

GLOBAL MEGASTAR MARKETING & MEDIA READY TO LAUNCH

Digital technology and entertainment company, MSM Corporation International Limited ("MSM" or "the Company") (ASX: MSM), is pleased to advise that a Q&A video has been conducted with its Managing Director, Mr Dion Sullivan, ahead of the release of the Megastar app in the US and Australia and the commencement of global auditions for the first Megastar competition at the end of this month.

Within this interview, Mr Sullivan provided comment on:

- + **MSM Corporation International Limited, the key people behind it and its plans for the future**
- + **The current project, Megastar competition, how it works and the key dates**
- + **What sets the Megastar Competition apart from other "talent" competitions and how MSM can monetise the engagement with the competition**
- + **How the marketing campaign for the Megastar competition will work and what sort of results the Company is hoping for during the various stages**
- + **How the Company will use a global social media and mass media campaign to drive engagement for the Megastar Competition**
- + **What MSM will be doing post the Megastar Competition to keep its social audiences and investors interested in the Company**
- + **How a small Australian ASX company secured a strategic partnership with an eight-time Grammy award winning superstar**

To access the Q&A video please go to:

<http://msmci.com/megastar-marketing-media-launch/>

MEGASTAR 
DION SULLIVAN
Co-Founder, Managing Director and CEO





ASX Announcement
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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](#).

