

Invest in the future of digital



Reeltime Media Limited

2015 Investor Briefing

 **Reeltime**
Reeltime Media Limited



Reeltime Media

Snapshot



Reeltime Media Limited (ASX:RMA) is a listed group of companies in the Digital Media space

Reeltime specialises in **customer acquisition & retention**, application of digital technologies and back end office support to help **drive business growth**

Capital is required to **complete acquisitions** and enable the company to apply for re-quotation on the ASX

The combined financial results of these current and targeted acquisitions are revenues in excess of \$50million and **EBITDA in excess of \$8million**

Scope of Services

Services

Reeltime is a group of Digital Media businesses that specialise in customer acquisition and retention through the use of digital technologies

Digital Media (Primary)

Services based around customer acquisition and retention using digital technologies

Professional Services (Secondary)

Services to support the supply chain of the Digital Media group to maximise inter-group trading and access to a broader range of non-Digital Media clients

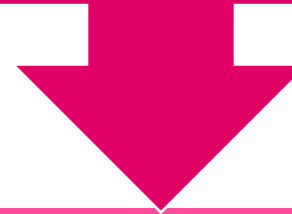


Strategic Advantage

Delivering
shareholder value
through:

1. BUSINESS ACQUISITION

Achieved by acquiring profitable Digital Media businesses into a listed company that can achieve a higher earnings multiple*



2. CUSTOMER ACQUISITION

Achieved by implementing proven customer acquisition strategies that leverage in-house expertise

** Average ASX multiple for ASX300 companies is 11.2x*

Business Acquisition



- Businesses must be profitable
- Owners and/or management team must remain on
- Heavy emphasis on earn-outs
- Substantial growth opportunities must exist due to deficiencies in customer acquisition & retention
- Accelerators & decelerators used to encourage performance
- Employees are made shareholders of Reeltime

Customer Acquisition

Reeltime grows the businesses it acquires by focusing on customer acquisition using in-house expertise across the following areas

Marketing

- Google AdWords
- SEO
- Social Media
- Web & graphic design
- LinkedIn marketing
- Direct mail
- Telemarketing
- Traditional media
- Branding
- Networking strategies
- PR campaigns

Sales

- Sales process engineering
- Sales training
- Customer retention strategies
- CRM systems
- Pricing & packaging strategies
- Team management
- Sales documentation
- Objection handling
- Loyalty campaigns

Digital Media Categories

Acquisition Roadmap

	Digital Media & Services								
	Digital Marketing	Training & Education	IT Services	Market Research	Online Business	Media & Comms	Mobile	Telco	Professional Services
Completed	■	■				■			
Under Contract	■	■	■	■					■
In Discussion	■	■	■	■	■	■	■	■	■

Completed &
Under Contract
Acquisitions

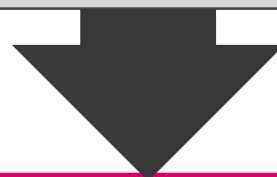


Milestones

Track Record of Rapid Growth

2014 Milestones

May - Design Experts acquired	August - Eleuthera Group, Hot Click Media and The Debt Guys acquisitions	August - \$10m Equity Facility secured	September - Digital Marketing Diploma Rights secured	October - Design Express Solutions Launched	November - Fitlink acquisition	December - Alkemi, Scorch Marketing & Communications, PCGuru & Innov8ive Technology acquisitions
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2015 Action Plan

January - \$10m Capital Raising Commences, Additional acquisitions to be secured	February - Capital Raising and further acquisitions	March/April - Complete capital raising and complete acquisitions using funding	Commence process for re-quotation of RMA's securities	Ongoing further acquisitions and investment in organic growth of RMA's brands	Commence international expansion plan
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Experienced Executive Team



James Mawhinney
Chief Executive Officer

- 14 years experience in the digital media ranging from co-founding a large online marketing agency to substantial M&A activity in the digital media space. Winner 2013 40 Under 40 Award



Daniel Rohr
Chief Financial Officer

- Experienced CFO with over 20 years' management and corporate advisory and was formerly CFO of ecorp, the 'online' division of PBL floating on the ASX in 1999. Former director of eBay AU/NZ and Ticketek



Keith Attwood
Non-Executive Director

- 30 years of management experience most recently served as Chief Executive of e2v Technologies PLC for 15 years, a FTSE 500 business. Substantial M&A and capital raising experience



Richard Ochojski
NED/Chairman

- 30 years of senior Banking and Finance industry experience including a Director at Macquarie Bank, and a former non-executive director of REA Group (Realestate.com.au)

Funding Program



Investor Participation

- **Up to \$10million** to be raised to complete recent acquisitions
- **\$10m equity facility already secured** in August 2014
- Debt component will be considered to increase purchasing power
- Shareholders are sent **regular communications** to share the journey
- Currently being evaluated by VC firms in Melbourne, Sydney, Perth, Singapore and a large European fund
- Incentives available for fast movers - **first in, best dressed!**

Investment Highlights



Reeltime addresses the biggest problem in the Digital Media space – customer acquisition & retention

Proven track record of rapid acquisitions and organic growth

Expertise across Digital Marketing, IT Services, Social Media, App Development, E-Commerce & Cloud

Sustainable business model that preserves value drivers and fosters growth

In-house Professional Services support (coaching, bookkeeping, marketing, sales, debt collection, legal)

\$10m Equity Facility secured from Blackwood Financial Group (Singapore) to provide safety-net

Presence in Australia, New Zealand, India, and long term international focus

Shareholders have liquidity of ASX-listed company

Expressions of Interest



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