REELTIME MEDIA LIMITED

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ANNOUNCEMENT FOR RELEASE TO THE MARKET
REELTIME MEDIA LIMITED
ASX: RMA

Quarterly Report

In the past quarter, the Company has announced agreements regarding six (6) acquisitions and the deployment of a new business unit, giving a total of seven (7) new businesses in the group. The details are summarised below.

1.   ZEALED

Zealed is a Sydney-based digital agency established since 2004. It specialises in the development of custom web solutions including websites, digital applications, content management systems, mobile app development, e-commerce websites and custom integration solutions. The business has provided online solutions for a range of leading national and international organisations including the University of Technology Sydney (UTS), Relationships Australia, Synergy Natural Products (International), Nature's Sunshine Products (Asia Pacific), and a large number of Anytime Fitness Franchises nationally.

The Zealed business provides the Company with an increased depth of talent in the custom web solutions market, enabling it to secure higher value projects and strengthening its presence on the East Coast of Australia.

2.   STARTLOCAL

The Company entered into a Terms Sheet with Local Domains Pty Ltd for the acquisition of its business assets including StartLocal (Australia), StartLocal (India), LearnCloud, Australian Tradesman User Guide, Retail Shopping Engine and Home Services Engine. Some information about each business follows.

StartLocal (Australia)

StartLocal (www.startlocal.com.au) is an online search engine and directory of 1.1 million Australian businesses. The directory currently has 97,000 registered business listings with a large number of additional subscribers being added each month. The StartLocal.com.au website receives over 1 million website visitors per month. The acquisition includes a comprehensive mobile phone app, 'Australia On Sale', which enables customers to search over 12,500 sales, discounts and coupons listed on the directory, and a substantial active email database of over 120,000 contacts. StartLocal generates revenue from its paid advertisers and has a custom direct services agreement with Google for the provision of paid advertising on the website.

StartLocal (India)

StartLocal (www.startlocal.in) is an online search engine and directory of Indian businesses. This provides RMA with the opportunity to expand its overseas operation to service local businesses in the Indian market in addition to its Australia-based operation.

LearnCloud

LearnCloud (www.learncloud.com.au) is a niche-focused online search engine and directory that enables users to find and connect with the instructors, tutors, teaching businesses and institutions in all educational fields. The acquisition provides RMA with access to businesses in the training & education industry.

Australian Tradesman User Guide (ATUG)

ATUG (www.atug.com.au) is a searchable directory of tradesmen. It contains hundreds of thousands of listings and provides RMA with access to large numbers of clients in the trades industry.

Retail Shopping Guide

Retail Shopping Guide (www.retailshoppingengine.com) is one of the largest retail and shopping directories in the United States. It contains over 1.1 million retail businesses and enables visitors to rate and recommend these businesses.

Home Services Engine

Home Services Engine (www.homeservicesengine.com) has over 800,000 home service business listings, making it one of the largest directories of its kind in the United States.

The acquisition of Retail Shopping Guide and Home Services Engine provide RMA with the opportunity to expand its operation into the United States through the provision of digital marketing services to subscribers to these online directories.

The acquisition provides RMA with a substantial opportunity to leverage the database of StartLocal by providing digital marketing, IT & training services via its other subsidiaries to StartLocal registered businesses throughout Australia. It also provides RMA with a major foothold in the lucrative Online Business Directory market.

3. BRIGHTLABS

Brightlabs (www.brightlabs.com.au) is one of the principal Digital Agencies on the East Coast of Australia having been established in 2000, with offices in Melbourne and Brisbane. Brightlabs specialises in digital strategies for larger brands including their website

development, mobile sites, app development, search engine marketing and the integration of these components with offline marketing activities.

Brightlabs are internationally acclaimed having won The IMA Top 10 Agency Worldwide Award, The Webby Award and Best Web Design Agencies Award, to name a few. Brightlabs has also been a recipient of the BRW Fast 100 award. Brightlabs create, develop and support some of the most recognised, respected and leading brands in Australia including Woolworths, Tatts Group, Eagle Boys, Cancer Council, Raine & Horne, Transfield Services and Travelsim.

