

MSM SIGNS AGREEMENT TO LAUNCH MEGASTAR INDIA

HIGHLIGHTS

- + Binding MOU with Riva Digital FZ LLC (Riva) to plan the launch of Megastar India
- + The launch into India will massively accelerate the growth of Megastar's user base
- + The Indian market has 1.3B+ people with 400M+ smartphone/tablet users
- + Riva:
 - o has established brand and licensing agreements for iconic Bollywood celebrities and world class entertainment IP brands
 - o leveraged its extensive IP licenses to develop major new theme parks in the middle east
 - o is part of The Riva Group, which was founded by technology and entertainment visionary, Paul Roy
 - o Paul has significant business relationships with leading Bollywood celebrities
- + It is anticipated that MSM will provide its Megastar Intellectual Property (Brand, Format, Platform) and technical expertise. Riva will provide funding, operational capability and A-list connections in the Indian media and entertainment market



MSM Corporation International Limited ("ASX: MSM") the ("MSM" or the "Company") is pleased to announce it has signed a Binding Memorandum of Understanding ("Agreement") with The Riva Group LLC ("The Riva Group") to negotiate definitive agreements for the launch of Megastar in India.

The Agreement is a major milestone in further expanding the global footprint of Megastar across non-English speaking territories and draws on the highly popular culture and following of Bollywood globally. The Agreement provides an exclusive framework for the parties to negotiate and execute the required license and associated agreements to allow The Riva Group to operate an Indian version of Megastar. This licensing model has historically been highly successful and commonly used by other media and talent competitions (eg: Voice, Idol, X-Factor & Got Talent) when entering in to new territories.

The Company has undertaken expansive research of various territories and globally popular genres over the last 12 months in deciding on Bollywood as the most culturally diverse and exciting opportunity to enter in the next phase of Megastar's growth strategy.

The key to expanding the Megastar brand and footprint is finding the right partners for selected territories and ensuring the principles and values of both organisations are aligned. MSM are proud to partner with The Riva Group who have a highly successful track record of delivering excellence in media, leisure, entertainment and cutting-edge technology.

Founded in 2002, with Headquarters in Dubai and offices across the world from the USA to East Asia; The Riva Group have successfully been delivering the vision of tomorrow for over 15 years. The Riva Group of companies hold an industry advantage in their ability to take every project from concept to execution all housed under one roof. The complementary divisions cover: creative design and development of theme parks, brand and Intellectual Property licensing, 3D animation and visual effects for films, games and TV content.

The Riva Group recently played an instrumental role in the concept, design and development of major theme parks in the middle east, based on several IP licenses held by the group. The design concepts for one of the parks was inspired by The Riva Group's Chairman; Mr Paul Roy and his Mumbai based celebrity partners who specialise in directing, screenwriting and production for Bollywood and have won numerous awards and international accolades over the last 10 years.

The Riva Group have vast experience specialising in licensing agreements where they most notably hold license agreements for world class entertainment Intellectual Property with; Dreamworks, Marvel, Sony Pictures, Electronic Arts, Lionsgate, Square Enix, Microsoft Studios, Cartoon Network. In October 2017, The Riva Group in partnership with Los Angeles-based Firefly Games developed and launched the cutting-edge Dreamworks Universe of Legends Mobile Game where Shrek meets Kung-Fu Panda in a Dreamworks Hero mashup.

The next step is for the parties to negotiate and agree a binding Heads of Agreement finalising, amongst other things, the funding and license fee obligations, and the anticipated timeline for the delivery of the first Bollywood version of Megastar. These negotiations are to occur during a 90 day period of exclusivity agreed by the parties. MSM will provide a further update to the market upon execution of a binding Heads of Agreement, or as any more definitive agreements, are executed.

The Riva Group Chairman Mr Paul Roy stated:

"India represents the first of many potential regional and product offering opportunities leveraging the extensive entertainment and technology networks of both Megastar and The Riva Group's Intellectually Property and existing licensing agreements. We believe that together we can transform the way talent is both sourced and consumed globally; sharing culture and cutting through language barriers for all to enjoy."

MSM Chairman Mr Adam Wellisch stated;

"We look forward to working with The Riva Group to formalise the method and delivery timeline for the launch of Megastar into India. Riva is an exceptionally well credentialed partner for the operation of Megastar in several key growth markets. We are excited about the growth opportunities for Megastar as Paul and his team onboard key celebrities, partners and sponsors. The opportunity to grow the Megastar brand in Asia and other key markets is huge step towards to solidifying Megastar as the world's leading mobile-first talent and entertainment platform."

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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 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](#).

ABOUT THE RIVA GROUP

The Riva Group of companies is a diversified group, delivering excellence in creative design, animation, visual effects, development, project management, and construction management.

Founded in 2002, the Riva Group has become one of the most sought-after companies in entertainment development, maintaining offices worldwide, from Los Angeles to East Asia.

The Riva Group of companies holds an industry advantage in our ability to take a project from concept to opening day in-house, on budget and on time. The Riva Group complementary teams include:

Riva Creative - specialising in creative design and development of theme parks, media, and mixed-used developments.

Riva America - focusing on brand and Intellectual Property franchising.

Riva Digital - one of the world's leading 3D animation visual effects companies, with the largest animation and visualisation portfolio in the Middle East.

Riva Parks Projects - specialising in construction management and operations.

Riva Arch - specialising in the architectural planning and execution of design intent for theme parks, resorts, mixed-use developments, and special attraction venues.

Riva Animation and VFX - specialising in animation and visual effects for Bollywood films and TV content in India.

www.therivagroup.com

<https://www.linkedin.com/company/9381892/>