



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-media.com.au](http://www.reeltime-media.com.au)

20 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**

## **Discontinuance of Court Proceedings**

---

### **SUPREME COURT ACTION**

On 2 April 2014, the Company announced that it had commenced action in the Supreme Court of New South Wales seeking to restrain James Mawhinney from conduct that appeared antithetical to the interests of the Company. On 4 April 2014, the Company announced that enforceable undertakings were received from James Mawhinney, Eleuthera Group Pty Ltd and Design Experts Pty Ltd.

The Company announces that following discussions with the Defendants, it has agreed to discontinue these proceedings to give effect to a resolution of the dispute.

### **AGREED STEPS**

The Company has entered into an arrangement for Eleuthera Group Pty Ltd to provide its services in relation to securing future acquisitions for the Company.

Eleuthera Group's Managing Director, James Mawhinney, commented, "We are satisfied with the resolution reached with RMA and look forward to providing our acquisition and business growth services to assist with RMA's revenue growth. Eleuthera Group has a sophisticated understanding of the industry, relevant expertise and a substantial contact network that will accelerate RMA on its journey toward obtaining the market leading position."

Further, the Company has entered into an arrangement with Eleuthera Group to manage sales for PositionMEonline branded products.

## **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.