

MEGASTAR METRICS

WORLDWIDE TOURNAMENT 1

Highlights

- + **Megastar WWT1 has achieved more than 428,000 installs in 10 weeks with more than 23 minutes per session for voting users (Fans), greater than 75 minutes for live streaming users and exceptional retention statistics**
- + **Organic growth for installs exceeded anticipated averages throughout the entire 10 weeks of WWT1 and continue to increase**
- + **One of the 5 finalists will be announced the winner of WWT1 at the Live Stream Finale to be held Friday 15 December 2017 (PST) in LA**
- + **The first Megastar Monthly Spotlight Tournament ("MMST") successfully launched on 9 December as scheduled**

MSM Corporation International Limited ("MSM" of the "Company") is pleased to advise that Megastar WWT1 has achieved more than 428,000 installs in 10 weeks with more than 23 minutes per session for voting users (Fans), greater than 75 minutes for live streaming users, more than 58% aggregate Day 1 retention and greater than 38% Day 14 retention.

Organic growth for installs exceeded anticipated averages throughout the entire 10 weeks of WWT1 and are continuing to increase.

One of the 5 finalists will be announced the winner of WWT1 at the Live Stream Finale to be held Friday 15 December 2017 (PST) in LA.

Aside from the 5 finalists who will travel to LA for the WWT1 Live Stream Finale this Friday (15 December 2017 (PST)), many of the top 50 performers are continuing to engage in the next Megastar competition, as are the fans.

The media attention created by the Grand Finale and the USD\$1M prize award this week are expected to boost the Megastar Brand value and user acquisition.

Monthly Megastar Spotlight Competition

Voting closed in Worldwide Tournament 1 at 11:00pm 9 December (PST) and the first Monthly Megastar Spotlight Tournament (MMST) successfully launched one minute later.

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 were set out in ASX announcement on 8 December 2017.

Many of the top 50 performers from WWT1 that did not make the final 5 are now competing in the December MMST which will be decided on 8 January 2018.

Megastar CEO & Co-Founder, Dion Sullivan commented:

"The final statistics speak for themselves. Not only has Megastar been able to attract world class celebrities but the engagement of both the Fans and Performers consistently outpaces industry norms. The quality of the talent, the engagement of both Performers and Fans has been humbling – and very shortly, someone will be announced the first Megastar and win US\$1M."

"For those that didn't make the Top 5, we've seen the significant positive impact that they experienced through Megastar. We've immediately launched into the December Megastar Monthly Spotlight tournament to continue this positive momentum."

"I encourage everyone to watch the Megastar World Wide Tournament One (WWT1) Live Stream Finale to find out who has won US\$1M. Check the Megastar app for start times."

FOR FURTHER INFORMATION, CONTACT:

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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 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.

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