

INVESTOR PRESENTATION TO TECHKNOW INVEST ROADSHOW

Global digital media company, MSM Corporation International Limited (ASX: MSM), Operating as ("MSM" or the "Company"), is pleased to advise that the attached presentation is being presented by CEO Dion Sullivan at the TechKnow Invest Roadshow conference.

- + Melbourne - 24 October 2017 at 3:00pm AEST
- + Sydney - 26 October 2017 at 10:00am AEST

<http://www.techknowinvestroadshow.com.au/>

Preliminary World Wide Tournament One Metrics		
	Megastar Stat	Industry Average
Avg. Daily Active Users (DAU)	17%	6%
Avg. Sessions per day per Voting user	2.4	0.55
Avg. Minutes per Session per Voting user	23.7	5.1
Average Daily Votes of Voters	5 (daily maximum /s 5)	N/A
Avg. Sessions per day per Live Streaming user	2.6	1.1
Avg. Minutes per Session per Live Streaming user	77.1	13.5
Average Daily Votes of Live Streamers	4,12 (daily maximum /s 5)	N/A
<small>Live Streamers = Performers solely Voters = Mostly Fans, with some Performers as at 20 October 2017</small>		

Preview of MSMCI's Megastar Roadshow Investor deck.



ASX Announcement
24 October 2017

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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 launched 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](#).



MSM Corporation International Limited

([ASX:MSM](#))

TechKnow Invest Roadshow

October 2017



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This presentation has been prepared by MSM Corporation International Limited (MSM or the Company) to provide readers with background information to obtain a general understanding of the Company's plans and objectives in the context of the first product offering, Megastar.

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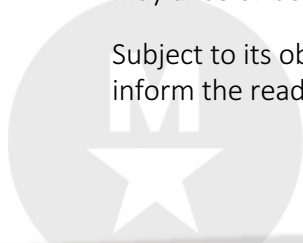
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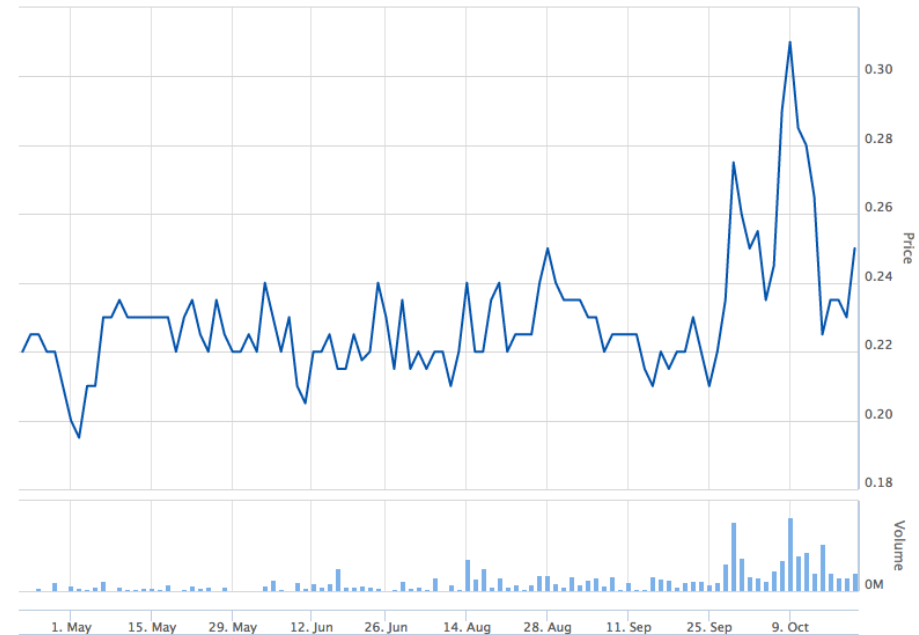


Company Snapshot

MSM.ASX – Capital Structure

Ordinary fully paid on issue (MSM.ASX)	273,621,168
Ordinary fully paid restricted (escrowed 13/01/18)	89,235,836
Listed options (MSMOA.ASX - exercise \$0.10 expiry 07/11/19)	33,980,548
Options restricted (escrowed 13/01/18 – exercise \$0.10 expiry 07/11/19)	32,000,000
Market capitalisation at \$0.25 as at 23/10/17	\$90M

In addition to the above there are 19.4M unlisted options on issue with exercise prices ranging from \$0.125 to \$0.55 and 120.3M Performance Rights vesting upon the achievement of various milestones.



