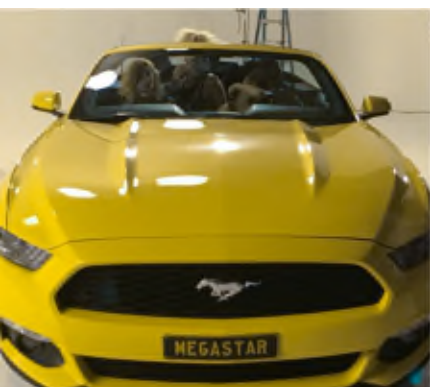


MEGASTAR PRODUCTION & GLOBAL MEDIA PREPARATION UNDERWAY

HIGHLIGHTS

- + Highly regarded, music video and promotions director Mickey Finnegan to direct the production of in-app, promotional, social and “behind the scenes” videos, which will be shot in Los Angeles in the coming week
- + Six shoots will take place, involving celebrity judge and mentor, hosts and performers representing various Megastar talent categories
- + Major Australian and US broadcast media will conduct interviews, under embargo until the commencement of Megastar’s global media launch
- + The first global audition heat commences on 30 September 2017 and the grand final will commence on 2 December 2017 with the Finale scheduled for 14 December 2017



Behind the scenes with SketchShe

Digital technology and entertainment company, MSM Corporation International Limited (“MSM” or “the Company”) (ASX: MSM), is pleased to advise that key production and media activities associated with the release of the Megastar App in the US and Australia and the launch of the first Megastar competition will occur in the coming week.

These production activities are part of final preparations for the first global audition heat commencing on 30 September 2017 (US time) and the subsequent launch of the Megastar media and marketing program.

The Company is currently finalizing production, media and marketing spend to generate massive interest in the Megastar competition and the launch of the Megastar App in all six key regions.

To maximize on user uptake, the Company and its industry leading advisors are timing its global activity to ensure users can engage with the Megastar App immediately upon learning of its existence. Social media engagement and App downloads are expected to occur rapidly once marketing activity commences.

Accomplished performers, with existing audiences, are not expected to require a long lead time to prepare for the competition. The high-quality performers that Megastar is designed to attract can use their existing videos to enter and compete, thus reducing preparation time.

This feature of Megastar means that production, media and marketing spending can be focused to create a “Big Bang” effect during auditions.

Antidote Digital & Mickey Finnegan to produce key promotional videos

The Company has engaged production company, Antidote Digital and Director, Mickey Finnegan to produce in-app, promotional, social and “behind the scene” videos, which will be shot at multiple locations across Los Angeles in the coming week.

Under the direction of highly regarded, music video and director, Mickey Finnegan, the productions will involve Megastar's celebrity judge and mentor Usher, hosts SketchShe and a selection of performers representing various Megastar talent categories. Usher has been instrumental in the development of the treatments in his capacity as Megastar's Chief Creative Director.

Mickey Finnegan is best known for his music video and commercial work with artists and brands such as LMFAO, Cee Lo Green, Miley Cyrus, R.Kelly, Lil Jon, Soulja Boy, Rebel Wilson, Tyga, Bella Thorne, The Offspring, Far East Movement, Dada Life, X-Factor, MTV, Dancing With the Stars, Dish, Pepsi, Intel, GSN, HGTV, FOX, ABC, Kia among many others.

His work has been featured on MTV, BET, VH1, FUSE and E! numerous times taking number one spots on countdowns and his collected works on YouTube have amassed over 2 billion views.

Antidote Digital are a full-service, boutique, production company known for producing commercials for brands such as Xfactor, Beats, Nike, Lululemon, Indian Motorcycles and music videos for Havana Brown and Jennifer Lopez.

Global Media Activity underway

In addition to the video productions, leading Australian and US broadcast media will conduct interviews under embargo, until the global public relations, media and marketing campaign is executed in October 2017.

The Megastar Competition, is a mobile-first talent competition, featuring performers of any category, competing to win one Million US Dollars, a role in a film and several other prizes.

It will be promoted by a massive multi-faceted marketing and media program across the USA, UK, Australia, New Zealand, Canada and South Africa and throughout five weeks of heats, three weeks of finals rounds, grand final week and the live finale.

The first global audition heat commences on 30 September 2017 and the grand final will commence on 2 December 2017 with the Finale scheduled for 14 December 2017.



Behind the scenes with SketchShe



ASX Announcement
14 September 2017

MSM Managing Director, Dion Sullivan commented;

“We are very excited to have Mickey directing the production of world class video assets for the first Megastar competition. These videos will provide highly engaging content for use within the app itself and they will also play an integral part in our global media and marketing program.”

“Over the coming week, we are introducing key Australian and US media to the Megastar competition for the first time, under embargo. We believe involving the media in this way will maximize global interest our media and marketing program, significantly amplifying the Megastar brand, driving installs and user engagement.”

FOR FURTHER INFORMATION, CONTACT:

Media queries: media@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](#).

