



MARKET RELEASE

10 July 2017

MSM Corporation International Limited

TRADING HALT

The securities of MSM Corporation International Limited (the “Company”) will be placed in Trading Halt Session State at the request of the Company, pending the release of an announcement by the Company. Unless ASX decides otherwise, the securities will remain in Trading Halt Session State until the earlier of the commencement of normal trading on Wednesday, 12 July 2017 or when the announcement is released to the market.

Security Code: MSM

Cheng Tang

SENIOR ADVISER, LISTINGS COMPLIANCE (MELBOURNE)



ASX Announcement

10 July 2017

REQUEST FOR TRADING HALT

MSM Corporation International Limited (ASX: MSM), a leading digital technology and entertainment company, requests a trading halt to be placed on the Company's securities effective immediately pending an announcement regarding a material contract to significantly increase the audience reach of its worldwide talent competition, Megastar and a capital raising.

The Company requests the securities remain in a trading halt until the earlier of the announcement to the market or the commencement of trade on Wednesday, 12 July 2017.

The Company is not aware of any reason why the trading halt should not be granted.

FOR FURTHER INFORMATION, CONTACT:

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ASX Announcement

10 July 2017

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 One 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](#).