

## MEGASTAR LAUNCH ROADMAP HIGHLIGHTS

- + **Go to Market strategy designed to maximize audience reach and performer acquisition, targeting 80M+ potential target audience identified in Hub Research in March 2017**
  - › Hosts, Social Influencers, Sponsored Performers and Celebrity Judges will promote the competition to their audiences using content produced by Megastar and Sponsored Performers
  - › Brand awareness, PR and media campaigns commencing in June 2017
  - › Geographically focused marketing investments in US, UK, Australia to optimise impact
  - › Targeted “User Acquisition” campaigns will call for performers and fans to install the app and participate in the competition
- + **Megastar Brand and World Wide Competition 1 launch commences on 30 June 2017 (US: 29 June 2017)**
  - › Phased launch approach with App being made available in the Apple and Google stores (US, UK, AUS, NZ, Canada, South Africa)
  - › Sponsored Performer content released “In App”
  - › Introduction to Megastar video, hosted by SketchShe, amplified by Social Influencers
  - › Supported by world class branding, marketing and talent partners (Roar, DanceOn, Traction, Toneden, Influential, Manifeste Marketing, Digital Riot Media)
- + **Current total audience reach of more than 19.5M+ through social influencers & sponsored performers with more than 1.35 billion combined Youtube views**
  - › Hosted by **SketchShe** (3m+ audience reach, over 100M video views on YouTube)
  - › 14 dancers from Madonna & Nigel Lythgoe’s **DanceOn** (8.5m+ audience reach)
  - › 9 independent Social Influencers and Sponsored Performers (8M+ audience reach)
  - › Significant additions to be signed in coming weeks.
- + **Product on track for 30 June 2017 launch**
  - › App is live in the UK for testing with a small number of performers and fans
  - › Final product and engineering tests in progress
  - › A/B testing of user acquisition campaign strategies in progress



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- + Discussions with A-list celebrity judging candidates are in the final stages

MSM Corporation International Limited ("MSM" or "the Company") (ASX: MSM), a leading digital technology and entertainment company, is pleased to provide an outline of the Go to Market and launch strategy for its first Megastar competition.

## GO TO MARKET STRATEGY

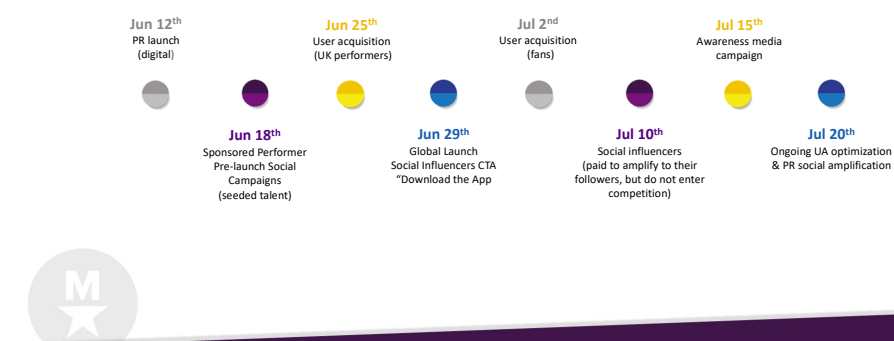
MSM has designed a comprehensive marketing program that will be rolled out from mid-June 2017. The program will target over 80 million potential audience identified in Hub Research in March 2017. Marketing budget will be focused in key geographic regions (US, UK and Australia) to maximise brand awareness, performer and fan acquisition, and drive media coverage in the key regions ahead of the launch, and throughout the competition.

Hosts, Social Influencers, Sponsored Performers and Celebrity Judges will promote the competition to their social media audiences using content produced by Megastar and Sponsored Performers. Public relations and traditional media campaigns will drive brand awareness and amplify the call to participate.

Targeted "User Acquisition" social media advertising campaigns will call for performers and fans to install the app and participate in the competition to directly drive performer and audience growth.

### Go to Market Strategy

Current Megastar Marketing Timeline



Megastar Launch schedule – Go to Market Strategy

## Megastar Launch on 30 June 2017

The launch of the Megastar competition remains on track for 30 June 2017 in Australia (29 June 2017, US time). The launch will be marked by the release and social amplification of an original video performed by SketchShe – introducing Megastar, creating brand awareness and calling for auditions and to download the app. The Company's Sponsored Performer content will go live and the competition will be officially declared open. The Megastar App will go live in a phased approach in the Apple and Google stores (US, UK, AUS, NZ, Canada, South Africa), ready for Performers and Fans to download for free and immediately engage with content from sponsored performers and early adopters.



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A social campaign amplified by Social Influencers will leverage the “Intro to Megastar video, featuring hosts SketchShe and supported by world class branding, marketing and talent partners (Roar, DanceOn, Traction, Toneden, Influential, Manifeste Marketing, Digital Riot Media and Boomopolis) to drive awareness across key target markets. Resources will be focused on the US, UK, and Australia on the premise that social media will carry the message organically into the other launch territories.

