



ASX Announcement
22 August 2017

ANALYST RESEARCH UPDATE PUBLISHED

MSM Corporation International Limited (ASX: MSM) is pleased to announce the publication of an updated analyst research note by RaaS Advisory Pty Ltd on MSM's mobile-first talent competition, Megastar, following the raising of \$10.5M in capital and the appointment of international superstar, Usher, as Chief Creative Director, headline celebrity mentor, judge and brand ambassador.

The research was commissioned by MSM Corporation International Ltd and prepared by RaaS Advisory and can be viewed on MSM's website at msmci.com/research.

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.

For further information, contact:

Media queries:

E: press@msmci.com