

Build-up for World-wide Marketing Launch

HIGHLIGHTS

- **Former Intel/SanDisk marketing executive, Ms Jane Barrett appointed to drive Megastar Marketing Program.**
- **World-wide consumer marketing program to commence in coming months**
 - Launch of Megastar consumer branding videos
 - Announcement of initial appointments of key social-media influencers
 - World-wide social media and influencer campaign
 - Announcement of Celebrity Judges and hosts in the build up to launch

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to provide a market update in the build-up towards the launch of the first World-wide Megastar Millionaire competition scheduled for Q1 2017.

Global marketing expert appointed to drive Megastar marketing program

The Company has strengthened its marketing team with the appointment of Ms Jane Barrett as Senior Director of Marketing to spearhead Megastar Millionaire's extensive marketing program. Ms Barrett will lead the Company's marketing team who are focused on amplifying awareness of the competition ahead of its world-wide launch.

Ms Barrett is a global executive marketing leader with deep experience in both traditional and digital marketing. Her prior experience includes senior roles with large corporations including **Intel** and **SanDisk** as well as a strong start-up presence.

Earlier in her career at Intel, Ms Barrett held a variety of increasingly senior marketing roles based in the USA, Germany and Russia. Notably, Ms Barrett was responsible for marketing initiatives behind the launch of Intel Pentium 4 in Russia.

Ms Barrett joins MSM from **Skout Inc**, a global friendship app that was acquired by MeetMe for \$28m in 2016, where she was Director of Marketing. Prior to Skout, Ms Barrett was Director of Brand and Communications for **Zoosk** where she developed award-winning marketing campaigns. Ms Barrett graduated with a Bachelor's Degree in Business and Finance from Anglia Ruskin University, Cambridge in the United Kingdom.

Managing Director, Dion Sullivan commented;

"We are very pleased to welcome Ms Barrett to spearhead the Company's marketing program, which is set to ramp up significantly, ahead of the launch."

"As we work towards our imminent launch date, we are busy scaling all aspects of the business for launch. Ms Barrett brings significant capability and experience to drive our social media and influencer led marketing program."

Executive Director Asia-Pacific, Sophie McGill commented;

“We are delighted to welcome Jane to the Megastar team. As part of our global marketing program, we plan to announce the celebrity judges and hosts ahead of the launch of the Megastar Millionaire competition. Megastar’s celebrity ambassadors will consist of household names to drive public relations, media coverage and brand equity along with social influencers to amplify awareness of the Megastar Millionaire competition via social media channels.”

“Jane will play a pivotal role in making *Megastar Millionaire* a household name as we finalise our celebrity ambassadors and commence our global marketing program over the coming months.”

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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.