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

ANNOUNCEMENT FOR RELEASE TO THE MARKET

REELTIME MEDIA LIMITED

ASX: RMA

Google Adwords Premier SME Partner

GOOGLE APPOINTMENT

The Company announces that it signed an agreement with Google appointing the Company as a Google Adwords Premier SME Partner for the whole of Australia and New Zealand. The Google AdWords Premier SME Partner Program connects experienced AdWords partners with businesses that want expert help in creating, managing and optimising their online advertising campaigns.

The agreement enhances and extends the products that the Company can deliver to its clients and customers across all divisions of the Company.

The Managing Director of Reeltime Media Limited, Mr Gabriel Ehrenfeld, said, "The formalisation of our relationship with Google will allow Reeltime to capitalise on Google's expertise and support provided to its Premier Partners. This will enable us to further enhance the advertising results that are obtained for our customers."

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 provide RMA personnel with continuing professional development given the rapid rate of change in the digital services & IT industries.