

JENNIFER HERMAN TO DRIVE MEGASTAR APP ADOPTION

- + MSM Executive Advisory Board member Jennifer Herman engages to maximise conversion of **Megastar's 130M+ audience reach** into App downloads
- + Ms. Herman professional experience includes Zynga - Head of OS Relations (launching FarmVille), Electronic Arts, Viacom, MTV Networks.
- + Demonstrates the **strength and commitment of MSM's Executive Advisory Board** to drive the successful global launch of Megastar

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM) is pleased to announce that Executive Advisory Board member and former Electronic Arts Inc. (EA) and Zynga Inc. executive, Jennifer Herman has further engaged to supercharge the promotion and maximise adoption of the Megastar App as the Company prepares to execute its global marketing and media program. Ms Herman will play a pivotal role in maximising the conversion of Megastar's 130M+ audience reach.

At Zynga, Ms Herman oversaw the company's strategic partnerships with Google and Apple including the launch of FarmVille on the iPhone on stage at Apple's WWDC event. FarmVille launched on Facebook 2009 and became one of the most popular and profitable games on the site. At its peak, it had over 80 million monthly users, had generated well over \$1 billion in revenue by 2013 and remains one of the most profitable games ever created.

Ms. Herman's experience includes producing the early web efforts for MTV Networks at media conglomerate, Viacom and EA where she was part of the hugely successful EA SPORTS division. Her engagement to drive Megastar App adoption during the execution of the company's global marketing program is indicative of the hands-on effort provided by the MSM Advisory Board.

MSM's advisors were appointed for the value they contribute through their specific individual expertise and professional networks. **MSM's Advisory Board includes:**



JON KRAFT

JOHN BALDECCHI

MICHAEL POLE

JENNIFER HERMAN

ANTONIO MOLINS

Jennifer Herman
MSMCI Advisory Board Member

- + **Jon Kraft** - Founder, Pandora Media Inc.
- + **John Baldecchi** - Hollywood Movie Producer. USD\$500m+ film revenues. Films include Point Break, The Mexican and Jerry McGuire. Director of MSM Strategic partner, Digital Riot.
- + **Michael Pole** - Vivendi's Universal Games, Fox Interactive, Electronic Arts and Gloops. \$1Bn+ gaming revenues including World of Warcraft, Tony Hawk, Spyro the dragon and Crash Bandicoot.
- + **Jennifer Herman** - Zynga - Head of OS Relations, Electronic Arts, Viacom, MTV Networks.
- + **Antonio Molins** - Netflix, Data Scientist

The Advisory Board were recently interviewed in the following video:
<http://msmci.com/preview/advisory-board-video-2/>



MSM Executive Advisor, Jennifer Herman commented;

“From the beginning, the minute I heard the idea, I thought that Megastar had enormous potential. It hits on so many of the points inherent to successful digital entertainment; specifically, ‘play any time’ on the users’ personal device, highly entertaining, short form content, fully integrated into the user’s social profile and a competitive experience. Megastar’s focus is in the mobile environment – and that is where the audience and the monetization opportunities exist.”

MSM Managing Director, Dion Sullivan commented;

“Ms. Herman’s expertise in app strategy is based upon her 20 years of digital entertainment, social media, video games and technology experience. Her vast experience dealing with both Apple and Google make her uniquely qualified to head those app store marketing integrations. I asked Jen to assist as she is an invaluable resource as we progress to the global launch of Megastar. Jen has previously launched hugely successful digital entertainment products in the social gaming space and to have her engaged in Megastar at the front line is of immense benefit.”

FOR FURTHER INFORMATION, CONTACT:

Media queries: media@msmci.com

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 to learn more or to [sign up for the investor newsletter](#).

