

msmci

Presents

Megastar Millionaire

A New Era of Global
Talent Competition

Investor Update

May 2016



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MSM Overview

MSM Corporation International Limited is an ASX-listed (ASX: MSM) digital technology and entertainment company.



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Based in San Francisco, MSM is preparing to launch the world's richest online, mobile-first, talent discovery competition platform in Q1 2017.



Megastar Millionaire will connect performers and fans in an innovative and interactive social experience designed to transform, mobilise and individualise the search for new artists.



Listed in January 2016 and led by a world class Board and management team, with a high profile supporting Advisory Board.

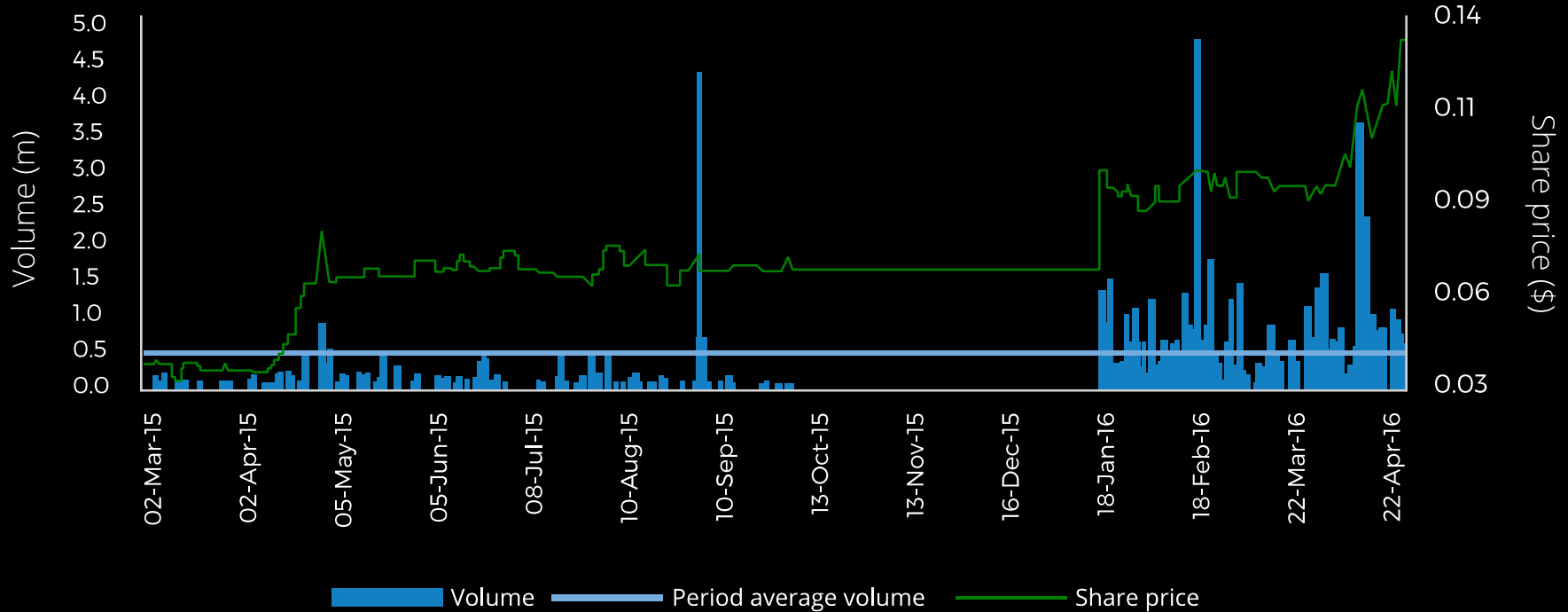
Shares on issue	185,605,166
Ordinary shares held in escrow until 13/01/2018	89,235,836
Options	83,665,762
Total number of securities (fully diluted)	358,506,764
Share price as at 30 April 2016	\$0.135
Market capitalisation as at 30 April 2016	\$48.4M

Note: 100,000,000 Performance Shares on issue are escrowed until 13 January 2018; 57,000,000 Options on issue are escrowed until either 29 December 2016 or 13 January 2018, exercisable between \$0.10 and \$0.30 and expire November 2019.

