



ACN 085 462 362 ABN 67 085 462 362

Suite 2201 Level 22 Tower Two, 101 Grafton Street, Bondi Junction NSW 2022, Australia  
T: +61 2 8011 4099 F: +61 2 4044 0111 W: [www.reeltime.com.au](http://www.reeltime.com.au)

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Companies Announcements Office  
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20 Bridge Street  
SYDNEY NSW 2000

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**ANNOUNCEMENT FOR RELEASE TO THE MARKET**

**REELTIME MEDIA LIMITED**

**ASX: RMA**

## **New Zealand Product Review**

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### **PRODUCT REVIEW**

The Company announces that it has conducted a strategic review of its product offerings in New Zealand in order to bring them into line with those offered by the Group in Australia, and also to ensure that the correct blend of revenue growth and product margin are achieved. As a result, there have been some changes to the products that will be offered in New Zealand going forward.

### **YELLOW PAGES**

One of the changes to be effected is that the Company will no longer be offering Yellow Pages products for sale to its clients. This is the range of products that has experienced the most decline over the past two years. The significantly decreased demand for these products experienced by the Company's New Zealand subsidiary that previously offered these products for sale has caused the Company to make the decision to focus on newer products that are experiencing strong growth and provide a much healthier operating margin for the Company. This decision will be implemented immediately, and as such, the Company will take the necessary steps in relation to ceasing operations of the Yellow Pages division.

### **NEW PRODUCT FOCUS**

The Company's New Zealand operations will be provided with significantly more resources to focus on digital advertising including Google Adwords, digital branding, online reputation management and social media products. The Company anticipates this will significantly improve the financial performance of New Zealand operations.

## **ENQUIRIES**

Queries can be directed to:

Ian Sanderson  
Company Secretary

## UPDATED INFORMATION ABOUT REELTIME MEDIA LIMITED

### Digital Services 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 300 personnel, services in excess of 5,000 clients and has Australian offices in Sydney, Melbourne, Brisbane, Perth and Canberra, as well as New Zealand offices in Auckland and Wellington, and other offshore locations.

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

RMA is a Google Adwords Premier SME Partner.

#### 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, Australian Digital Marketing Institute (ADMi), provides high quality training on digital services and IT, and provides RMA personnel with continuing professional development given the rapid rate of change in the digital services & IT industries.