

MEGASTAR COMPETITION 1 SCHEDULE

HIGHLIGHTS

- + Megastar Competition 1 schedule confirmed
- + Megastar App release in the final two countries for Competition 1 (US & AU) on 30 September 2017 (US time)
- + The Company will conduct a massive multi-faceted marketing and media program for launch of the Mobile App
- + Discussions in progress with market leading partners in relation to the operation of additional Megastar competitions in 2018

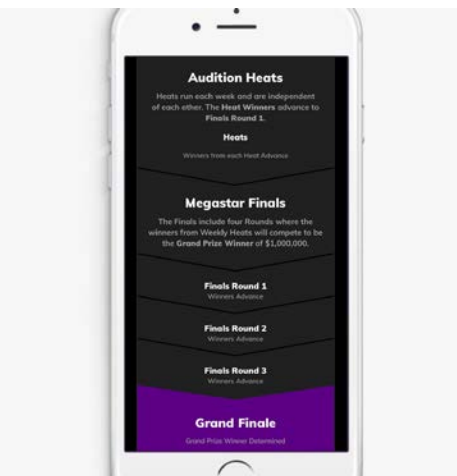
Digital technology and entertainment company, MSM Corporation International Limited ("MSM" or "the Company") (ASX: MSM), is pleased to confirm the release date of the Megastar App in the US and Australia and the schedule for the first Megastar competition.

Megastar Competition 1 Schedule (all dates are US time)

The release of the Megastar App in the USA and Australia, marks the "global commencement" of Megastar Competition 1, a mobile-first talent competition, featuring performers of any category, competing to win one Million US Dollars, a role in a film and a number of other prizes.

The Megastar competition will be promoted by a massive multi-faceted marketing and media program across the USA, UK, Australia, New Zealand, Canada and South Africa and throughout five weeks of heats, three weeks of finals rounds, grand final week and the live finale.

The first global audition heat commences on 30 September 2017 and the grand finals will close on 2 December 2017 with the Finale scheduled for 14 December 2017. The key dates for the Megastar competition are outlined in the diagram below.



The Megastar Competition 1 Structure.

Megastar Competition 1: Schedule

Grand Prize: **US\$1,000,000**



Massive, Integrated Marketing and Media Program

MSM has integrated its recently signed Celebrity Judge and mentor, Hosts, Social Influencers and Sponsored Performers into a massive, multi-faceted marketing and media program. The program will leverage over 130M million social audience reach, amplified by mass media and PR campaigns. Marketing spend remains focused in key geographic regions (US, UK and Australia) to maximise brand awareness, performer and fan acquisition, and drive media coverage in key territories.

PR and mass media campaigns led by our celebrity talent, leveraging tier one media properties in the US, UK and Australia, will drive global brand awareness and broadcast the call to participate. Celebrity Judges, Hosts, Social Influencers and Sponsored Performers will promote the Competition to their social media audiences using content produced by Megastar and Sponsored Performers with specific calls-to-action to install the App and join the Competition. Guerilla marketing activations will inspire performers and fans to engage in the next evolution in talent discovery and promotion.

Targeted "User Acquisition" social media campaigns will call for performers and fans to install the app and participate in the competition to directly drive performer and audience growth.



Megastar Hosts, comedy trio, SketchShe.

The Company has recently appointed two additional world-class entertainment public relations firms, Rogers & Cowan and 3 Monkeys Zero, to drive PR in the US and UK. Supported by world class branding, marketing and talent partners (ROAR, DanceOn, Traction, Toneden, Influential, Manifeste Marketing, Digital Riot Media and Boomopolis) the Company will drive awareness across key target markets, focusing resources on the US, UK and Australia on the premise that social media will carry the message organically into the other launch territories.

More Megastar to follow

In addition to plans for additional English-language Megastar Competitions (operated by the Company), MSM is in discussions with market leading telecommunications and media organisations to launch a number of non-English language Megastar Competitions under license or joint venture arrangements in 2018.



ASX Announcement
7 September 2017

MSM Managing Director, Dion Sullivan commented;

"This culminates what the team has been working on for 20 months; the world's premier global, mobile-first, talent competition. Our native applications, available in both the Apple App Store and Google Play, integrate the most engaging elements of mobile entertainment/gaming and mobile commerce (in app purchases, advertising) along with a compelling entertainment experience. Our beta testing leaves us confident that users find the experience very much to their liking."

"Monetization begins with in app purchases, followed by advertising, moving to sponsorship and eventually brand co-revenue leveraging data generated by user's content consumption behaviours. With a social audience reach of more than 130M and leveraging our partner marketing, we feel confident we have the opportunity to attract and engage a sizable global audience. Our marketing and media campaign shall commence immediately after the app is released in the US and Australia to maximize initial install opportunities. We are very excited about the next 3 months at Megastar."

MSM Executive Director, Sophie McGill commented;

"The lead into the first Megastar competition is a busy and exciting time. With production, media scheduling and final preparations for social campaigns, we are very excited to launch our global media and marketing program with maximum impact. Watch this space!"

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](#).

