

MEGASTAR APP RELEASED IN US & AUS GLOBAL AUDITIONS COMMENCED

HIGHLIGHTS

- + **The Megastar App was successfully released** in Australia and the US on 30 September 2017 (US time) joining the existing territories (South Africa, Great Britain, New Zealand and Canada)
- + **The first Global audition heat commenced on 30 September 2017 (US time)** as scheduled
- + **Megastar's marketing and media program has commenced** leveraging a combined audience reach of over 130M social media followers, as well as the mass media drawing power of Celebrity Judge, Usher and Hosts, SketchShe:
 - › Sponsored performers have started joining and promoting the competition on social media with strong initial responses
 - › Usher will appear in US, Australian and UK media over coming days and weeks to promote Megastar

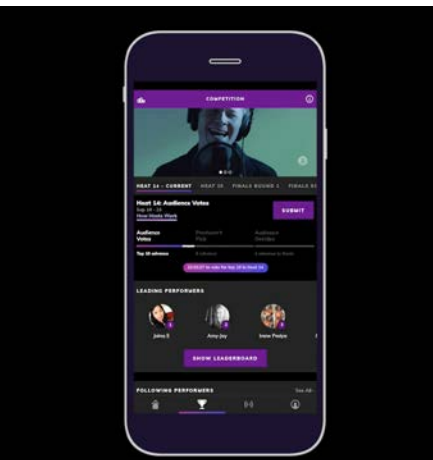
Digital technology and entertainment company, MSM Corporation International Limited (ASX: MSM), is pleased to announce that the Megastar App was successfully released in Australia and the US as planned on 30 September 2017 (US time).

The Megastar app is now available for Fans and Performers to download from the Google Play and Apple App Stores in the USA, Great Britain, Australia, Canada, New Zealand and South Africa, with auditions for the first global Megastar competition open to performers who reside in those countries.

Commencement of Marketing and Media Campaign

With [the App now available](#) in all six territories for Competition one, the Company is commencing Megastar's integrated marketing and media program. Megastar's celebrity talent, including Celebrity Judge, Usher and Hosts, SketchShe will be leveraged at the heart of these campaigns. Additional Judges, Mentors and Influencers will join Megastar in coming weeks, adding to the reach of the marketing program.

The program commenced with the activation of Megastar's social media campaigns, which will progressively leverage a combined audience reach of over 130M social media users through Megastar's network of social media influencers, sponsored performers and celebrity talent. The social media program can be followed on [Facebook](#), [Instagram](#), [Twitter @megastarapp](#).



The Megastar app is now available in the United States and Australia.

In tandem, a mass media campaign is being executed by the competition's world class entertainment PR firms, including broadcast, online and print media outreach. A promotional video featuring Usher has been released and will be used as a key piece of content throughout the program. A link to the video is provided below.

<http://msmci.com/preview/usher-introducing-megastar-2/>



Usher promotes Megastar: This is your opportunity – This is Megastar

Targeted user acquisition campaigns have also commenced, calling for Performers and Fans to download the Megastar App and participate in the competition.

The Company will update stakeholders regarding significant media coverage via its newsletter mailing list. We encourage all interested stakeholders to register for the MSMCI newsletter at <http://msmci.com/newsletters/>.

Megastar's First Global Talent Competition

Megastar gives performers a truly global stage to showcase their talents. In line with the mobile/digital premise of the competition, the fans control which performers rise and fall through their engagement and voting power. The competition is open to performers across the competition's seven talent categories: Music, Dance, Sport, Extreme, Comedy, Magic and Variety.

The five-week global audition heats have now commenced in all key territories including Australia and the US, as part of the first global competition. Following the weekly audition heats, the competition will have a four-week tournament program that will produce the Top 10 Performers who will compete in the grand final commencing on 2 December 2017. The Finale is scheduled for 14 December 2017 where one Performer will be awarded the US\$1M prize.



ASX Announcement
4 October 2017

MSM Managing Director, Dion Sullivan commented;

“Completing the release of our first product offering, Megastar, is an exceptionally big milestone for MSM. It is the culmination of years of development and preparation work from the whole team.”

“We believe that Megastar has enormous potential for commercial success. As a mobile-first talent competition, it sits at the convergence of the online advertising industry, expected to hit US\$196B by 2019, the gaming industry, expected to reach US\$52B by 2019, and the multibillion-dollar entertainment industry. The coming weeks and months will be extremely busy and rewarding.”

MSM Executive Director Asia-Pacific, Sophie McGill commented;

“We are extremely happy that the Megastar Global Launch was such a brilliant success on the weekend. With the competition now up and running in all six territories, we are set to kick off our marketing and media program, which leverages our Celebrity Judge, Hosts, Social Influencers and Sponsored Performers. It will be exciting to see Fan and Performer engagement metrics start to gain pace in the coming weeks.”

FOR FURTHER INFORMATION, CONTACT:

Media queries:

E: media@msmci.com





ASX Announcement
4 October 2017

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 launches 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](#).