

# INVESTMENT IN THE INFLUENTIAL NETWORK INC.

## HIGHLIGHTS

- + MSMCI has made a Strategic equity investment in The Influential Network Inc (Influential), a leading Las Vegas-based, A.I. influencer technology and marketing platform, powered by IBM Watson.
- + MSMCI to leverage Influential's marketing platform:
  - › Access to 15,000+ top influencers
  - › Reaching over 5 billion social media followers
  - › Integrates with Facebook, Instagram, Snapchat, Twitter, and YouTube
- + Influential is IBM Watson's Developer Partner and works with Fortune 500 brands such as Hershey's, Coca-Cola, NBC Universal, Nestle, General Mills, and Sony Pictures
- + Underpins a pivotal relationship that will help to rapidly amplify the reach of the Megastar competition

MSM Corporation International Limited ("MSMCI" or "the Company") (ASX: MSM), a leading digital technology and entertainment company, has made a strategic equity investment of US\$100,000 in The Influential Network Inc. (Influential), a leading Las Vegas-based, A.I. influencer technology and marketing platform, powered by IBM Watson.

Influential is a technology platform and social media influencer network that is powered by IBM Watson cognitive computing. On an invite-only basis, it works with more than 15,000 top social-media influencers, who have more than 5 billion followers across Facebook, Instagram, Snapchat, Twitter, and YouTube.

Influential is IBM Watson's only development partner in influencer marketing. Together, Watson and Influential have built a first-to-market Augmented Intelligence technology that delivers demographically, psychologically, and contextually targeted campaigns for brands and agencies. Influential has a strong list of global brands on its client list, including Sony, Jeep, Gap, KIA Motors, Nestle, Fox, Unilever, Colgate, Coca-Cola, Warner Bros, and Corona, giving it unparalleled validation in the influencer marketing space.



*Watch the Influential Overview Video*



*Influential CEO – Ryan Detert talks about Influential's platform and value proposition.*

MSMCI will leverage Influential's platform to identify and engage influencers that best amplify the marketing reach of the Megastar competition, to accelerate the acquisition of Fans and Performers. Influential and MSMCI will also explore branding opportunities that leverage performers and content from the Megastar competition.

A social-media influencer is a user of social media who has established credibility in a specific industry and has access to a large audience of followers who they can persuade to act, due to their authenticity and reach.

**MSMCI Managing Director, Dion Sullivan commented;**

"Our investment into Influential solidifies MSMCI's relationship with this exciting and dynamic marketing platform that is powered by IBM Watson and augmented intelligence. It significantly broadens our social media capabilities with influencers which will be pivotal to the success of the Megastar competition."

**Influential President and Co-Founder, Dan Steele commented;**

"We are very excited to work with MSMCI and utilize our platform and influencer network to help as they launch Megastar. By using A.I. and data, our platform helps in identifying the most relevant influencers to promote the competition."

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

"Our partnership with Influential significantly enhances the Megastar offering and gives us great access to top social media influencers in our key geographies. It ensures we have the strongest possible social media capabilities to amplify awareness of the Megastar competition upon launch in mid 2017, and is incredibly complimentary to our strategic partnerships with both Digital Riot Studios and ToneDen."

- Ends -



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## FOR FURTHER INFORMATION, CONTACT:

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## ABOUT MSMCI

MSM Corporation International Limited ("MSMCI") is a leading digital technology and global entertainment company focused on developing digital products that turn creativity into capital.

Its flagship product is Megastar, a global, all-digital, mobile platform-based talent contest, featuring performers of any talent competing against each other for prizes, a role in a film and more. Winners are chosen by fans voting in the contest through the Megastar app.

The Megastar contest will be available in six countries: Australia, Canada, New Zealand, South Africa, Great Britain, and the United States, and can be downloaded on iOS and Android devices.

MSMCI was founded by CEO Dion Sullivan and Chairman of the Board Adam Wellisch, and is headquartered in Sydney, Australia and Oakland, California, USA. It is a Limited Corporation, publicly traded on the Australian exchange (ASX:MSM).

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

# ABOUT INFLUENTIAL

Influential is an A.I. influencer technology and developer partner of IBM Watson. Influential's patent-pending app is on the hip pocket of more than 15,000 of the most highly engaged influencers on Facebook, Instagram, Snapchat, Twitter, and YouTube, reaching over 5 billion users. Brands and agencies are able to make a digital media buy on social via Influential's in-demo impression guarantee, which mirrors traditional or digital media spends. Influential conducts all campaigns through a brand-safe vetting process and provides robust recaps via 3<sup>rd</sup> party analytics partners. Influential and IBM Watson have also co-created technologies that allow brands and agencies to identify psychographic data on influencers, as well as three first-to-market A.I. products. Influential runs campaigns for Fortune 100 companies including Coca-Cola Company, Nestlé, General Mills, Kia Motors, Fox TV, Sony Pictures and more. Influential has offices in Beverly Hills, New York City, and Las Vegas.

[www.influential.co](http://www.influential.co)

