



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

22 May 2014

Companies Announcements Office
Australian Securities Exchange
20 Bridge Street
SYDNEY NSW 2000

ANNOUNCEMENT FOR RELEASE TO THE MARKET

REELTIME MEDIA LIMITED

ASX: RMA

Completion of Acquisition of Design Experts

ACQUISITION OF DESIGN EXPERTS

On 21 May 2014 the Company announced that it had entered into an agreement for the acquisition of Design Experts.

COMPLETION

The Company announces that it has now completed that acquisition.

The Managing Director of Reeltime Media Limited, Mr Gabriel Ehrenfeld commented, "It was pleasing that the acquisition of Design Experts proceeded quickly and smoothly. The purchase further bolsters the sales and account management teams at Reeltime, and we look forward to helping the Design Experts business grow across Reeltime's national footprint."

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.