44%

Senior Management/Top 20 Shareholders

Price & Volume



Investment Proposition

Significant emerging market opportunity – capitalising on rapid increases in online video content, with mobile ad spending expected to reach \$196bn in 2019 and the mobile gaming market worth over \$25bn in revenue

Strong operational progress – with a clear roadmap to product launch by Q1 2017

Strategic partnerships – with Silicon Valley-based music talent platform, ToneDen; next-gen movie studio/distribution platform, Digital Riot Studios; and leading US talent agency, ROAR

Phased revenue strategy – initial two-tier pay for play (social gaming) revenue structure, phasing to include Cost Per Engagement Advertising and Big Data Analytics (resellable) once critical mass is achieved

First mover advantage – with no direct competition in the online social gaming sector

Proven management team – MSM has a highly connected team of digital marketing, online entertainment and technology-based experts to deliver the next evolution in music competitions

Proven Leadership



DION M. SULLIVAN

Co-Founder & Managing Director

Overall Experience

- 20+ years of global experience in Digital Media, Social Gaming, Consumer Package Goods and Digital Entertainment
- Managed brands from under US\$1MM to more than US\$100MM

Digital Media

- FTD.com, BofA Online Banking, Viacom, MTV Kids & Family/Nickelodeon, Shockwave Games, Betfair/TVG, VideoJax and Excite Digital Media
- Spearheaded FTD.com turnaround strategy to transform the not-for-profit into a successful US\$850 million market cap NASDAQ for-profit company.



DOUG BARRY

Chairman

Overall Experience

- 20+ years media, entertainment, digital and technology start-up experience
- A world of corporate and entertainment industry connections and experience

Investor and Executive Experience

- Helped create more than US\$5B in shareholder value
- Executive, investor and advisor to a number of the world's most successful tech and media ventures
- Executive Producer, TV game show "The Joker's Wild"
- Founding investor in streaming music service Pandora
- Executive at Glu Mobile, Pledge Music, TiVo, Turner Broadcasting
- Co founder of Selby Ventures (US\$150m venture fund)



ADAM WELLISCH

Co-Founder & Director

Overall Experience

- Tech exec — information management, financial planning and control and commercial strategy
- "Big picture" thinker — execute on big ideas, create both short term commercial success and long-term sustainable value.
- 18 years tech strategy, development & execution.

Executive and non-executive positions

- Tech start-ups and large multinationals. stakeholder engagement
- Sr. exec at Bupa Australia & New Zealand (IS Director, Health Services Department and Compass Group, PLC Asia Pacific (CIO)

High Profile Advisory Board



JON KRAFT

Co-founder of global music giant Pandora Media, brings over 20 years of extensive software and consumer digital media experience.



**JENNIFER
HERMAN**

Former Electronic Arts and Zynga executive, has over 20 years of digital entertainment, social media, video games and technology experience.



**JOHN
BALDECCHI**

Hollywood movie producer, with over \$500M in feature film revenue. President of productions at Larry Marks Productions ("Jerry McGuire").



**MICHAEL
POLE**

Video game industry giant, involved in videogames that have grossed over \$1B+ in game revenues.

MSM Board of Directors



Adam Wellisch
Chairman



Dion Sullivan
Managing Director



Sophie McGill
Executive Director APAC



Mark Clements
Non-Executive Director/
Company Secretary

Emerging Visionary Market

Convergence of three large and growing markets

Online video content

TV viewership is declining rapidly among 18-24-year-olds. It's down 25% since 2011 as viewers migrate to online video content.

Mobile ad spending

is currently \$69 Billion in 2015 and forecast to grow to \$196 Billion in 2019



Online Content



Mobile Gaming



Talent Competitions

Mobile gaming

In 2014, mobile games generated US\$25 Billion worldwide (+43% over prior year). It is the largest gaming segment by revenues, larger than console gaming

Talent Shows

American Idol franchise is conservatively valued at US\$2.5 Billion. America's Got Talent is the #1 Network TV show going into its 11th Season (2015)

