

## Pathway to First Product Launch in Q1 2017

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### HIGHLIGHTS

- **Final platform measurable and significant enhancements continue as planned ahead of the Megastar Millionaire competition's world-wide launch in Q1 2017**
- **Continuous open audition tournaments being conducted to test rolling features and improve on the metrics of the platform, to be completed by early 2017**
- **Feature enhancements will further maximise user engagement and optimise the commercial potential of the platform**
- **In progress discussions for the appointment of celebrity judges and hosts in early 2017 for the launch of the world-wide competition tracking on target**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to provide an update to the market on its pathway towards the launch of the Megastar Millionaire platform, scheduled for Q1 2017.

### Significant Progress to Date

Calendar year 2016 has been a year of tremendous progress for the Company. MSM has:

- Assembled a high calibre team of technical and managerial experts
- Completed a first playable version of the competition platform
- Conducted a Friends & Family testing of the early competition platform
- Undertaken rigorous statistical research of the platform via leading firm, HUB Entertainment Research
- Completed a Closed Beta Test competition, lasting over 30 days with over 1,000 participants

With the above value creation milestones now completed, MSM looks forward to working towards the launch of the world-wide competition in Q1 2017.

### Clear pathway to launch

#### ***Small "Open Audition" tournaments: ongoing through to early 2017***

With the Closed Beta Test now complete, MSM is continuing to roll out smaller "Open Audition" tournaments which will allow the development team to continue to improve on the platform's features and metrics in the lead up to the world-wide competition launch. These smaller test tournaments are shorter in duration with smaller prizes. They allow the Company to test the functionality of new features and applications that have been added following the insights provided by the Closed Beta Test competition. The focus is specifically on completing the development of the platform – the branding and quality of content will come during the marketing campaign for the global launch. This iterative method of development which involves real consumers aims to maximise user engagement and optimise the commercial potential of the platform.

The Company is also finalising the audition system that will feed the world-wide competition and international legal requirements as part of the due diligence before launch. During this process, further backend updates and refinements will take place.

***Selection of celebrity judges: expected early 2017***

The Company has been progressing discussions with “A” list celebrities since early November and is currently finalising the selection of celebrity judges and hosts. These celebrities are expected to be a mix of well-known household names and social influencers, chosen for both their diversified skills and their ability to help execute the marketing strategy that will launch the Megastar Millionaire platform. MSM looks forward to announcing the celebrity judges and hosts early in 2017 in preparation for World Wide Tournament One of Megastar Millionaire.

***Second Round of Qualitative Research: commenced and on-going***

As part of the strategic plan, building up to a global emerging talent contest for US\$1M and the chance to audition for a digital film, MSM has re-engaged HUB Research to assess the consumer like/dislike of the actual tournament flow and feature set, gather anecdotal verbatim that shall guide user feature adoption and to guide consumer marketing strategies. Research outcomes are expected in early 2017.

***Consumer marketing campaigns***

Ahead of the launch of the world-wide competition, the Company will implement an extensive consumer marketing and brand campaign across social and online media channels as well as traditional platforms in conjunction with our strategic partners. The marketing campaign, in addition to the announcement of celebrities, is expected to create awareness and amplify the public profile of the Megastar Millionaire platform.

**Managing Director, Dion Sullivan commented;**

“Whilst there has been significant progress made to date, the next few months shall be the busiest period for the Company yet as we move towards the world-wide launch of the Megastar Millionaire platform. With our Closed Beta Test complete, the team is working overtime behind the scenes to complete the development of the platform which will maximise the commercial potential of the world-wide competition.”

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

“We are in the process of finalising the ‘sticky’ elements of the platform ensuring the most positive consumer experience possible. We are talking to a mix of A-List celebrities and social influencers to act as judges or hosts of the Megastar Millionaire competition upon launch.”

“In the coming months ahead of the launch, we will be ramping up our marketing efforts across digital media as well as traditional media in conjunction with our strategic partners.”

**-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 Millionaire, will launch the world's richest online, mobile-first, talent discovery competition platform.

Megastar Millionaire is a consumer digital entertainment technology platform; connecting performers and fans in an innovative and interactive gamification experience. It is designed to transform, mobilise and individualise the search for new artists, allowing people to easily showcase their talents to a global digital audience and offers significant advantages over traditional television platforms.

This highly disruptive, first-to-market platform will monetise mobile video via a highly successful talent competition format. Operating squarely within the US\$25bn online gaming and US\$30bn mobile sectors, Megastar Millionaire draws on the social media phenomenon, allowing individuals to demonstrate their skills and talents.