

MEGASTAR ENGAGEMENT EXCEEDS EXPECTATIONS

HIGHLIGHTS

- + Engagement metrics for first three weeks of the first global Megastar competition are exceeding expectations, well ahead of industry averages and Beta results
- + Metrics which measure the activities of both Fans and Performers on the Megastar App are achieving results which exceed industry averages by more than 400%
- + Results are expected to continue to exceed industry averages as further optimisation occurs and Megastar’s global media and marketing program moves into the audience acquisition phase

Digital technology and entertainment company, MSM Corporation International Limited (ASX: MSM) the (“MSM” or the “Company”) is pleased to advise of the early engagement metrics for its Megastar App, which was recently released on the Google Play and Apple App Store in the USA, Great Britain, Australia, Canada, New Zealand and South Africa.

MSM’s Megastar competition is a global, mobile-first talent competition, featuring performers of any category, competing to win US\$1 Million, a role in a film and various other prizes.

MSM and its advisors have worked to ensure the Megastar App creates and sustains engagement amongst Voters (people who vote for Performers) and Live Streamers (Performers who engage their audience through the Megastar App “Live Streaming” feature).

As at 20 October 2017 the results of these engagement metrics are as follows:



Key Engagement Metric	Megastar App	Industry Average
Avg. Daily Active Users (DAU) as a %	17%	6%
Avg. Sessions per day per Voting user	2.4	0.55
Avg. Minutes per Session per Voting user	23.7	5.1
Avg. Daily Votes (daily max is 5)	5	N/A
Avg. Sessions per day of Live Streaming user	2.6	1.1
Avg. Minutes per Session per Live Streaming user	77.1	13.5
Average Daily Votes of Live Streamers (daily max is 5)	4.12	N/A

As detailed in the 17 October 2017 ASX announcement, Megastar’s media and marketing program has been specifically designed in three complementary and chronologically staggered streams, each with distinct objectives:

Stream	Status
Building Brand Awareness and Credibility	Underway, achieving significant results. To continue for another 5-7 weeks
Attraction of high quality performers	Commenced in past three weeks. Third heat currently underway, a further three heats to run over coming three weeks
Audience Acquisition and Activation	Activity to the commencement in finals Week 2, December 2017. This will utilise 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 is the activity that is expected to generate significant App downloads and audience engagement.

As noted above, the first two streams of activity are designed to build awareness in the Megastar brand and to establish 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.

MSM Managing Director, Dion Sullivan commented;

“The results achieved to date significantly exceed industry averages and MSM’s own Beta results, and while further optimisation is required, they give MSM confidence as it moves into a key stage of our marketing program.”

FOR FURTHER INFORMATION CONTACT:

Media queries: press@msmci.com

Investor queries: Jane Morgan
Jane Morgan Management
P: + 61 (0) 405 555 618
E: jm@janemorganmanagement.com.au

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 launched 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](#).

