

## **MSM Secures \$4.8M to Accelerate Development of Megastar Millionaire**

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### **Highlights**

- **Company has completed a successful Placement, raising approximately \$4.8M before costs to accelerate the development of Megastar Millionaire**
- **Company is well-funded ahead of launch, which remains on track for early-2017**
- **Megastar Millionaire in the process of seeking high profile celebrities to drive awareness and extend audience acquisition reach**
- **VSA Capital Asia appointed to accelerate international expansion and facilitate access to potential Asian market entry partners**

MSM Corporation International Limited (“**MSM**” or “**the Company**”) (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce it has completed a successful Placement raising \$4.882 million, before costs from strategic investors to accelerate the development of the Megastar Millionaire competition.

The Placement involved the issue of 17,435,714 fully paid ordinary MSM shares at an issue price of \$0.28 per share to sophisticated and professional investors.

The Company is well-funded ahead of the launch of its first product offering, Megastar Millionaire which remains on track to be launched in early-2017. MSM will use funds from the Placement to accelerate the delivery, enhance the user experience and expand the marketing program of Megastar Millionaire.

The Company is currently seeking to secure high-profile social influencers and celebrities to drive awareness and engagement and extend audience acquisition reach.

### **Managing Director, Dion Sullivan commented;**

“We are very pleased to have received such overwhelmingly strong support from strategic investors. This successful completion of a Placement will help us accelerate the development of Megastar Millionaire ahead of our launch in early-2017 which we are rapidly moving towards.”

### **Appointment of Strategic Advisor**

The Company is also pleased to announce the engagement of VSA Capital Asia to accelerate international expansion and facilitate access to institutional investors and potential market entry partners in Asia.

VSA Capital Asia provides a range of financial and investment banking services that connect Asian investors with investment opportunities outside of China, Hong Kong and South East Asia.

VSA Capital Asia is to facilitate Megastar Millionaire’s international expansion initiatives in the Asian region by integrating with potential white label partners in strategic markets and delivery platforms.

**Managing Director of VSA Capital Asia, Rory Leader commented;**

“VSA Capital Asia has been engaged to facilitate downstream future competition licenses with a focus on a large Chinese media, digital and telecommunications presence and we look forward to working with Megastar Millionaire in this regard.”

**Executive Director Asia-Pacific, Sophie McGill commented;**

“We are currently advancing our search for celebrities and high profile social influencers and have experienced substantial interest in not only the premium brand of Megastar Millionaire but also for potential licensing opportunities for big brands and corporates across multiple vertical markets including Sports, Television, Talent, Telecommunications and Social Media.”

“The beauty of the MSM platform is that partners could come from any number of industry sectors in any geography.”

**-Ends-**

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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.