



ASX Announcement
9 May 2017

MEGASTAR AUDIENCE REACH HITS 25M

HIGHLIGHTS

- + Olympic Gold medal gymnast Shawn Johnson East and Frisbee Trick Shot Performer Brodie Smith to enter and promote Megastar as part of the Social influencer campaigns
- + Shawn and Brodie have a **combined total audience reach of over 7 million**
- + This signing brings **Megastar's total audience reach to over 25 million** through Social Influencers and Sponsored Performers – with more engagements imminent

MSM Corporation International Limited ("MSM" or "the Company") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce the addition of Brodie Smith and Shawn Johnson East as the latest high profile performers to enter and expand the total audience reach of the first worldwide Megastar competition.

Professional Frisbee player and trick shot master, Brodie Smith and Olympic Gold medal gymnast, Shawn Johnson East will both be entering the competition as Performers as well as promoting Megastar across their social media audience to encourage Fans and Performers to download the App and join the competition.



Olympic Gold medalist Shawn Johnson East, 2.7 million followers

SHAWN JOHNSON EAST, 2.7 MILLION FOLLOWERS

Shawn Johnson East is a retired artistic gymnast and Olympic Gold medalist. Additionally, she is a Dancing with the Stars champion, Celebrity Apprentice, ESPY (Excellence in Sports Performance Yearly) award-winner and New York Times Best-selling author. Across her social media channels, which include Instagram, Facebook, Twitter and YouTube she has approximately 2.7 million followers.

Shawn said, "Megastar is such a cool platform because it's a new way for people around the globe to compete against each other and have the same global audience choose the content they like best!"

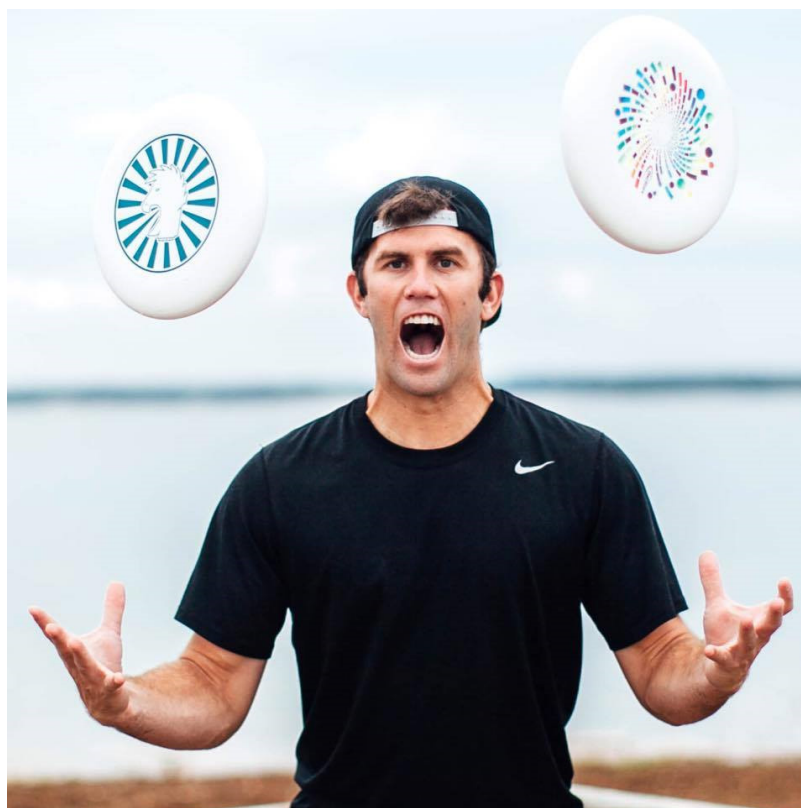
BRODIE SMITH, 4.3 MILLION FOLLOWERS

Brodie Smith is a professional Frisbee player and trick shot master with over 4 million followers across his social media platforms including YouTube, Instagram, Twitter and Facebook. Reflecting the world-wide nature of the Megastar competition, he reaches a global audience with followers from across the globe.

Brodie's YouTube channel features trick shots and Frisbee highlights and many globally renowned brands, including Red Bull, NASCAR, Jeep and ESPN have featured Brodie as part of their campaigns. Brodie has made multiple television appearances, including finishing fifth on the 28th instalment of the American reality competition show The Amazing Race where contestants race around the world to win a US\$1 million grand prize.



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Professional Frisbee player Brodie Smith, 4.3 million social media followers

Brodie said, "The Megastar competition is going to be a phenomenal platform for Performers around the globe. For me, it's going to be an incredible outlet to demonstrate my tricks and I am looking forward to playing a part in promoting the competition."

Managing Director, Dion Sullivan commented;

"Engaging amazing Performers and popular Social Influencers is the cornerstone of Megastar's strategy to reach a massive global audience. We are very pleased to welcome Brodie Smith and Shawn Johnson East to the Megastar competition. They are exciting to watch, significantly increase our total audience reach and they are a great addition to our first worldwide competition. We look forward to announcing additional Performers and Influencers in the very near future, ahead of the June 30 launch."

Executive Director Asia-Pacific, Sophie McGill commented;

"Shawn and Brodie exemplify the diversity of talents that can be showcased in the Megastar competition. We look forward to seeing a range of talents from extreme sports, to comedy and dance, participating in our competition as Performers."

"We are pleased that so many of the Social Influencers who will be raising awareness of the Megastar competition will also be participating as Performers. This is an exciting time for the Company, our marketing initiatives are gaining momentum and we are moving rapidly towards the imminent launch of our first competition."





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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 to learn more or to [sign up for the investor newsletter](#).