

MEGASTAR TO FEATURE FULLSCREEN MEDIA TALENT

Megastar's total audience reach increases to over 33 million

HIGHLIGHTS

- + 19 **high calibre performers with a combined total audience reach of 8.3 million** to join Megastar competition as seed talent, with potential to include more in coming weeks
- + Increases **Megastar's total audience reach to over 33 million** through seed performers and social influencers
- + Seed performers ensure that fans can immediately consume high quality content and actively engage in the competition from the moment it launches in June 2017

MSM Corporation International Limited (ASX: MSM), a leading digital technology and entertainment company, has signed an agreement with Fullscreen Media (fullscreenmedia.co), to provide seed talent for MSM's Megastar competition.

Megastar is a global, mobile-first talent competition, featuring performers of any category, competing to win a million US dollars, a role in a film and various other prizes. Winners are chosen by fans voting in the competition through the Megastar App.

Nineteen (19) of Fullscreen's creative talent will compete in Megastar's first competition. They come from a range of genres including Alyssa Bernal in the music category, GingerNinjaTrickster in Sports and David Bonfadini in the magic category.

The agreement with Fullscreen allows for more performers to be included in the future. MSM and Fullscreen are in the process of assessing additional performers for inclusion in the first Megastar competition.

These additions bring Megastar's total audience reach to over 33 million social media followers. This will ensure that Megastar's brand awareness and user acquisition campaigns reach the largest possible audience and drive engagement by performers and fans in each of the competition's categories: magicians, musicians, singers, extreme sports and comedians.

MSM Managing Director, Dion Sullivan commented;

"By locking in high quality seed talent through agreements like this one with Fullscreen, we are ensuring that early adopters are actively engaging with high quality content from the minute we launch Megastar in June. This will provide fans with compelling content that they want to watch, share and vote for, as well as setting a high bar when it comes to the standard of talent that Megastar is intended to attract."

MSM Executive Director Asia-Pacific, Sophie McGill commented;

"The seed performers will set a standard that will encourage a high quality performances and videography in the competition. Megastar Fans are going to love the creative content that they produce."



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ABOUT MSMCI

MSM Corporation International Limited ("MSMCI") is an online entertainment company that specializes in building and launching new digital entertainment products to audiences in the US, Great Britain, Australia, Canada, New Zealand and South Africa. MSMCI partners with local operators in non-English speaking markets to maximise the reach of its products and services globally.

MSMCI's flagship product is Megastar, a global, mobile-first talent competition, featuring performers of any category, competing to win a Million US Dollars, a role in a film and various other prizes. Winners are chosen by fans voting in the competition through the Megastar App.

The first Megastar competition launches in MSMCI's six core markets with the App available for download from the Apple and Google Stores. Additional Megastar competitions will subsequently launch in non-English speaking markets via partnering and licensing agreements.

Megastar was founded by Adam Wellisch and Dion Sullivan in February 2014 and listed on the Australian Securities Exchange becoming MSMCI (ASX:MSM) in January 2016. The Company is currently headquartered in Sydney, Australia and Oakland, California, USA.

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