



ASX Announcement
14 August 2017

INTERNATIONAL SUPERSTAR, USHER JOINS MSM AS HEADLINE MENTOR & JUDGE

HIGHLIGHTS

- + **Eight-time Grammy Award winning superstar, Usher, joins MSM** as Megastar Chief Creative Director
- + Usher will also perform the roles of **headline celebrity Mentor, Judge and Brand Ambassador**
- + **One of the best-selling artists in American music history**, Usher is a household name across the globe
- + Experience includes **mentoring award-winning, singer-songwriter Justin Bieber** and launching him to stardom
- + **Usher** has a social media presence of over 68 million - Facebook (46 million), Twitter (12.3 million), Instagram (6.7 million) and YouTube (3.3 million)

MSM Corporation International Limited (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce the appointment of eight-time Grammy Award winning superstar, Usher, as its Chief Creative Director for its global talent competition, Megastar, effective immediately. Bringing a wealth of experience and insights to the role, Usher will also be the competition's headline judge, mentor and brand ambassador.



Eight-time Grammy Award winning superstar, Usher



ASX Announcement
14 August 2017

Usher has been ranked by the Recording Industry Association of America as one of the best-selling artists in American music history, having sold over 65 million albums worldwide. He has won numerous awards including eight Grammy Awards and was named the #1 Hot 100 artist of the 2000s decade.

Usher's background includes mentoring award-winning, singer-songwriter Justin Bieber and launching him to stardom, making him ideally suited as Megastar's celebrity ambassador to guide the contestants through the competition.

As Chief Creative Director, Usher will be marketing and promoting the brand across his social media platforms, providing feedback to Performers and engaging with Fans in his role as headline Judge.

Already live in the UK, South Africa, New Zealand and Canada, Megastar will launch in Australia and the US next month.

Megastar and Usher will jointly launch a global media program, syncing with the Megastar product launch scheduled for September.

Newly appointed Chief Creative Director, Usher said:

"Megastar is unlike any talent competition out there. It spotlights the power of emerging global talent and turns seemingly unattainable dreams into reality. I'm thrilled to be a part of this creative, next-generation online competition."

"I look forward to lending my experience as a global performer and mentor to the process, by motivating talented contestants from all over the world, to push themselves to achieve personal bests and career breakthroughs."

MSM Managing Director, Dion Sullivan commented;

"We are absolutely delighted to have Usher invested in both the product and the outcome of Megastar. His career spans over 24 years already and he has inspired so many artists. He has so much experience, training and industry knowledge to impart on our Performers and his insights are invaluable to singers, dancers and performers in general."

Megastar is an innovative mobile competition which features performers of any category from around the world competing to win one Million US dollars, a role in a film produced by Executive Producer John Baldecchi, and a variety of cash prizes.

The Megastar competition provides Performers from around the world, of all talents with a global stage to showcase their skills and puts the audience in charge of who rises and who falls. The Fans have voting power, the ability to share their voice and decide who should be the next Megastar, all via the Megastar app.

Usher's engagement is for an initial term ending 60 days following the finale of the first Megastar competition in 2017. The consideration payable to Usher is comprised of staggered cash payments, performance rights and royalties (based on incomes generated from the sale of sponsorships, advertising or date, physical merchandise or other sources).

For further information regarding the details and impact of the engagement of Usher on the Company, please refer to the Company's announcement released earlier today.



ASX Announcement
14 August 2017

FOR FURTHER INFORMATION, CONTACT:

Media queries:

E: press@msmci.com

ABOUT MSMCI

MSM Corporation International Limited ("MSMCI") is an online entertainment company that specialises 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](#).

ABOUT USHER

Eight-time Grammy-Award Winner Usher has been ranked by the Recording Industry Association of America as one of the best-selling artists in American music history, having sold over 65 million albums worldwide. He has won numerous awards including eight Grammy Awards and was named the #1 Hot 100 artist of the 2000s decade. Billboard named him the second most successful artist of the 2000s, with his career-propelling 2004 album "Confessions" being ranked as the top solo album of the 2000s decade. Usher has attained nine Hot 100 #1 hits (all as a lead artist) and 18 Hot 100 top-10 singles. 2016 proved to be a big year for Usher not only in music but also in film and his philanthropic endeavours. Musically, Usher released his much anticipated eighth studio album entitled "Hard II Love," which has already spawned his 15th No. 1 single with the song "No Limit."

Usher has a social media presence of over 68 million - Facebook (46 million), Twitter (12.3 million), Instagram (6.7 million) and YouTube (3.3 million).

MSM was advised by Counsel LLP of San Francisco and ROAR of Beverly Hills.

