

MEGASTAR MARKETING PROGRAM YIELDING STRONG RESULTS

HIGHLIGHTS

- + Recently launched Megastar global media and marketing program is yielding strong results, inline or ahead of internal KPI's
- + Program deliberately designed in three complementary and chronologically staggered streams, each with specific objectives
 - › **Stream 1 – Building Brand Awareness and Credibility**
Through mass media penetration and endorsement by Megastar CCO and Head Judge, Usher, has seen global media coverage reaching TV audiences of 12.5M in the US alone, including appearances by Usher on The Ellen Show, Extra and The Late Late Show with James Corden.
 - › **Stream 2 – Acquisition of High Quality Performers**
So far, over 1,200 performers have entered the competition between 30 September 2017 and 14 October 2017, with more than 900 of those in the week ending 14 October 2017 (Heat B). Targeted performer acquisition commencing this week.
 - › **Stream 3 – Audience Acquisition**
Paid and unpaid social campaigns, leveraging the first two streams, to draw in and engage fans. Planned to peak in 2-3 weeks.
- + **Extremely encouraging early engagement metrics:**
Significantly stronger engagement metrics compared to Megastar's beta results and many multiples stronger than existing digital entertainment products.
- + **Apple acknowledges Megastar with a "Full Feature" in the US App store**



Usher appeared on The Late Late Show with James Corden to talk about the Megastar App.

Digital technology and entertainment company, MSM Corporation International Limited (ASX: MSM), is pleased to advise that its media and marketing program is on track and currently delivering results in line or ahead of internal performance indicators.

Two weeks following the global commencement of Megastar competition 1 (audition Heats A and B), the number, and quality, of performers entering the Megastar competition is a clear indication of the impact of the global media campaign which is primarily intended to build brand awareness and credibility. This momentum should be amplified as the Company ramps up its performer acquisition and activation campaigns this week.

Megastar's media and marketing program has been specifically designed in three complementary and chronologically staggered streams, each with distinct objectives:

1. Building Brand Awareness and Credibility:

Broadcast media programs targeting premium global media properties that build brand awareness and credibility through mass media penetration and endorsement by Megastar CCO and head judge, Usher.

So far, this activity has been exceedingly successful, with widespread global media coverage generated on some of the world's most well recognised entertainment media properties. Significant brand equity and powerful endorsements are being delivered by Usher. This activity will continue with additional media opportunities in progress and social amplification to follow.

Promotion of Megastar via endorsements in premium entertainment Media properties 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 followers through Megastar's network of social media influencers, sponsored performers and celebrity talent.

2. Attraction of high quality performers

Due to the successes of the media campaign and the strong brand equity built (and continuing to be built) the number and quality of performers has risen strongly. In the week to 14 October 2017, coinciding with Megastar's media exposure, more than 900 new performers (3x Heat A) had entered the competition, taking the total number of performers entering the platform to greater than 1,200.

MSM expects the quality and number of performers to continue to increase significantly over the coming 3 weeks (Heats C, D and E), driven by an array of social campaigns delivered through sponsored performers, celebrity talent, and paid advertising specifically targeting performers.

The Company is directly engaging and incentivising approximately 100 organisations that represent and/or train performers across all of Megastar's talent categories.

3. Audience Acquisition

Utilising 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.

This activity will not commence in earnest until the week prior to the commencement of finals on 2 December 2017. This is the activity that is expected to generate significant App downloads and audience engagement.



ASX Announcement
17 October 2017

As noted above, the first two streams of activity are designed to build awareness in the Megastar brand and to Megastar's value proposition for performers. High quality performer acquisition is the current objective. The first two streams are not intended to drive significant App downloads by themselves. Rather, they are the foundation for the acquisition of a large, highly engaged audience. It is the final stream of activity, specifically paid and unpaid social campaigns, which are intended to drive global audience acquisition, engagement, and therefore significant numbers of App downloads.

Based on the outcomes achieved through marketing and media activities to date, the Company is very pleased with the results.

Extremely encouraging early engagement metrics:

The Company is observing significantly stronger engagement metrics compared to Megastar's beta results, which were already many multiples better than existing digital entertainment products. This is extremely encouraging as strong user engagement is the foundation of organic growth because engagement drives retention and organic referrals. The Company will release early stage metrics regarding engagement next week after sufficient data has been collected and processed.

Apple acknowledges Megastar with a "Full Feature" in the US App store

The Megastar App has been selected by Apple as one of the top 5 Apps to be featured out of over 2 Million Apps in the App store. App Features cannot be purchased. They are selected by Apple according to specific value criteria and awarded at the sole discretion of Apple. The feature will see the Megastar App promoted at the very top of the US App Store, thereby exposing the App to significantly more potential users.

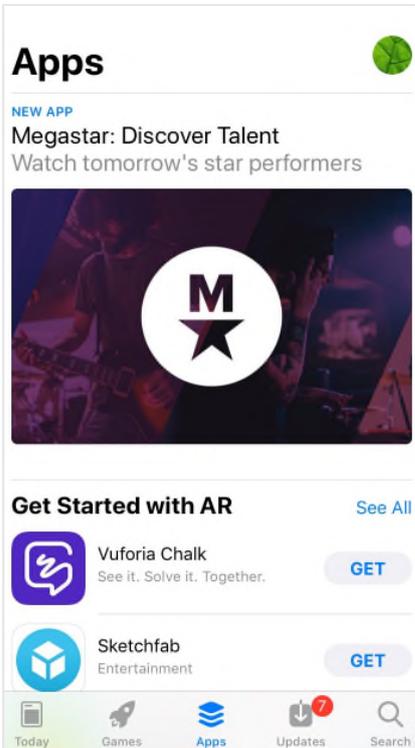
Co-Founder/ CEO, Mr Dion Sullivan, commented:

" With the first 2 weeks of Heats (Auditions) behind us, based on the preliminary data, I am very pleased at the direction we're trending. The plan has always been Awareness to Acquisition. Acquisition to Adoption/Engagement, then finally Monetization. Our insights into Awareness leading to Adoption is exactly the trajectory we're seeing. Of course, our work is by no means done. We look forward to updating the market on our progress in coming weeks."

FOR FURTHER INFORMATION, CONTACT:

Media queries

E: media@msmci.com



Apple acknowledges Megastar with a "Full Feature" in the US App store.



ASX Announcement
17 October 2017



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](#).