

GLOBAL MEDIA PROGRAM YIELDS EARLY RESULTS – WIDESPREAD COVERAGE GENERATED

HIGHLIGHTS

- + Two major media appearances by Megastar's Chief Creative Officer and ambassador, Usher during the next 48 hrs:
 - › Ellen DeGeneres Show airs in the US, Friday 6 October 2017. Ellen's total audience reach across TV and social media is 173.5 million. This includes her You Tube Channel which has amassed 9.9 Billion total views
 - › Extra TV airs in the US this evening, Thurs 5 Oct (check local listings). Extra TV's total audience reach across TV and social media is 5.1 million, including their You Tube Channel which has been viewed 191 million times
- + Megastar Global media program yields significant early results. Over 300 pieces of coverage generated in 48 hours, with more than 100M reach
- + Key media pieces include TV interviews on Extra TV in the US and Australia's leading breakfast TV shows Today and The Morning Show
- + Megastar achieved recognition by way of a small feature in the App store
- + Media campaign to continue throughout Megastar's first Global Competition
- + Megastar's marketing program is designed to progressively:
 - o build brand equity and trust
 - o attract high quality performers
 - o acquire a highly engaged audience



Usher, Megastar's ambassador and CCO, will appear on the Ellen DeGeneres Show and Extra TV to promote Megastar

Digital technology and entertainment company, MSM Corporation International Limited (ASX: MSM), wishes to advise of the massive media exposure received for the Megastar App and the competition globally over the past 48 hours.

Following the release of the Megastar App on the Google Play and Apple App Store in the USA, Great Britain, Australia, Canada, New Zealand and South Africa, and the commencement of the first Global Megastar competition heats, MSM and its partners commenced a global media campaign, which has yielded immediate results.

The media program saw more than 300 pieces of unpaid media coverage generated (broadcast, online and print), with a global reach of more than 100M people.

Key media generated include:

- + [Extra TV \(US\)](#)
- + [The Street.com \(US/Global\)](#)
- + [Hollywood.com \(US/Global\)](#)
- + [Yahoo News \(Global\)](#)
- + [Channel 9 Today Show + Twitter \(AUS\)](#)
- + [Channel 7 The Morning Show \(AUS\)](#)
- + [The Australian \(AUS\)](#)

On Thursday 5 October 2017 (US time), Megastar achieved recognition by way of a small feature in the App store. App publishers cannot pay for these features, they are determined by Apple Developer teams, based on internal criteria including:

- + User Appeal
- + Relevancy
- + Entertainment



The Megastar App featured on “New Apps We Love” in the App Store.

Links to a selection of the key media generated can be found on the Company website at <http://msmci.com/press/>.

The Megastar media campaign will continue to build throughout the first global competition. It will be complemented and amplified by social media campaigns, which will progressively leverage a combined audience reach of more than 130M social media users through Megastar’s network of social media influencers, sponsored performers and celebrity talent. The social media program can be followed on [Facebook](#), [Instagram](#), [Twitter @megastarapp](#).

Media and Marketing Program Pacing

Megastar's media and marketing program has been very deliberately designed in three complementary, and chronologically staggered streams, each with very specific objectives.

- + **The first stream builds brand equity and credibility** through mass media penetration and endorsement by Megastar CCO and ambassador, Usher, amplified by sponsored performers.
- + **The second stream attracts high quality performers** through an array of social campaigns delivered through sponsored performers and celebrity talent, and paid user acquisition specifically targeting performers across all of Megastar's talent categories.
- + **The final stream involves paid and unpaid social campaigns** leveraging the first two streams to draw in a massive audience that will experience, support and engage with the amazing talent that will compete in the Megastar finals.

MSM Managing Director, Dion Sullivan commented;

"We have been overwhelmed by the media interest in Megastar globally, but not surprised. Media exposure to date has been achieved due to a well-planned strategy to introduce Megastar to the global media, who have clearly identified it to be a globally significant talent competition like no other."

"Today we also achieved another major milestone: being featured in the "Apps We Love" section of the Apple App Store. This means that Megastar is already one of a very small number of Apps on Apple's radar. Apps that obtain a full-feature, experience considerably greater organic downloads than other apps."

FOR FURTHER INFORMATION, CONTACT:

Media queries:

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