

## MEGASTAR APP WALK-THROUGH RELEASED

### HIGHLIGHTS

- + Megastar App Walk-through video released ahead of the commencement of global auditions for the first Megastar competition next week
- + Megastar App to be released in the US and Australia and the first Megastar global audition heat will commence on 30 September 2017 (US). The grand final will commence on 2 December 2017 with the Finale scheduled for 14 December 2017
- + Megastar marketing and media program will commence in the first week of October, leveraging the audience reach (over 130M social media followers) and mass media presence of Celebrity Judge - Usher, Hosts - SketchShe and over 70 Sponsored Performers.

Digital technology and entertainment company, MSM Corporation International Limited ("MSM" or "the Company") (ASX: MSM), has released a "walk-through" video for its Megastar App ahead of the release of the Megastar App in the US and Australia and the launch of global auditions for the first Megastar competition in the coming week.

The "walk-through" video demonstrates the key features of the app and explains how performers and fans will use the app to participate in the Megastar competition.

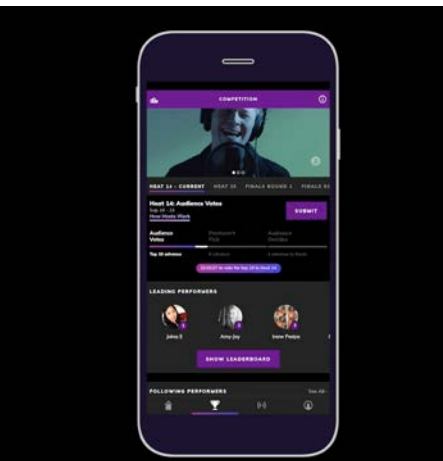
The release of the walkthrough video comes as the Company completes preparations for the commencement of the global marketing and media program for Megastar. The program will leverage the combined audience reach of over 130M social media followers of Celebrity Judge, Usher and Hosts, SketchShe and over 70 sponsored performers and social influencers.

The Megastar competition will be promoted by a massive multi-faceted marketing and media program across the USA, UK, Australia, New Zealand, Canada and South Africa 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.

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.

To access the video please go to <http://msmci.com/preview/megastar-app-walk-through-2/>



*Megastar "walk-through" video demonstrates key features of the app.*



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# FOR FURTHER INFORMATION, CONTACT:

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## 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](http://www.msmci.com) to learn more or to [sign up for the investor newsletter](#).

