POSMEDIA

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Facsimile

To:	The Company Announcement Office
Company	Australian Stock Exchange
Fax:	1900 999 279
From:	Peter Aynsley
Subject:	Company Announcement
Date:	30th April, 2003

PMD000141

Total 7 pages
(incl. this one)

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Dear Sir,

Please refer attached announcements re:

Appendix 4C - Quarterly Cashflow Report (Commitments Test Entity)

Yours faithfully,

Peter Aynsley
Director

POPAI
POINT-OF-PURCHASE ADVERTISING INSTITUTE
AUSTRALIA & NEW ZEALAND

IMRG
interactive media in retail group

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30th April, 2003

The Manager
Company Announcements Office
Australian Stock Exchange
Fax: 1-900-999-279

Re: **Appendix 4C: Quarterly Cashflow Report (Commitments Test Entity) Period 1st January 2003 to 31st March 2003**

Please find herewith the completed and executed Appendix 4C for the above period.

This document confirms the low level of current activity whilst due diligence is undertaken in relation to both funding and proposed acquisitions as outlined in the Company's prior market updates – most recently those of 17th March 2003 (*Preliminary Final Report*) and 31st March 2003 (*Market Update*).

The Company is still in the process of settling the sale of its Street Vision assets whilst undertaking due diligence in parallel in relation to proposed business acquisitions. Although completion of each of these activities had been anticipated by this date, there remain a number of unresolved issues that the Directors are currently addressing.

It is expected that the key remaining issues will be settled within the next 30-45 days and that the Company will be in a position to report to its shareholders in more detail immediately thereafter. This report will include revised timings in relation to both the forthcoming Annual General Meeting and the necessary capital raising.

Yours faithfully,

Peter Aynsley
Director

Enclosure:

POPAI
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AUSTRALIA & NEW ZEALAND

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Rule 4.7B

Appendix 4C

Quarterly report for entities admitted on the basis of commitments

Introduced 31/3/2000. Amended 30/9/2001

Name of entity

POS MEDIA ONLINE LIMITED

ABN	Quarter ended ("current quarter")
80 072 964 179	**31 MARCH, 2003**

Consolidated statement of cash flows

		Current quarter $A'000	Year to date (..3...months) $A'000
	Cash flows related to operating activities		
1.1	*Receipts from customers*		
1.2	Payments for (a) staff costs		
	(b) advertising and marketing		
	(c) research and development		
	(d) leased assets		
	(e) other working capital	**(48)**	**(48)**
1.3	Dividends received		
1.4	*Interest and other items of a similar nature* received		
1.5	Interest and other costs of finance paid		
1.6	Income taxes paid		
1.7	Other *(provide details if material)*		
	Net operating cash flows	**(48)**	**(48)**

Appendix 4C
Quarterly report for entities
admitted on the basis of commitments

		Current quarter $A'000	Year to date (3 months) $A'000
1.8	Net operating cash flows (carried forward)	**(48)**	**(48)**
	Cash flows related to investing activities		
1.9	Payment for acquisition of: (a) businesses (item 5)		
	(b) *equity investments*		
	(c) intellectual property		
	(d) physical non-*current assets*		
	(e) other non-current assets		
1.10	Proceeds from disposal of: (a) businesses (item 5)		
	(b) equity investments		
	(c) intellectual property		
	(d) physical non-current assets	**5**	**5**
	(e) other non-current assets		
1.11	Loans to other entities		
1.12	Loans repaid by other entities		
1.13	Other(provide detail material)		
	Net investing cash flows	**5**	**5**
1.14	**Total operating and investing cash flows**	**(43)**	**(43)**
	Cash flows related to financing activities		
1.15	Proceeds from issues of shares, options, etc.		
1.16	Proceeds from sale of forfeited shares		
1.17	Proceeds from borrowings		
1.18	Repayment of borrowings		
1.19	Dividends paid		
1.20	Other (provide details if material)		
	Net financing cash flows		
	Net increase (decrease) in cash held	**(43)**	**(43)**
1.21	Cash at beginning of quarter/year to date	**(469)**	**(469)**
1.22	Exchange rate adjustments to item 1.20		
1.23	**Cash at end of quarter**	**(512)**	**(512)**

+ See chapter 19 for defined terms.

Payments to directors of the entity and associates of the directors
Payments to related entities of the entity and associates of the related entities

		Current quarter $A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	0
1.25	Aggregate amount of loans to the parties included in item 1.11	0

1.26 Explanation necessary for an understanding of the transactions

Non-cash financing and investing activities

2.1 *Details of financing and investing transactions which have had a material effect on consolidated* assets and liabilities but did not involve cash flows

2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

Financing facilities available

Add notes as necessary for an understanding of the position. (See AASB 1026 paragraph 12.2).

		Amount available $A'000	Amount used $A'000
3.1	Loan facilities	**$500,000 Overdraft**	**$500,000**
3.2	Credit standby arrangements		

+ See chapter 19 for defined terms.

Appendix 4C
Quarterly report for entities admitted on the basis of commitments

Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.	Current quarter $A'000	Previous quarter $A'000
4.1 Cash on hand and at bank	**0**	**43**
4.2 Deposits at call		
4.3 Bank overdraft	**(512)**	**(512)**
4.4 Other (provide details)		
Total: cash at end of quarter (item 1.22)	**(512)**	**(469)**

Acquisitions and disposals of business entities

	Acquisitions *(Item 1.9(a))*	Disposals *(Item 1.10(a))*
5.1 Name of entity	**N/A**	**N/A**
5.2 Place of incorporation or registration		
5.3 Consideration for acquisition or disposal		
5.4 Total net assets		
5.5 Nature of business		

Compliance statement

1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.

2 This statement does give a true and fair view of the matters disclosed.

Sign here: .... Date: **30/04/2003**..........................
(Director)

Print name: ..**Peter Ross Aynsley**..

+ See chapter 19 for defined terms.

Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.

2. The definitions in, and provisions of, *AASB 1026: Statement of Cash Flows* apply to this report except for the paragraphs of the Standard set out below.

   - 6.2 - reconciliation of cash flows arising from operating activities to operating profit or loss
   - 9.2 - itemised disclosure relating to acquisitions
   - 9.4 - itemised disclosure relating to disposals
   - 12.1(a) - policy for classification of cash items
   - 12.3 - disclosure of restrictions on use of cash
   - 13.1 - comparative information

3. Accounting Standards. ASX will accept, for example, the use of International Accounting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.

+ See chapter 19 for defined terms.