

MEGASTAR MARKETING GAINS PACE

HIGHLIGHTS

- + **Three additional sponsored performers from Fullscreen will join Megastar** bringing with them a combined audience reach of over 4M social media followers
- + **Increases Megastar's total number of sponsored performers and influencers to 48 and total audience reach to over 36M**
- + **Tournament improvements implemented**, with new heat structure and sponsored performer content to be rolled out at regular intervals during the audition heats
- + **Worldwide Megastar competition on track** for phased launch commencing on 30 June 2017
- + **Marketing program restructured to increase user acquisition and retention through the new heat structure**

MSM Corporation International Limited (ASX: MSM), a leading digital technology and entertainment company, is pleased to provide an update on progress towards the phased launch of its first worldwide competition, Megastar which is on track for 30 June 2017 (US: 29 June 2017).

Growing Social Media Audience Reach

MSM has signed three additional sponsored performers under its agreement with Los Angeles-based Fullscreen Media (fullscreenmedia.co). This brings Megastar's cast of sponsored performers and social influencers to a total of 48.

Together, the new influencers bring over 4M social media followers, building Megastar's total audience reach to over 36M and bringing the competition closer to its target of 80M+ in potential audience reach.

In addition to performing as sponsored talent in the competition, the new influencers will leverage their social media followings to drive brand awareness and user engagement for the Megastar competition.

Marketing Strategy

Via its beta learnings over the past 8 months, in conjunction with proven marketing theories, Megastar intends to strategically harness established performers and social media influencers, augmented by celebrity judges. With the influencers bringing a large, instantly accessible and highly invested audience, they form the centre piece of the Company's marketing campaign. In addition, a potential A list celebrity would enhance the competition's mainstream media appeal, enabling it to reach a broader audience beyond its primary target audience of 18-40 year olds.



ASX Announcement
8 June 2017

Enhanced Tournament Structure

Megastars management team has taken a data driven approach to the design and re-design of marketing programs. The result being constant evolution and optimization of marketing spend.

An enhanced tournament structure has been implemented in the competition with the introduction of audition heats. Building on insights gained from the Company's recent UK testing, heats have been shown to establish a pattern of gradual user acquisition and improved audience retention over the course of the competition. Heats are weekly auditions which deliver a new influx of performers into the competition each week, ensuring that content is continually fresh and exciting for Fans.

The Megastar App will launch in June as planned. Marketing activities will primarily occur throughout July and August. The marketing program has been rescheduled to increase user acquisition and retention by linking to the new heat structure. This will deliver gradual audience acquisition, the completion of sponsored performer entries with the biggest group being toward the end of the auditions process to ensure maximum excitement leading into the competition rounds.

MSM Managing Director, Dion Sullivan commented;

"The flexible nature of our competition platform, means that we are able to fine tune the way it works in real time and ensure it is completely optimised for Performers and Fans. The introduction of audition heats is a key way in which we can sustain an engaged audience that gets involved quickly yet keeps returning to the competition. Our final systems are coming online and we are fully prepared for the Megastar App launch at the end of the month."

MSM Executive Director Asia-Pacific, Sophie McGill commented;

"As more sponsored performers join Megastar, the buzz around the competition grows louder, attracting additional talent. In addition, with over 36 million social media followers in our reach, our potential audience is snowballing, pushing us closer to our initial target audience reach of 80 million. Megastar is now in the final phases of discussions with A list celebrities, as another method that allows for the amplification of marketing spend."



ASX Announcement
8 June 2017

FOR FURTHER INFORMATION, CONTACT:

Sophie McGill

Executive Director APAC

T: +61 415 656 953

E: sophie@msmci.com

Media queries:

Melissa Mack

Media & Capital Partners

T: +61 430 119 951

E: melissa.mack@mcpartners.com.au



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](#).