

## APPENDIX 4C QUERY

Ms Cheng Tang  
ASX Compliance Pty Ltd  
Senior Advisor  
20 Bridge Street  
Sydney NSW 2000

By email: [cheng.tang@asx.com.au](mailto:cheng.tang@asx.com.au)

Dear Cheng,

We refer to your letter dated 8 February 2018 in relation to the above matter. In that regard, please find the Company's responses below:

1. The number of voting users and/or live streaming users the installs converted into was:
  - (i) Voting Users: 104,270
  - (ii) Livestream Viewers: 26,110
2. We can confirm that all voting users and/or live streaming users are converted from installs.
3. The statement 'exceptional retention statistics' was based on comparison to industry average metrics sourced from Statista including Reddit, Tumblr, Facebook, Pinterest, Skye, Twitter, Tinder, Instagram, LINE, WhatsApp, SnapChat, Google Hangouts, Kik, FB Messenger and GroupMe.
4. MSM is in compliance with Listing Rule 3.1 and there is no information that should be given to ASX that has not already been released to the market.
5. These responses have been authorised and approved in accordance with its published continuous disclosure policy or otherwise by its board and officer of MSM with delegated authority from the Board to respond to ASX on disclosure matters.



## FOR FURTHER INFORMATION CONTACT:

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ASX Announcement  
13 February 2018

## 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](http://www.msmci.com) to learn more or to [sign up for the investor newsletter](#).

