

## **Pandora Co-Founder and FarmVille Executive Join MSM's Advisory Board**

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### **Highlights**

- **MSM has strengthened its Advisory Board with two high profile appointments:**
  - **Co-founder of global music giant Pandora Media, Jon Kraft, who brings over 20 years of extensive software and consumer digital media experience**
  - **Former Electronic Arts and Zynga executive, Jennifer Herman, with over 20 years of digital entertainment, social media, video games and technology experience**
- **The two new members will provide strategic and corporate development advice as MSM nears the launch of its flagship online talent competition platform, Megastar Millionaire**
- **They join an already strong MSM Advisory Board, further validating the Company's product offering and potential**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce that it has strengthened its Advisory Board with the high profile appointments of Pandora Music Inc co-founder, Jon Kraft, and former Electronic Arts Inc (EA) and Zynga Inc executive, Jennifer Herman.

### **Pandora Media Co-founder Jon Kraft**

As a successful serial tech-entrepreneur, Mr Kraft brings over 20 years of extensive software and consumer digital media experience to the role. He co-founded and was CEO of NYSE listed Pandora Media (originally called Savage Beast Technologies, NYSE:P, market cap ~US\$2 billion), one of the world's largest and most successful music streaming services, with over 250 million registered users today.

Mr Kraft is currently the CEO of MuMo, a new mobile social music sharing service. In addition, he is Chairman and co-founder of Thrively, a consumer technology platform that helps children discover and pursue their passions and co-founder of LiftOff LLC, a business accelerator that helps early stage and Fortune 500 companies develop and launch new products. Earlier in his career, Mr. Kraft co-founded the Stanford Technology Group (after graduating Stanford University) and also worked at Oracle.

### **Commenting on the Megastar Millionaire platform, Jon Kraft said:**

"Megastar Millionaire has the potential to change digital media and entertainment as radically as Pandora did. YouTube has already proven to be a tremendous unstructured talent pool, and the popularity of more structured platforms like American Idol, X-Factor, and all of the talent competition shows we've seen over the past decade has been overwhelming. Clearly, people love to see talent, people want to be discovered, and it's a process that fans want to engage with. I have no doubt Megastar Millionaire is going to be extremely successful."

## **Former EA and Zynga executive Jennifer Herman**

Ms Herman joins MSM's Advisory Board with 20 years of digital entertainment, social media, video games and technology experience. Over this time, she has held key leadership roles spanning product development, licensing, business development, distribution and marketing at leading entertainment and gaming companies.

Her experience includes producing the early web efforts for MTV Networks at media conglomerate, Viacom (NASDAQ:VIAB, market cap ~US\$16bn) and EA (NASDAQ: EA, market cap ~US\$20bn), where she was part of the hugely successful EA SPORTS division. At EA, she worked with major sports franchises, including the PGA TOUR on the PGA TOUR Tiger Woods games.

Ms Herman has been a pioneer in mobile gaming as a founding team member of early mobile publisher Glu Mobile (NASDAQ: GLUU, market cap ~ US\$380m). Most recently, Ms Herman held senior roles at video game publisher Zynga (NASDAQ: ZNGA, market cap ~US\$2bn) where she helped define its mobile strategy and grow the business to become one of the leaders in mobile gaming.

At Zynga, Ms Herman oversaw the company's strategic partnerships with Google and Apple including the launch of FarmVille on the iPhone on stage at Apple's WWDC event. FarmVille launched on Facebook in 2009 and became one of the most popular and profitable games on the site. At its peak it had over 80 million monthly users, had generated well over \$1 billion in revenue by 2013 and remains one of the most profitable games ever created.

She is currently President of Lucky 29 Media, which provides advisory and consultancy services to digital entertainment start-ups.

## **Strengthened Advisory Board**

The new appointments join an already strong MSM Advisory Board with two initial members: accomplished TV and film producer, Mr John Baldecchi and Mr Michael Pole, a studio executive with over 25 years managing the development of hit video games.

As a key members of the Advisory Board, Mr Kraft and Ms Herman will provide strategic advice to MSM as it prepares to launch its flagship online talent competition platform, Megastar Millionaire, as well as assisting with corporate development to promote the interests of the Company.

## **MSM Managing Director, Dion Sullivan states;**

"MSM is delighted to welcome such high profile and experienced Advisory Board members to the Company. Both Mr Kraft and Ms Herman are leaders in their respective fields and we are confident that, with their expertise and guidance, our Megastar Millionaire platform will be a global commercial success. Attracting advisors of this high calibre is a strong validation of our Company's compelling product offering and exciting potential."

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**About MSM**

MSM Corporation International Limited is a digital technology and media entertainment company that, via the first product offering, Megastar Millionaire, will launch the world's richest online, mobile-first, talent discovery competition platform.

Megastar Millionaire is a consumer digital entertainment technology platform; connecting performers and fans in an innovative and interactive gamification experience. It is designed to transform, mobilise and individualise the search for new artists, allowing people to easily showcase their talents to a global digital audience and offers significant advantages over traditional television platforms.

This highly disruptive, first-to-market platform will monetise mobile video via a highly successful talent competition format. Operating squarely within the US\$25bn online gaming and US\$30bn mobile sectors, Megastar Millionaire draws on the social media phenomenon, allowing individuals to demonstrate their skills and talents.