

7 July 2017

## MEGASTAR AUDIENCE REACH APPROACHES 60 MILLION

### HIGHLIGHTS

- + Performers entering the Megastar competition from leading social media talent agency, Boomopolis, rises with eleven **additional Sponsored Performers added**
- + New Sponsored Performers bring the **total audience close to 60 million**, rapidly approaching the company's target of 80 million
- + Sponsored Performers, Influencers and Celebrity Judges will amplify the Megastar brand, by leveraging significant social audiences to promote the competition

MSM Corporation International Limited (ASX: MSM), a leading digital technology and entertainment company, is pleased to provide an update on its Megastar competition as it advances towards its global launch. Through its agreement with social media talent agency, Boomopolis, an **additional eleven new Sponsored Performers** will be added to the competition with more to follow.

The latest group of Sponsored Performers bring Megastar's **total audience-reach close to 60 million**. Megastar is fast approaching its target audience reach of 80 million (from Sponsored Performers) as the Company builds momentum amidst the global launch.

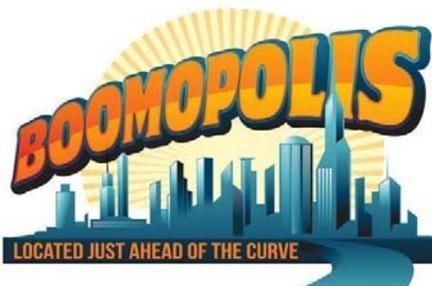
The Sponsored Performers will be introduced to maximise audience reach and monetisation potential of the competition, once the final territories (Australia and US) go live and the company rolls out its global marketing program.

**Sponsored Performers play a key role in marketing the Megastar competition.** The Sponsored Performer's content will be leveraged to drive audience acquisition and encourage Fans to vote on the platform for their favourite performances.

With the Sponsored Performers total audience reach now totaling nearly 60 million Megastar has a **significant promotional opportunity**. The addition of these new Sponsored Performers continues Megastar's strategy to continually add new performers and influencers to promote the brand and attract Fans as part of its marketing strategy.

The new Sponsored Performers will join existing acts from other leading talent agencies that include DanceOn and Fullscreen Media, and brings the **total number of Sponsored Performers to 68**.

Megastar is a world first mobile talent competition, featuring performers from a range of categories including; magicians, musicians, singers, extreme sports and comedians, competing to win One Million US Dollars, a role in a film and various other prizes. Winners are chosen by fans voting in the competition through the Megastar App.





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

“The additional talent that will join the Megastar competition from Boomopolis is another significant addition our program as we progress with our roll out. The Sponsored Performers bring a high quality of talent and audience that we will leverage to promote our mobile-first competition to a global audience.

We are very happy with the early engagement metrics of the app, considering we are yet to leverage our Sponsored Performers. We expect their introduction to massively enhance awareness, adoption and monetization potential of the platform, over and above the “organic” response to the competition thus far.”

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

“The addition of the eleven new Sponsored Performers from Boomopolis brings our audience reach to nearly 60 million, representing a significant promotional opportunity for Megastar. The Megastar competition is a mobile talent competition, making it a true global opportunity.”

**Boomopolis CEO, Evan Aaronson commented;**

“Boomopolis and our Performers are excited to be part of the Megastar competition. Brand awareness and promotion is a key element to any successful product and our Performers can’t wait to promote such an innovative product. I for one am incredibly excited about the global launch of the world’s first mobile talent competition.”



## FOR FURTHER INFORMATION, CONTACT:

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## ABOUT MSMCI

MSM Corporation International Limited ("MSMCI") is an online entertainment company that specialises in building and launching new digital entertainment products to audiences in the US, Great Britain, Australia, Canada, New Zealand and South Africa. MSMCI partners with local operators in non-English speaking markets to maximise the reach of its products and services globally.

MSMCI's flagship product is Megastar, a global, mobile-first talent competition, featuring performers of any category, competing to win One Million US Dollars, a role in a film and various other prizes. Winners are chosen by fans voting in the competition through the Megastar App.

The first Megastar competition launches in MSMCI's six core markets with the App available for download from the Apple and Google Stores. Additional Megastar competitions will subsequently launch in non-English speaking markets via partnering and licensing agreements.

Megastar was founded by Adam Wellisch and Dion Sullivan in February 2014 and listed on the Australian Securities Exchange becoming MSMCI (ASX:MSM) in January 2016. The Company is currently headquartered in Sydney, Australia and Oakland, California, USA.

Visit [www.msmci.com](http://www.msmci.com) to learn more or to [sign up for the investor newsletter](#).

## ABOUT BOOMOPOLIS

Boomopolis is a leading social media talent agency that is changing the way brands and influencers collaborate. Boomopolis organises Facebook, Instagram, YouTube, SnapChat, Musical.ly and Twitter influencers to place sponsored posts on behalf of brands and apps. These partnerships also include contests and public appearances with the influencers which can draw hundreds of fans.

Boomopolis aims to help influencers increase revenue through sponsorship opportunities as well as further develop their digital properties and fan base and in turn help brand strategies and launch influencer marketing campaigns. Through this, Boomopolis has created lasting strong relationship with international top brands and influencers.

Boomopolis is part of Hello Media Inc. an integrated digital advertising, marketing and communications group.

For more information visit <http://boomopolis.com/>