

17 July 2017

## GLOBAL LAUNCH BUILDING WITH MEGASTAR NOW LIVE IN NEW ZEALAND

### HIGHLIGHTS

- + The **Megastar App is now live in New Zealand**
- + The New Zealand market has significant audience reach potential with over 70% smart phone penetration nationally<sup>1</sup> and 90% of New Zealanders over 15 years using social media<sup>2</sup>
- + Megastar on track to achieve 80 million audience reach ahead of its global launch with 79 sponsored performers signed up with a current **audience reach of close to 60 million**
- + Launches in Canada, Australia and the US are on track under the phased global launch strategy

MSM Corporation International Limited (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce it has now launched its Megastar App in New Zealand as it continues to build momentum towards its global launch.

The Megastar app went live in New Zealand on 15 July 2017. The launch is the third in the phased launch strategy after Great Britain and South Africa. Canada, Australia and the US will follow in the coming weeks.

The initial stages of the competition include weekly regional heats where performers compete for a place in the progressive stage rounds. The audition phases build momentum for Stage 1 of the tournament as the App is rolled out across all six key markets, resulting in a global-first mobile talent competition.

This exciting development follows on from the Company's agreement with social media talent agency, Boomopolis, that recently added an **additional eleven Sponsored Performers** to the competition (see announcement dated 7 July 2017), bringing the total to 79. The addition of new Sponsored Performers has brought Megastar's Sponsored Performers **total audience-reach, to close to 60 million**, fast approaching its targeted 80 million ahead of the global launch. This significant audience growth is instrumental in Megastar's phased global launch strategy.

Whilst New Zealand represents the smallest country by population in which Megastar will launch, it has a high number of smartphone users, with 70% smartphone penetration and over 90% of New Zealanders over the age of 15 frequently use social media, representing a significant user acquisition opportunity.

The heats in Great Britain and South Africa have attracted a number of high quality and talented performers to date and encouragingly audience engagement has been increasing, prior to the launch of any substantial marketing initiatives.

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<sup>1</sup> <http://www.nielsen.com/nz/en/insights/news/2016/nz-mobile-keeping-kiwis-connected.html>

<sup>2</sup> <http://www.adhesion.co.nz/blog/social-media-usage-in-new-zealand/>



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Research found the average time spent on the App per day has grown by 16% (compared to US beta testing in October 2016), with users spending an additional 2 minutes each day. The number of videos consumed also grew by 13%.

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

“Excitement is building as we get closer towards the global launch of Megastar. New Zealand is an important milestone in our global launch plan and we are very pleased to have launched the competition now in three locations. The Product Team in the US are on track and very comfortable with the progression of the platform and the expansion into new regions ahead of the global competition.”

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

“Responses to the Megastar competition in Great Britain and South Africa have been very encouraging, especially when we consider the majority of the marketing will go behind the platform when all six territories are able to compete. Research indicates increasing engagement and interest among fans and the quality of talent already attracted to the platform will drive this engagement further. As our engagement grows so does our audience reach and brand awareness, which will be key in the global success of the Megastar competition.”

Megastar, MSM’s flagship product, is a world first mobile talent competition, featuring performers from a range of categories including; magic, music, extreme sports and comedy, all competing to win a One Million US Dollar cash prize, a role in a film as well as various other prizes. Winners are chosen by fans voting in the competition through the Megastar App.

## 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.