

Leading Digital Media Executive Joins MSM Board

Highlights

- **Top-tier Australian media executive Sophie McGill appointed Executive Director**
- **Extensive media industry experience from roles at Endemol UK, Southern Star, Media Venture Partners and Marquee Studios**
- **Digital media leadership including Big Brother, Deal or No Deal, The Match and Amplify Live**
- **Ms McGill to focus on investor relations, promotional strategy and corporate development**
- **Further strengthens the Company's highly experienced leadership team, which is complemented by a high profile Advisory Board**

MSM Corporation International Limited (“**MSM**” or “**the Company**”) (ASX: **MSM**) is pleased to announce that leading Australian media executive Sophie McGill has been appointed as Executive Director on the Board of MSM, with immediate effect.

Ms McGill will join the Company on a part-time basis, focusing on investor relations, promotional strategy and corporate development ahead of the launch of the Company's first product offering, the Megastar Millionaire online talent competition platform in Q4 2016 / Q1 2017.

Ms McGill joins the Company with extensive experience and networks across the Australian media industry. Since 2009, Sophie has been a Partner at Media Venture Partners, a media strategy and investment business, providing advisory services and funding to producers and distributors in the entertainment sector. Their collective premium business interests specialised in blue-chip documentary, premium light entertainment, talent management and digital disruption.

In addition, Ms McGill's previous role was as Chief Operating Officer of Marquee Studios, a digital production and talent studio that helps brands build and engage an audience. At Marquee Studios, she worked with a number of well-known brands including Twitter, Rimmel London, UBK, Dolly, Coca Cola, Spotify and Mirvac. Marquee are responsible for the tween media sensation Amplify Live, which tours global digital influencers around Australia in a stage show – trending globally and achieving a top spot in Australia's music trending charts.

Other previous experience includes roles at Southern Star and its parent company, Endemol UK, one of the UK's largest independent production companies. At Endemol she was responsible for delivering brand extensions of popular programs, including Big Brother, The Match and Deal or No Deal to a variety of digital platforms, including mobile and the web. She also led the creation of unique multi-platform content including UK firsts, 24/7 live 3G streaming and 'mobi-sodes'.

Commenting on her appointment, Ms McGill said: “MegaStar Millionaire is an excellent fusion of proven television formats, gaming techniques and hugely successful online platforms. The dynamics of the team creates the perfect storm to disrupt a constantly evolving market. My skill set feels complimentary amongst this team who I know can deliver results.”

Ms McGill's remuneration package includes a retention incentive of 2 million unlisted MSM options exercisable at \$0.125 on or before 18 March 2020, vesting in 6 equal instalments over a 3 year period, subject to shareholder approval.

This appointment further enhances MSM's already strong management and leadership team. It also follows the Company's recent appointment of two high profile Advisory Board members; Pandora Music co-founder, Jon Kraft, and former Electronic Arts and Zynga executive, Jennifer Herman.

Managing Director, Dion Sullivan states; "I am delighted to welcome Sophie McGill to MSM as we rapidly move towards the launch of our Megastar Millionaire platform. Sophie has been at the very centre of innovative media for over 18 years and I am certain that she will play a highly valuable role at MSM, contributing to our corporate development and promotional strategy."

For further information, contact:

Dion Sullivan
Managing Director
T: +1 415-306-3910
E: dion@msmci.com

Media queries:
Andrew Ramadge
Media & Capital Partners
T: +61 475 797 471
E: andrew.ramadge@mcpartners.com.au

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.