

CEO & CO-FOUNDER PRESENTS MSMCI GROWTH STRATEGY

Highlights

- + **MSM has created 4 valuable assets through the rapid investment of capital:**
 - o **A World-first Video Competition Platform:** Legal frameworks, Competition engine, Mobile App, Analytics platform.
 - o **An Experience People Love:** Integrity, celebrity, a supportive creative community, live streaming and cash prizes. Engagement metrics, organic growth and social media posts show that people love Megastar!
 - o **Highly Engaged Users:** Performers engage their fans directly by live streaming in the App and calling out to them on social media to download Megastar and vote for them. And fans are doing it!
 - o **A World class team and network:** The Megastar team have acquired and assembled unique knowledge and an A-List network of global contacts that present a formidable barrier to entry for any who attempt to replicate our success.
- + **Significantly lower working capital requirements for Megastar in the future**
- + **Monthly Megastar Spotlight Competitions to launch on 9 December 2017 (Universal Coordinated Time) in the lead up to Worldwide Tournament 2 (WWT2)**
 - o Growth, engagement and monetisation continues 24x7x365
Megastar is a Global Digital Entertainment Platform
Megastar is NOT a TV show. It does not stop.
- + **Analysis of the data received from WWT1 and the strategy on how the Monetisation plan will kick in**
 - o Recently announced MOU with The Riva Group and plans to launch Megastar India
 - o Inbound interest from sponsors of future competitions
 - o Inbound interest in the syndication of content from Worldwide Tournament 1 and future competitions across various distribution channels.

The Board of MSM Corporation International Limited ("MSM" or the "Company") is pleased to provide shareholders with a video presentation about the Company's growth strategy and opportunities.

Megastar CEO and Co-founder Dion Sullivan presents, part 3 of his video blog, **Future for Megastar & MSM.**

To view the video online please click the link or copy and paste the URL into your web browser: <http://msmci.com/scorecard-2017/>



Monthly Megastar Spotlight Competition

Directly following the Megastar WWTI, MSM will launch the first of its kind Monthly Megastar Spotlight Competition.

The first Spotlight Competition is an elimination style contest that consists of one round. The December spotlight is broken down into three judging phases:

Audience Votes Phase, Judges' Review Phase and Audience Decides Phase.

Details of the dates and corresponding time periods for each phase are set forth in the table below.

Audience Votes Phase	Judges' Review Phase	Audience Decides Phase
9 December 2017 - 3 January 2018	3 January 2018 - 4 January 2018	4 January 2018 - 8 January 2018

* All dates listed are in UTC (Coordinated Universal Time)



ASX Announcement
8 December 2017

Megastar CEO and Co-founder Dion Sullivan commented:

"As the first ever Megastar competition nears a close, we are extremely pleased with the results and excited to update the market about our growth strategy and opportunities."

"There have been several key takeaways from the first competition and we are ready to launch Megastar Monthly Spotlight Competitions immediately after WWTI voting concludes on the 9th of December."

Megastar US Chairman Doug Barry commented:

"Megastar is seeing some of the initial engagement metrics we saw early on with Pandora."

"Engagement drives organic growth. Organic growth means that people love the product and marketing spend can be reduced, which is critical."

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](#).

