



## MSM ENGAGES GOODWIN PROCTER LLP

- + **MSM Music Inc, the Company's US subsidiary, has engaged leading US legal firm, Goodwin Procter LLP, to advise on funding strategies for the development of new features and services to allow performers to monetise their creative works in collaboration with fans on the Megastar platform**
- + **Goodwin is a top 50 legal firm worldwide and has a dedicated Crowd Funding team distinctively qualified to advise on issues related to the formation, structuring and financing of Crowd Funding platforms**

Digital technology and entertainment company, MSM Corporation International Limited ("MSM" or the "Company") is pleased to announce that its wholly owned US subsidiary, MSM Music Inc ("MSM US") has formally engaged law firm Goodwin Procter LLP ("Goodwin") to advise on the formation of a US entity ("Megastar Studios") that will be structured and administered with the intention of raising capital in the US utilising a US Crowd Funding strategy.

Following the initial US Crowd Funding, Megastar Studios is planning to establish a talent discovery, promotion, monetisation and management ecosystem.

### US Crowd Funding

The US equity Crowd Funding strategy and creation of a talent discovery, promotion, monetisation and management ecosystem is intended to leverage Megastar Studio's highly engaged user base generated during World Wide Tournament One to facilitate interactions between fans and performers that are currently unavailable within the entertainment industry. The initial phase of the engagement with Goodwin is expected to be completed within three to four weeks.

Further details on the Company's strategy regarding the development of a talent discovery, promotion, monetisation and management ecosystem to be used in the Megastar platform will be released prior to the conclusion of the Company's voluntary suspension period, which is now scheduled for 15 March 2018.

### Goodwin Procter LLP

Goodwin is a top 50 legal firm worldwide and has a dedicated crowdfunding team distinctively qualified to advise on issues related to the formation, structuring and financing of crowdfunding platforms. Goodwin has represented major technology companies, including the underwriters on **Snap Inc.'s** \$3B IPO and **Atlassian Corporation PLC** during its \$150M 462M secondary offering IPO, as company counsel and remains company counsel today. Goodwin and has been ranked the number one law firm for venture-backed IPO & M&A exits by Pitchbook.

Goodwin is among the top five most active firms in the U.S. for combined venture capital/private equity deals by Dow Jones Private Equity Analyst.

### MSM Managing Director, Dion Sullivan commented;

"Goodwin will be integral in advising us on key components of our strategy to provide performers and fans with a new and unique capability to collaborate to create and benefit from the discovery and promotion of emerging talent."



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“The Company has requested that the voluntary suspension be extended as we continue to formalise legal advice in relation to the strategic plan.”

“Goodwin’s appointment provides the expertise to facilitate the US Crowd Funding strategy and to subsequently establish a talent discovery, promotion, monetisation and management ecosystem for use in the Megastar platform. I look forward to my visit to Australia over the next two weeks to discuss Megastar’s strategy with investors.”

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