The acquisition of Brightlabs provides the Company with another brand to leverage for the rollout of its extensive Digital Agency strategy throughout Australia & New Zealand. This includes the setup of staffed offices in major cities including Sydney, Canberra, Perth and Auckland to focus on securing work from larger organisations, national brands and Government.

4. AUSTRALIAN DIGITAL MARKETING INSTITUTE

As part of its comprehensive digital marketing offering, the Company launched its educational training business, Australian Digital Marketing Institute (ADMi).

About Australian Digital Marketing Institute (ADMi)
ADMi (www.thedigitalinstitute.com.au) was developed out of a need for high quality, current training in digital marketing services and technologies. The business had been in incubation up until late August when the first courses commenced. During this period, a team of RMA's leading online marketing and educational training specialists developed a comprehensive offering of training courses to service the growing need for further education within the industry.

Courses Provided
ADMi provides training across a comprehensive range of digital marketing specialties including Google AdWords, Search Engine Optimisation (SEO), Social Media and LinkedIn, and caters for beginner to advanced students. Shortly, ADMi will be expanding its course offering to include website development and technology training including the Adobe Creative Suite, Microsoft Office, and various accounting and Customer Relationship Management (CRM) platforms. Courses include 2 hour to full day sessions.

Continuing Professional Development
The training and education provided by ADMi is a key component to ensuring RMA provides world-class services to its clients. ADMi will be used for continuing professional development of RMA staff to maintain an industry-leading standard of service across all RMA brands.

E-learning
ADMi will be developed to include e-learning modules which will enable students globally to subscribe for online ADMi courses.

Lead Generation
ADMi will also provide an avenue for RMA to connect with thousands of business owners, marketing consultants, corporate and not-for-profit organisations, and other agencies through the provision of its suite of training courses targeted at a range of levels.

Course Locations
Courses are currently being delivered in Sydney, Melbourne, Brisbane, Perth and Auckland.

ADMi Website
ADMi's website provides a comprehensive overview of the courses provided and enables students to enrol and pay online. See www.thedigitalinstitute.com.au/enrolments.

5. WEBSYS

The Company entered into a Terms Sheet with Webster Computer Systems Pty Ltd for the acquisition of its IT services business. Webster Computer Systems, also known as Websys, was established in 1970 with service locations in Sydney, Melbourne and Brisbane.

Websys, which also operates under the original brand Webster Computer Systems, is an Intel GID and Premier Partner, Microsoft OEM, HP Partner, Red Hat partner and IBM Partner. Websys handles OEM specialist products from SCO, Digi, Stallion/Lantronix, Perle/Specialix, Moxa and other industrial systems. They distribute and import product direct from Nagasaki, Moxa, Teco, and Arbor. Websys are also dealers in Zultys, Cisco-Linksys, Epson, 3Com, SMC, MYOB, Telstra, D-Link, Netcomm, MSI, Gigabyte, Panasonic, Mitsubishi, OKI, Star, Posiflex and other POS equipment.

The business has been established for 43 years, and its Managing Director, Mr Rob Paul has been with Webster for about 30 years, including as full owner for the last 10 years, and will be continuing on with the business. The Websys acquisition extends the Company's delivery network, and will solidify Reeltime Media's IT Services Group on the East Coast of Australia.

6. ADTRACTION

The Company entered into a Terms Sheet with Adtraction Marketing Limited for the acquisition of its digital and media marketing business. Adtraction is a New Zealand based company with its head office operating out of Wellington. See www.adtraction.co.nz.

Adtraction focuses on delivering cost effective solutions to enable their clients to reach their target markets. Using a blend of traditional print media, directories, digital and social media, Adtraction aims to achieve optimum return on investment advertising for clients. Adtraction commenced trading in 2005 and through their high service model have built a loyal client base ranging from government departments to international corporations to highly successful local traders.

