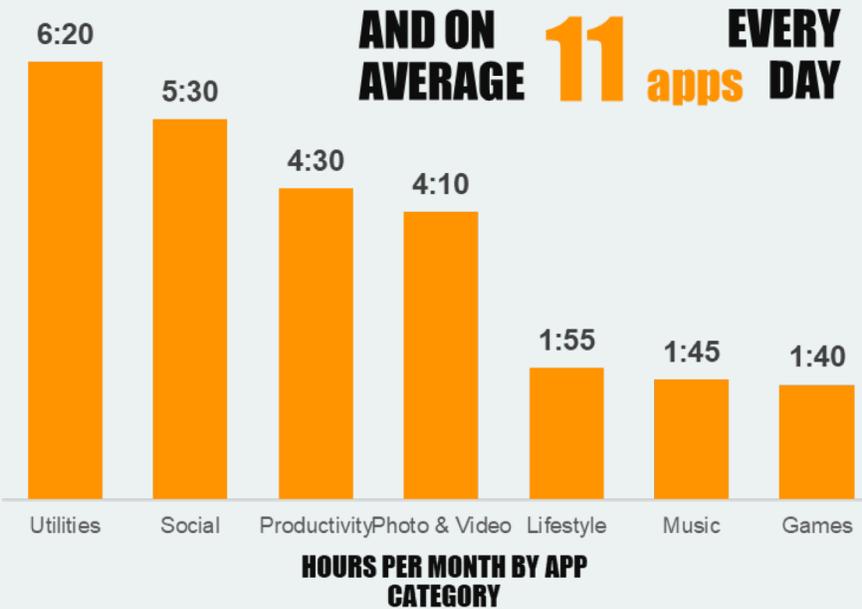
High Usage Rates

57%
OF AUSTRALIANS CHECK THEIR PHONE WITHIN 15 MINUTES OF WAKING UP

13% Immediately
37% Within 5 Mins
57% Within 15 Mins
72% Within 30 Mins
87% Within 60 Mins
93% Within 2 Hours
97% Within 3 Hours

4hr 16min
AVERAGE TIME USERS SPEND ON THEIR SMARTPHONES EVERYDAY

4:27 | 18 - 24
4:42 | 25 -34
5:19 | 35 - 49
4:41 | 50 - 54
1:30 | 65+

HOURS PER DAY BY AGE

Australians are highly dependent on their devices. 57% check their phone within 15 minutes of waking
Consumers spend over 4 hours a day on their phones. Those between 35-49 spend over 5 hours a day

A High Proportion of Time is Spent "in-app"

THE AVERAGE AUSTRALIAN USES 36 apps EACH MONTH.

AND ON AVERAGE 11 apps EVERY DAY

6:20 — Utilities
5:30 — Social
4:30 — Productivity
4:10 — Photo & Video
1:55 — Lifestyle
1:45 — Music
1:40 — Games

HOURS PER MONTH BY APP CATEGORY

205 MINS EVERY DAY IS SPENT IN-APP
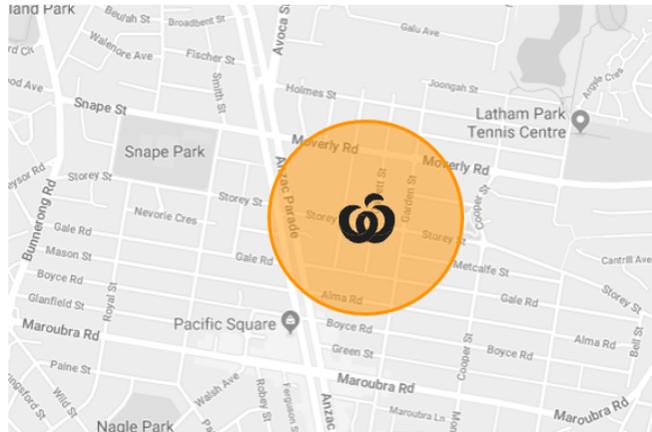
20% MOBILE WEB

80% IN-APP

Sources: Time spend per day with Mobile Internet (mweb) vs In-App, eMarketer, 2018
Spotlight on Consumers: Australia App Usage, App Annie, 2017

80% of browsing time is spent in-app
On average consumers use 36 apps per month, 11 per day
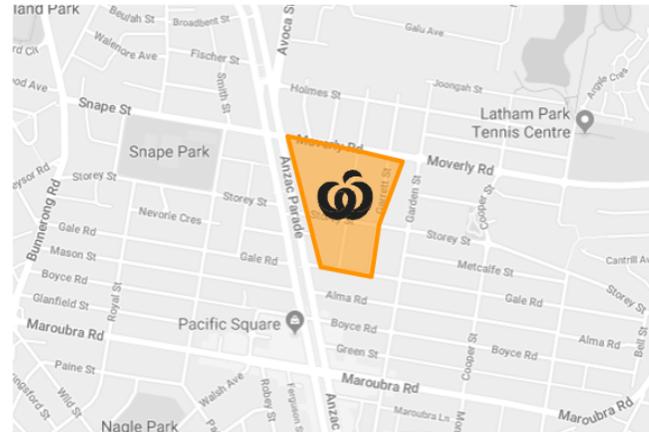
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Geo-Location Targeting

PROXIMITY

Proximity targeting allows us to reach users with display, video and native ads in real-time when they are seen within the set radius of any given location.

