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Companies Announcements Office  
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SYDNEY NSW 2000

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

## **Acquisition of Scorch Marketing and Communications**

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### **ACQUISITION OF SCORCH MARKETING AND COMMUNICATIONS**

Reeltime Media Limited (**Reeltime** or the **Company**) is pleased to announce that it has acquired the key assets of the Scorch Marketing and Communications business, a marketing agency based in Melbourne, Australia (**Business**).

The key assets of the Business that Reeltime has acquired include Scorch Marketing and Communications' registered business name; the domain name, hosting accounts and assets associated with the Business' websites; all relevant intellectual property; and goodwill. In addition, Reeltime has sought a transfer from the vendor to the Company of all existing contracts relating to the operation of the Business, and work-in-progress. There is no cash consideration payable by the Company for the acquisition; the Company has, as consideration for the acquisition of the Business assets, agreed to offer continued employment with the Business to the vendor's nominee, Lisa O'Keeffe, who is also the founder of the Business.

### **ABOUT SCORCH MARKETING AND COMMUNICATIONS**

Scorch Marketing and Communications has operated successfully in the Western Australian market since 2008 and has worked with reputable retailers nationally in the lifestyle and furniture industries. The Business provides comprehensive marketing services including media buying, branding, marketing strategy, copy writing, graphic design and public relations. The acquisition will expand Reeltime's ability to service mid-tier clients with traditional advertising services to supplement its already comprehensive digital advertising services.

## **REELTIME'S EXPANSION AND BRAND DEVELOPMENT STRATEGY**

Through the course of experience and further to undertaking market research, the Company has observed that many acquisition targets in the digital, media and IT space lack effective sales and marketing strategies, and are therefore undercapitalising on their ability to attract and convert customers. Reeltime recognises that there are opportunities to leverage this by seeking to actively acquire such businesses on terms favourable to the Company, and apply its in-house expertise to strengthen the effectiveness of each brand's customer acquisition and retention systems to deliver value to Reeltime's shareholders. The acquisition of Scorch Marketing and Communications is a valuable addition that bolsters Reeltime's internal marketing capabilities in line with these market observations.

## **ENQUIRIES**

Queries can be directed to the Company at the above contact details.

**-ENDS**