

## Megastar Engages Global Internet Comedy Trio

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### HIGHLIGHTS

- **Globally recognised comedy trio, SketchSHE will host Megastar**
  - **100 million plus YouTube views globally**
  - **20 plus videos with more than 1 Million viewers**
  - **3 million social-media followers**
- **SketchShe social-media presence to drive audience engagement with Megastar**
- **A-list celebrity and Executive Producer appointments imminent**

MSM Corporation International Limited (“**MSM**” or “**the Company**”) (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce that globally renowned comedy trio, SketchSHE have been appointed as the first hosts of the Megastar competition.

SketchSHE is a globally recognised comedy trio that create, direct and produce popular videos which have a track record of going viral on YouTube. Featuring Shae-Lee Shackleford, Lana Kington and Madison Lloyd, the group’s videos on its YouTube channel have more than 100 million cumulative views from across the globe.

In addition to their YouTube channel, SketchSHE have a substantial social media following. The group reaches more than 3 million followers across their YouTube, Twitter, Facebook and Instagram channels, making them ideally positioned to generate social media engagement for Megastar.



**SketchSHE trio Shae-Lee Shackleford, Lana Kington and Madison Lloyd**

In particular, SketchSHE’s popular social channels will be leveraged throughout the competition to promote awareness and engagement with the competition for both Fans and Performers.

As Megastar’s first hosts, SketchSHE will guide Performers and Fans through the app and will help the audience to discover new talent. They will provide weekly updates and encourage participation both on and off the platform via targeted publicity and social media engagement.

SketchSHE’s YouTube channel can be viewed by searching for “SketchSHE” on YouTube.

The Company is currently in advanced discussions regarding the appointment of a world class entertainment Executive Producer. The Executive Producer will be in charge of talent production and determining the format of the host and celebrity talent videos. The appointment of a top-tier Executive Producer is another key appointment leading to the Company finalising the engagement of A-List celebrity talent.

**Managing Director, Dion Sullivan commented;**

“SketchSHE is a great Australian comedy group with a global audience, whose enormously popular music videos have gone viral across the internet with over 100 million views from across the globe. With such an extensive global following, we are extremely excited to welcome them as our inaugural hosts.

“We will be leveraging the phenomenal popularity of SketchSHE’s YouTube and social media presence to promote engagement and create awareness of Megastar across the globe.”

**Executive Director Asia-Pacific, Sophie McGill commented;**

“SketchSHE is a huge addition to Megastar’s arsenal of top-tier social influencers. Their proven engagement levels, energy and insights into our target audience is extraordinary.”

“Popular influencers such as SketchSHE will play an important role in amplifying awareness of the Megastar competition.”

“Additionally, we are in the final stages of appointing a top-tier Executive Producer with globally recognised experience. At the same time, we are continuing to advance our discussions for securing ‘A-List celebrity judges.’”

**-Ends-**

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**About MSM**

MSM Corporation International Limited is a digital technology and media entertainment company that, via the first product offering, Megastar, will launch the world's richest online, mobile-first, talent discovery competition platform.

Megastar is the world’s first entertainment and global talent competition app, where one contestant will win USD 1 million. The winner is chosen by Fans and celebrity judges who follow the competition and vote in the Megastar app.