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MARKET UPDATE

- Progressing licensing strategy for use across the global mobile competition framework including Esports and gaming
- Successful soft launch of *Dreamworks Universe of Legends* into selected countries
- Potential collaboration and partnering opportunities for Megastar India and WWT2
- Continued cost reduction strategy

MSM Corporation International Limited (ASX: MSM) (MSMCI or the Company) is pleased to advise that it is in ongoing discussions regarding the licensing of the Company's extensively built Megastar online competition platform for use across other sectors and genres of the global mobile competition framework. This will be initially focused around current partners and affiliates of the Riva Group's Esports talent identification. The licence is expected to be finalised by June 2019.

Mobile Games – Dreamworks Universe of Legends

Firefly Games Inc. (**Firefly Games**) together with the Riva Group are the developers and publishers of the upcoming title *DreamWorks: Universe of Legends* mobile game which is currently in soft launch across selected countries including Macau, Thailand, Taiwan and Hong Kong. An official release global road map is expected to follow shortly.

Dreamworks: Universe of Legends is expected to be the first of numerous games that will launch through the collaboration of Firefly Games and Riva Technology and Entertainment Limited (**RTE**) (an associated company of the Riva Group), utilising intellectual property developed by the Riva Group and gaming delivery and implementation by Firefly Games.

As announced on 26 November 2018, the Company has subscribed for shares and secured, first ranking, interest free loan notes in RTE. RTE is in negotiations to acquire a majority equity interest in J&D Holdings Limited (**J&D**), which is the sole legal and beneficial owner of Firefly Games pursuant to a Share Purchase Agreement. Under the loan notes, MSMCI (along with other subscribers of the notes) have a priority right to be paid all profits or distributions received by RTE from J&D in repayment of the notes.

Riva Group Chairman, Paul Roy stated "With pre-registrations on the Google Play store alone hitting over 1 million users, We are looking forward to the imminent global launch of *Dreamworks: Universe Of Legends* mobile game as part of the collaboration between RTE, MSM and Firefly games."

Megastar India

The Company has been working with the Riva Group and software engineers, SDI, to enhance the Megastar online platform with the objective of delivering a premier digital multi-genre talent discovery and Esports platform in India.

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The platform will be focused on offering genre specific competitions such as cricket, music, dance and Esports and several potential collaboration and partnering opportunities are being negotiated.

Riva Group Chairman, Paul Roy stated, "We have been working on the strategy for Megastar India and we have zeroed in the fact that we are going to create focused, genre-specific competitions rather than a mix of all talents. This will also allow us to attract celebrities from that specific field who can then headline that particular competition.

We are currently focused on a creating a cricket specific competition and to that end are in discussions with potential partners and well known cricketing figures. We are also exploring two music based competitions focused on two specific genre of music."

Cost reduction and path to relisting

A low-cost, outsourced strategy has been implemented to preserve the Company's working capital position. Trading of the Company's securities is expected to resume soon after finalisation and lodgement of the half year report for the period ended 31 December 2018.

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.

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



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ABOUT RIVA

Founded in 2002, with Headquarters in Dubai and offices across the world from the USA to East Asia; The Riva Group have successfully been delivering the vision of tomorrow for over 15 years. The Riva Group of companies hold an industry advantage in their ability to take every project from concept to execution all housed under one roof. The complementary divisions cover: creative design and development of theme parks, brand and Intellectual Property licensing, 3D animation and visual effects for films, games and TV content.

The Riva Group recently played an instrumental role in the concept, design and development of major theme parks in the middle east, based on world class IP licenses. The concepts for one of the parks was inspired by The Riva Group's Chairman; Mr Paul Roy and his Mumbai based celebrity partners who specialise in directing, screenwriting and production for Bollywood and have won numerous awards and international accolades over the last 15 years.

The Riva Group have vast experience specialising in licensing agreements where they have successfully negotiated and arranged for licenses for world class entertainment Intellectual Property with; Dreamworks Animation, Marvel, Sony Pictures, Electronic Arts, Lionsgate, Square Enix, Microsoft Studios, Cartoon Network, Capcom and Konami. The Riva Group in partnership with Los Angeles-based Firefly Games have developed the cutting-edge Dreamworks: Universe of Legends Mobile Game where Shrek meets Kung-Fu Panda in a Dreamworks Hero mashup. (Google Play pre-registration page - <https://play.google.com/store/apps/details?id=com.firefly.dreamworks.dwuol&hl=en>)