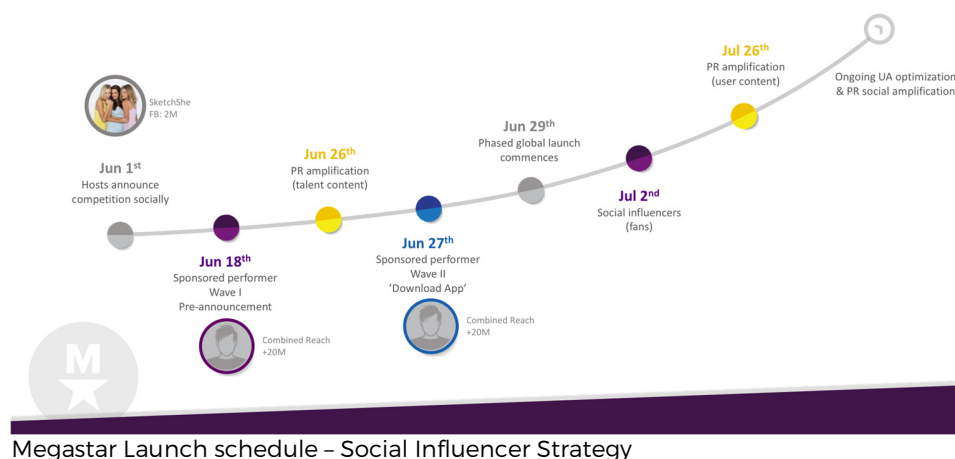
## Reaching a Massive Global Audience

Social Influencers, Sponsored Performers, Marketing and Talent Partners will be leveraged to reach out to the potential target audience of more than 80 million identified in the most recent independent research conducted by Hub in March 2017.

Megastar has agreements in place with hosts, influencers and sponsored performers with more than 19.5M+ million total audience reach. This includes SketchShe (3m+ audience reach, over 100M video views on YouTube), 14 dancers from Madonna & Nigel Lythgoe’s **DanceOn** with over 8.5 million audience reach and more than 662 million combined Youtube views, 9 independent Social Influencers and performers with combined audience reach of more than 8 million and combined Youtube views of more than 694 million. MSM is in final negotiations to significantly expand total audience reach in coming weeks.

## Social Influencer Strategy

Amplifying Awareness and Engagement through Influence



## Megastar: Partner Marketing Support Companies



**Digital Riot Media**  
Engage and inspire Millennials.  
Sony, Disney, Apple, Turner, EA, Pandora,  
20<sup>th</sup> Century Fox, Light Storm



**Traction**  
Award Winning Branding Agency  
Adobe, Apple, Dolby, Lenovo,  
Virgin Mobile



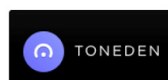
**Manifeste Marketing**  
Award Winning Content Agency  
BMW, Bosch, Charles Schwab, RS  
Investments, Wells Fargo, Fastly



**ROAR**  
Talent, music and brand management  
Chris Hemsworth, Liam Hemsworth, Zac  
Brown Band



**hub Entertainment Research**  
Media Industry Market Data Leader  
Television, Gaming, Movies,  
e-Sports, Media and Music



**Tone Den**  
Social Customers identified & engaged  
Goldenvoice, Interscope Records, AEG  
LIVE, Webster Hall, Everpress, Ableton.  
810,000 Creators, Influencers, Artists  
(179% pa growth), 13.85M Fans (470%  
pa growth)



**Dance-On**  
Fueling Gen Z through the power of  
music and dance  
Board includes Madonna, Nigel Lythgoe,  
Guy Oseary, Allen Debevoise.  
Over 100M+ social followers



**Influential**  
Social Influencer Marketing Platform  
Partnership with IBM Watson  
Sony Pictures, Jeep, Coke, Fox, Toyota  
Access to over 10,000 Influencer accounts,  
reaching over 5 billion followers



## Product on track for 30 June 2017 launch

The App was recently released in the UK with a small number of native performers and fans for final testing of the release version. The final App, platform, analytics and engineering tests are currently in progress leveraging these UK users.

## Celebrity Judges

MSM continues to make progress with its short list of A-list celebrities. Discussions are in the final stages and have progressed to negotiations around detailed terms, usage rights and depth-of-integration into the platform.

## MSM Managing Director, Dion Sullivan commented;

"Megastar's Go to Market strategy is now in place. We have established the product, network, marketing partners, social influencers and total audience reach exceeding our expectations. The team at MSM has worked hard to build a ground breaking next generation talent competition and marketing strategy that will enable its success. Beyond that, our progress has established the foundation for expansion into non-English language territories through strategic partnerships and licensing agreements. This is the culmination of what the team has been working towards for over 2 years. It is a very exciting time at Megastar!"

## MSM Executive Director Asia-Pacific, Sophie McGill commented;

"The excitement at Megastar is building rapidly as we advance towards the launch of our first competition. We are particularly excited about the overwhelmingly positive response from our hosts, sponsored performers and social media influencers. Their enthusiasm provides us with great confidence that we are delivering a compelling entertainment platform at just the right time. The team is completely focused on executing the go-to-market strategy, leveraging our talent and marketing partners to maximize total audience reach and user acquisition."



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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](#).