POLYGONS

We use custom polygons to define exact boundaries of specific locations. We can reach users who are within these boundaries or have been seen within them in the past.

CONQUESTING

Target a competitors location and measure how many of those device then visit your brands location.
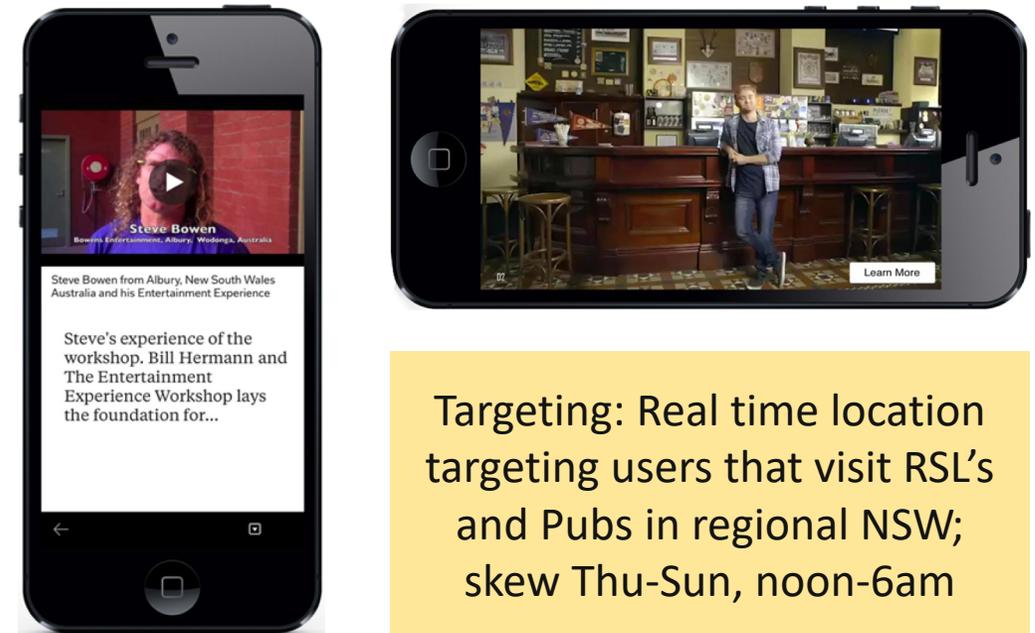
Examples of Geo-Location Ad Campaigns

Example 1: Banner, ½ Page, Full-Page

Targeting: Geo-fencing and targeting seen at 52 Martin Place in real time and re-targeting in down time. Frequency cap 7.

Example 2: Video Campaign

Targeting: Real time location targeting users that visit RSL's and Pubs in regional NSW; skew Thu-Sun, noon-6am

Results and FY19 Focus

FY18 Highlights

- Stabilised the business. Completed the re-structure that started in FY17, significantly reducing the operating cost base without impacting delivery

- Significant turnaround of $2.9m reducing net loss to $0.27m

- First profitable half year in Snakk's history, $0.35m

- Maintained strong gross margins despite intense competition

- Achieved growth in Melbourne and Brisbane where Snakk invested in local resources

- Established an incentive based distribution model in New Zealand

- Grew the programmatic self-service revenue

- Incrementally enhanced the product range through the introduction of enhanced reporting and enriching the audiences offered to brands via agencies with third party consumer data (Helix personas)

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FY19 Focus (1 of 2)

- Renewed the executive team: recruited highly capable Chief Digital Officer, Chief Commercial Officer, and Chief Finance Officer
  - Each bring a deeper level of digital media expertise than previously available to Snakk

- Positioning Snakk as "Experts in Engaging the Mobile Consumer" thus broadening beyond in-app geo-location based advertising, enabled via a sales team who are experts in mobile advertising supported by specialist mobile products and a high calibre ad operations team

- Actively expanding the product range to diversify beyond in-app geo-location based audience media
  - Offers the opportunity for revenue growth and diversification of revenue risk
  - Attended DMEXCO – the largest digital media expo in the world to identify new technology partners and products
  - Introduced a 'performance based' product that complements Snakk's geo-location products
  - Potential products include video and audio media in-app or non-app mobile sites, and utilising geo-location and mobile usage audiences to run campaigns in other media platforms

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FY19 Focus (2 of 2)

- Developing a data led business stream underpinned by mobile device usage data:
  - This is a unique data set that complements data held by data specialists such as census, credit card and store loyalty data
  - Revenue can be via sale of data or on a revenue share basis when data is used by the customer to activate media sales
  - Highly scalable business stream and reaches customers other than agencies

- Continuing to look for opportunities to embed self-service into agency and advertisers' internal trading desks

- Trading conditions have been challenging

- Working capital remains low

- Migration from NXT

- Continuing to consider all capital options

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Questions

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EXPERTS IN ENGAGING THE MOBILE CONSUMER

www.snakkmedia.com