How Megastar Millionaire Works



Contestants or promoters upload content/videos



Contestants need a minimum number of fans and social network to qualify



Contestants progress based on social voting/sharing move to judging round



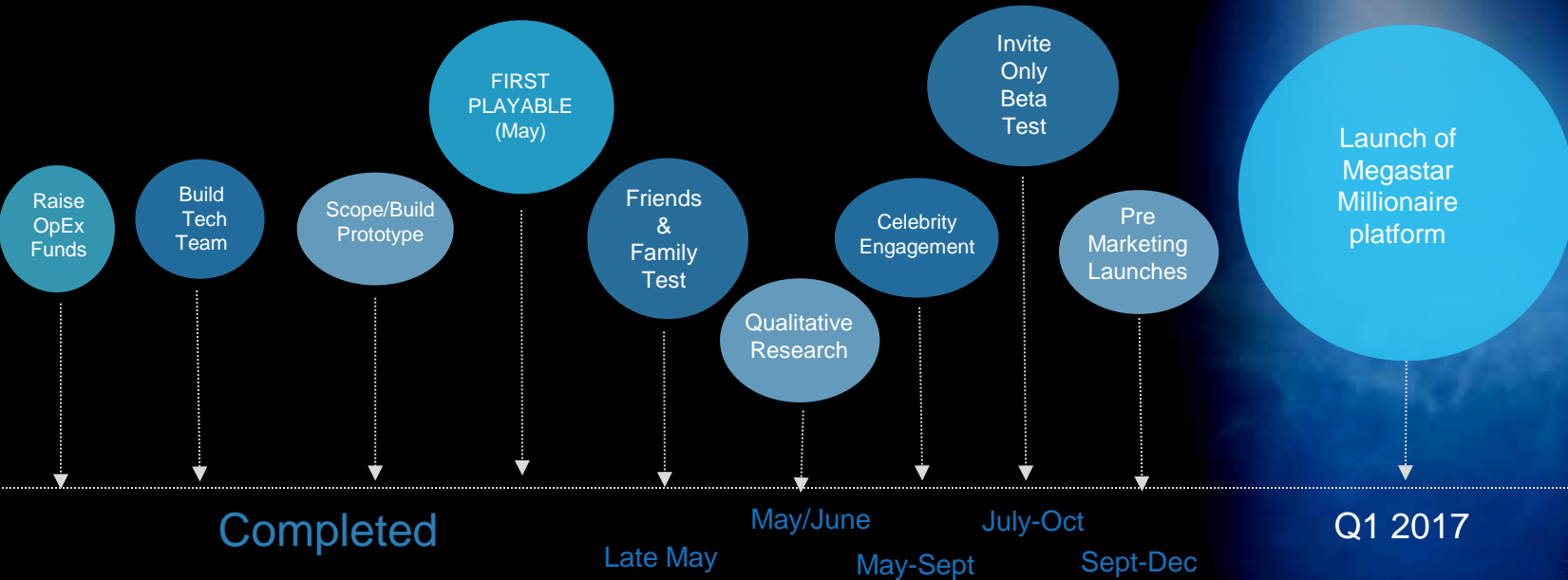
Multiple tournament timeframe
Winners



Top 12 Contestants enter Finals with chance to:

Win **US \$1M**
Be seen by **millions of viewers**
Participate in a digital film

Clear Roadmap to Megastar Millionaire Launch



High Profile Strategic Partnerships



ToneDen

Silicon Valley-based music content and community platform developer

MSM's strategic partner in exploding the growth of the platform and nurturing talent



Digital Riot Media

Next generation studio/distribution platform

To provide access to its Hollywood contacts and social media influencers



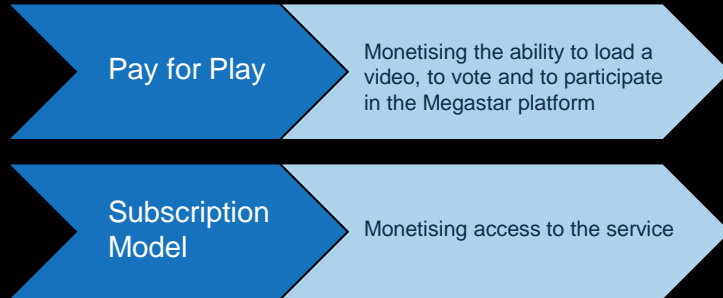
ROAR

Leading Hollywood talent agency

To assist in the brand integration and marketing of Megastar Millionaire

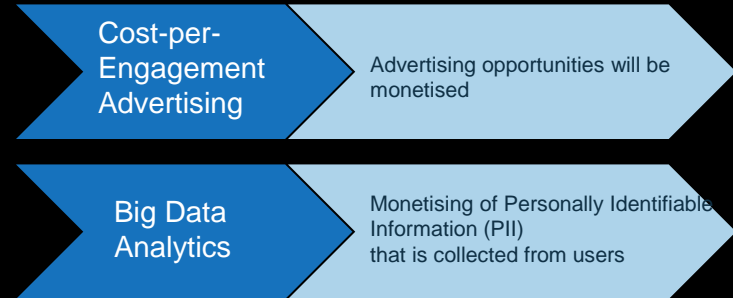
Phased Revenue Strategy

Initial Phase



120 days post-launch

Once critical mass is achieved



Competitive Landscape

Proven Demand/No Direct Competition

	Video curation & personalisation	Gamification	Talent discovery & promotional engine	All types of talent	Prizing & payment platform	Live commentary
Megastar Millionaire	✓	✓	✓	✓	✓	✓
Chosen			✓			
EuroMusic Contest 2014	✓		✓			
YouTube			✓	✓		
America's Got Talent				✓		
Mobstar			✓	✓		

Based on all competitors competitions remaining on an " as is " basis and MSM achieving its proposed business model

Summary and Outlook

Significant emerging market opportunity in the mobile gaming market worth over \$25bn in revenue

Clear roadmap to launch of Megastar Millionaire: Q1 2017

Strategic partnerships in place to drive the success of the platform

Phased revenue strategy with pay for play and subscription model being enhanced with cost per engagement advertising and big data analytics revenue

First mover advantage with no direct competition in the online social gaming sector

High activity newsflow pipeline with first product launch imminent

Thank you

Dion M. Sullivan

Managing Director/CEO

MSM

dion@msmci.com

+1 415 306 3910