Adtraction is also the largest directory agency in New Zealand including being a major agency for Yellow Pages, and provides recruitment advertising services as well as full service advertising design, media placement and measurement solutions.

Corporate clients include Goodyear, Tower, Auckland Taxi Co-op, Bupa, Beaurepaires, Spotless, Specsavers and Storage Kings. Government clients include Ministry of Business, Innovation and Employment, Ministry of Science and Innovation, Ministry for the Environment, the Environmental Protection Authority and the New Zealand Parliamentary Service.

7. OCEAN FEATHER

The Company entered into a Terms Sheet with Ocean Feather Digital Pty Ltd for the acquisition of its website design, internet marketing and online content business. Ocean Feather is a Gold Coast based company with its operations based in Bundall, Queensland. See www.oceanfeather.com.au.

The principal of Ocean Feather, Mr Damian Papworth, will be continuing on with the business.

Ocean Feather owns a significant amount of online content through its ownership of some 93 domains and websites. The Company will develop the content further and make the same available to its customer base. It will also form the basis of significant organic expansion of RMA's customer reach.

CURRENT STRATEGY

The Managing Director of Reeltime Media Limited, Mr Gabriel Ehrenfeld said, "During the last quarter, the Company has continued with its aggressive acquisition strategy. It has made significant progress in the execution of its business plans, and will be continuing with the tactic of making strategic acquisitions to build its geographical footprint, revenues and profits."

The Company is continuing to work towards the reinstatement to quotation of its securities, and will keep the market informed of future steps in this regard.

ENQUIRIES

Queries can be directed to:

Ian Sanderson
Company Secretary

ABOUT REELTIME MEDIA LIMITED

Digital Service and IT Company

Reeltime Media Limited (ASX: RMA) is one of Australia's largest and fastest growing Digital Services and IT companies. RMA's 100% wholly owned subsidiaries specialise in the delivery of online applications, marketing solutions, IT solutions, training & consulting to SME's and corporate clients. Including acquisitions under contract, the Group collectively employs approximately 220 personnel, services in excess of 4,000 clients and has offices in Sydney, Melbourne, Brisbane, Perth and offshore.

RMA is experiencing substantial growth with the ongoing acquisition of website development companies, digital services agencies, IT services businesses, and the development of new profitable businesses to fill demand for training and social media services. This growth is compounded by the shift in client spend from offline to online advertising and an increased need for IT-based solutions within their businesses.

Businesses acquired into the Group typically achieve an immediate increase in profitability through the centralisation of administrative functions and more efficient deployment of existing personnel and assets.   Substantial revenue growth is achieved through the cross-selling of a wide range of services that are already being provided under different brands in the Group. This results in higher customer satisfaction, reduced client churn, higher average client spend, and in turn greater shareholder returns.

RMA continues to seek potential acquisitions to increase its market share of the digital services industry and provide a complete service offering for SME's and corporate clients.

Divisions within RMA

RMA's resources and brands are arranged according to the following three primary divisions:

Digital Services Division

The Digital Services Division includes the provision of the following services through RMA's subsidiaries:

- Website design & development
- Paid search engine advertising including Google AdWords
- Search engine optimisation (SEO)
- Display advertising
- Social Media management
- Mobile apps
- Custom software development
- Domain names

IT Services Division

RMA's IT Services Division provides a range of hardware and software solutions to businesses via its subsidiaries. The Group has identified the need to provide clients with an end-to-end solution beyond digital services as clients often associate IT with online services. Current services provided by RMA include:

- Managed IT services
- Hardware solutions
- Software solutions
- Cloud solutions
- Web hosting & co-location
- Data backup & security

Training Division

RMA's Training Division was established to fill the need for high quality training on digital services and IT, and provide RMA personnel with continuing professional development given the rapid rate of change in the digital services & IT industries. RMA launched its training business, Australian Digital Marketing Institute (ADMi), in August 2013. ADMi will undertake the necessary steps to become a registered training organisation (RTO) within 12 months.