

29 August 2019

## YDIGITAL MEDIA ENGAGED TO ENHANCE MEGASTAR PLATFORM

MSM Corporation International Limited (ASX: MSM) (MSMCI or the Company) is pleased to advise that it has engaged YDigital Media, a technology company with innovative digital marketing solutions and a team responsible for developing award-winning campaigns for top global brands. YDigital Media will add functionality to the Megastar platform post WWTI findings around gamification and user interaction for the Indian marketplace and the promotion/launch of Megastar: Cricket.

YDigital Media has developed strong proprietary technology with products such as, syncYD, a SaaS platform which synchronizes live broadcast TV and radio broadcast (Offline) with digital, boosting multiscreen digital campaigns across connected media platforms like Google, YouTube, Facebook or Instagram; tagYD, high-tech interactive Rich Media creative solutions that can run across any digital media buying platforms, and mobYD a mobile-focused programmatic media buying platform.

YDigital Media's list of well-known clients includes Burger King, McDonalds, Nivea, Samsung, LG, Chevrolet, Jaguar, Gatorade, Johnson & Johnson, Nestle, Unilever and Uber.

As announced on 15 July 2019, the Company and Riva Digital FZ LLC (Riva) are committed to clear strategic priorities to refine, improve and expand Megastar's features, services and product offerings (such as Live Streaming) to maximise user engagement and monetisation opportunities to optimise the user experience.

The Agreement with YDigital Media will initially define this product strategy and requirements and progress to developing an optimised platform for the Indian market.

YDigital Media have operational reach into other potential licencing jurisdictions throughout Europe and South America and on completion MSM will explore the relaunch of the app into the regions linked to YDigital Media.

Under the terms of the varied HOA with Riva, MSM will receive US\$100,000 this month to commence the development of the new Megastar cricket platform.

### CEO of YDigital Media, Nuno Machado commented;

"We are very excited to participate in the relaunch of the Megastar app and contribute with our strong mobile entertainment expertise and digital advertising capabilities to the development of one of the most innovative projects in entertainment."

## 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.

## ABOUT YDIGITAL MEDIA

YDigital Media is a technology company with some of the most innovative digital marketing solutions, responsible for developing award-winning campaigns for the top global brands. Founded in 2010, it is a privately held company with more than 50 employees worldwide. Headquartered in Lisbon, with a global footprint and offices in Bogota, Cape Town, Johannesburg, Madrid, Mexico City, Paris and Sao Paulo. YDigital Media's list of well-known clients includes Burger King, McDonalds, Nivea, Samsung, LG, Chevrolet, Jaguar, Gatorade, Johnson & Johnson, Nestle, Unilever and Uber.

Along with the managed services YDigital Media provides to its clients, it has developed strong proprietary technology with products such as, syncYD, a SaaS platform which synchronizes live broadcast TV and radio broadcast (Offline) with digital, boosting multiscreen digital campaigns across connected media platforms like Google, YouTube, Facebook or Instagram; tagYD, high-tech interactive Rich Media creative solutions that can run across the any digital media buying platforms, and mobYD a mobile-focused programmatic media buying platform.