

Megastar Advances Engagement with Celebrity Talent

HIGHLIGHTS

- **MSM is making significant progress to secure A-List celebrity talent to Judge and promote Megastar. Material negotiations are ongoing**
- **The Company is finalising multiple engagements with social celebrities in relation to the hosting and promotion of Megastar**
- **The launch of the first Megastar competition will be rescheduled to Q2 2017 to properly accommodate the availability of A-List celebrity talent and to allow for their engagement, integration and curation**
- **Platform development remains on schedule. Additional features will be incorporated into the platform in consultation with celebrity talent to increase user experience and engagement**

MSM Corporation International Limited (“**MSM**” or “**the Company**”) (ASX: MSM), a leading digital technology and entertainment company, today provides an update regarding ongoing negotiations with a series of film, music and social celebrities in relation to hosting, judging and promotion of the Megastar competition.

The Company intends to launch the world-wide competition with an A-List celebrity integrated into the platform as a judge and ambassador. Strategically, the celebrity will feature heavily in the Company’s comprehensive marketing and social media plan and will play a crucial role alongside other judges, hosts and influencers in amplifying awareness and audience engagement.

MSM has made significant progress in negotiations with A-List celebrities in the film and music industries. Detailed discussions relating to fees, timing, usage rights and depth-of-integration into the platform are underway. Management, agents, accountants and lawyers of the short-listed celebrities are engaged in detailed due diligence, signalling encouraging momentum towards the completion of agreements.

MSM is making excellent progress with the engagement of world-class social influencers like Dance-on (refer ASX Announcement 2 March 2017). A number of additional social influencers will be engaged ahead of the Megastar competition launch.

The launch of the first Megastar competition will be rescheduled to Q2 2017 to complete the selection, engagement and integration of celebrity talent into the Company’s production and marketing plans.

Platform development is progressing as scheduled with the App on track for release later this month. The development team will utilise the additional time prior to launch to incorporate additional features that optimise user experience and engagement.

Managing Director, Dion Sullivan commented;

“I am extremely encouraged by the discussions that we are having with several A-List celebrities. The integration of appropriate celebrity talent into our production and marketing plans is a crucial component of the Megastar experience. Accommodating the schedules of the most suitable talent will maximize the public relations and media impact upon the launch of Megastar, the world’s premier, mobile-first, emerging talent competition.”

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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.