

MEGASTAR WWT1 FINALE

HIGHLIGHTS

- + Organic growth continues to increase with over 4,000 organic installs on the day of the Megastar Finale.
- + More than 351,000 minutes (~244 days) of Live Stream content was viewed on Megastar on the day of the Finale.
- + More than 52% of daily active users on 15 December 2017 viewed the live stream in its entirety.
- + In the first two hours (US Monday) of media measurement, according to PRNewswire, Megastar has received more than 195 US media pickups and more than 12,998,886 impressions served. The next measurement period is at the 24 hour mark (US Tuesday 9:00 am PST)
- + Current engagement metrics for Megastar Monthly Spotlight remain as high as WWT1, with more than 23 minutes average per session for voting users and more than 73 minutes average session for live stream consumption per user



Singer/songwriter Andie Case of the United States – Winner, Megastar World Wide Tournament One.

Digital technology and entertainment company, MSM Corporation International Limited (“MSM” or the “Company”) is pleased to advise that users across the US, UK, Australia, Canada and South Africa watched the WWT1 Finale on 15 December 2017 via the Megastar App for a combined total of more than 351,000 minutes (244 days).

There were over 4000 organic installs on the day of the Finale as Chief Creative Officer, Usher and fellow Judge, Jeb Corliss met with the final 5 Megastars to provide mentoring, review the final 5 videos and announce the prize winners.

There were more than 435,000 installs as of 12 December 2017 of the Megastar App. Following its release, the Megastar App rapidly hit number 6 in the weekly entertainment App rankings in the US App store and has seen peaks in hourly rankings at number 4. High volatility in user acquisition means that early data may not provide a reliable indicator at this stage. Organic growth (unpaid installs stemming from paid user acquisition efforts) are approaching a net of 24% for the entirety of WWT1. The average cost per Install (CPI) of the Megastar app was US\$4. Entertainment Industry average CPI is US\$11-US\$17.

Industry heavyweights from some of Hollywood’s most powerful agents, managers, record label executives and YouTube Multichannel Networks attended the Megastar Finale at landmark recording studio “The Village” in Los Angeles to meet with MSM management, as well as the performers, to discuss longer term talent management deals which potentially drive revenue for MSM through a share of touring, merchandising and commercial deals.

An interview with Usher and the first MSM Megastar, Andie Case is scheduled for US Monday, 7pm PST (Extra TV viewership of more than 6.4M and social media reach of more than 9M). Andie will also be interviewed by Australia's Channel 7 morning show this week.

Progress of Monthly Megastar Spotlight Competition

As announced on 12 December 2017, many of the top 50 performers from WWTI that did not make the final 5 are now competing in the December MMST which will be decided on 8 January 2018.

The MMST continues to engage and retain fans and performers whilst allowing MSM to test and scale new features of the Megastar app in a faster, real time environment.

MSM has now developed and proven a new model for operating talent competitions globally via a mobile app platform. Megastar's talent competition platform is significantly lower cost to operate and scale than equivalent television formats. Megastar now has data and IP to engage with large media partners to scale Megastar.

Audience retention and organic growth continues following the completion of WWTI. Current engagement metrics for MMST remain high with more than 23 minutes average per session for voting users and more than 73 minutes average session for live stream consumption per user.

MSM will continuously run Megastar Spotlight competitions leading up to WWT2, which is now anticipated to be run in the second half of 2018. This is expected to include genre specific, branded and sponsored competitions.



Singer Chris Black of Australia placed 2nd in the Megastar World Wide Tournament One.

MSM Managing Director, Dion Sullivan commented;

"Congratulations to Ms. Andie Case (singer) from the United States who is MSM's first Megastar. Congratulations also to runner-up, Mr. Chris Black from Australia and third place winner, Adam and Kizzie from the United States – all of them, as well as many others, are amazing talents in their own right".

"The Megastar team have created the world's first multinational emerging talent competition that is run completely via a mobile App platform. The Company has developed significant IP and data through the process of designing, testing, building, launching and marketing Megastar."

"Shortly, we shall launch via our social channels, footage of how we changed performers lives, which in turn drove Megastar's engagement levels up to 400% higher than industry averages. It is both exciting and exhilarating. MSM continues to build momentum (and learnings) from the Megastar Spotlight competitions, as well as capitalise on the platform we have built. In 2018, we will leverage that platform with greater frequency and economy of scale."

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, who competed 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](#).