DION SULLIVAN
Managing Director/CEO
Viacom/MTV, Betfair, Nickelodeon
ftd.com, BOA,



ADAM WELLISCH
Non-Exec Chairman MSMCI
Compass Group plc, BUPA



SOPHIE MCGILL
Executive Director – APAC
Endemol UK (Big Brother), Saatchi,
Media Venture Partners



MARK CLEMENTS
Non-Exec Director &
Company Secretary



MSM Corporation International

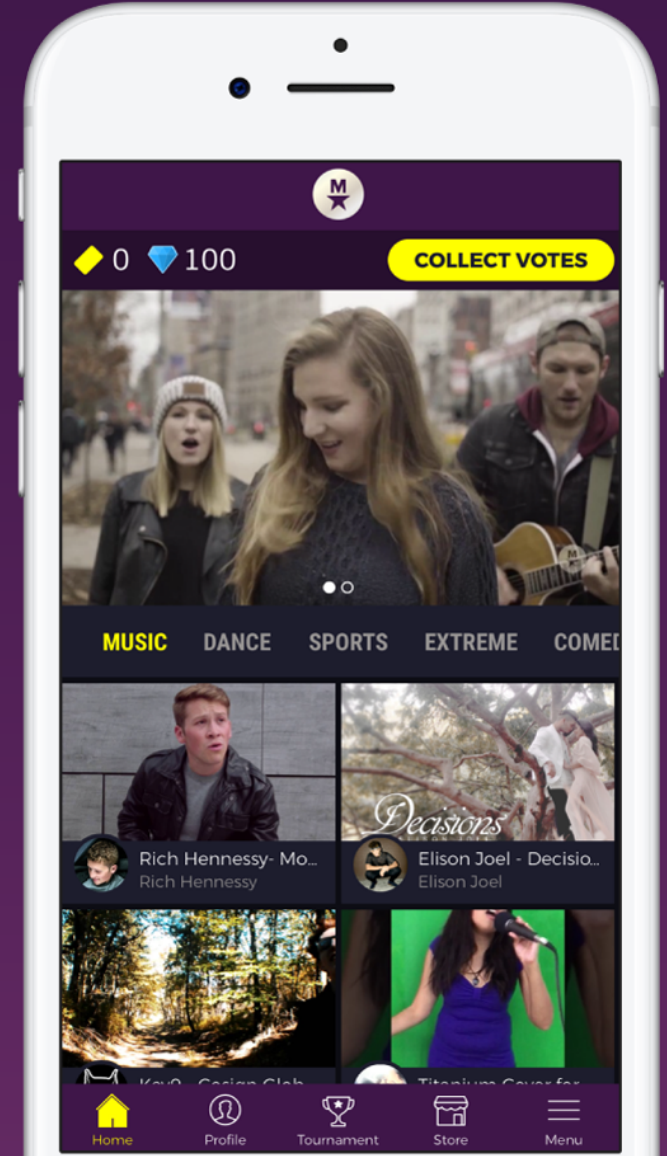
MSMCI ([MSM:ASX](#)) is a global digital media company

- **Flagship Product:**



- **World Wide Tournament One (WWT1)** launched in USA, UK, Canada, Australia, South Africa and New Zealand.
- **8x Grammy Award Winning Megastar (Usher)**
Chief Creative Officer, Celebrity Mentor and Head Judge.

Discover unique talent
from around the world





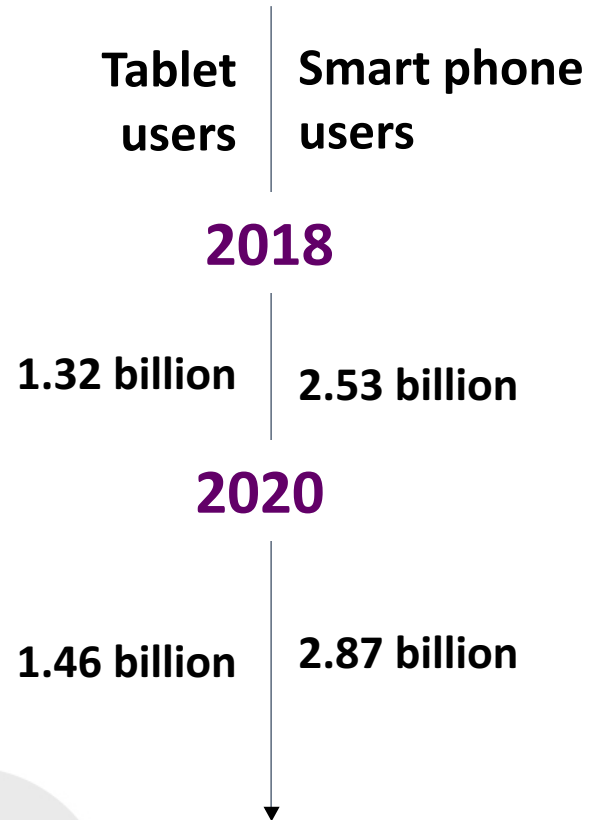
Megastar

Enables incredible talent from all over the world by giving them access to a unique global showcase and **a shot at the big time**. Connects the **Creative Community**

- **Global fans** drive the competition by watching, voting, participating & judging – ultimately deciding who will be the next **Megastar**.
- Lets the Megastar community **easily discover** breakthrough artists they might never have seen.
- Brings you incredibly **entertaining** high-caliber **global talent**.

Mobile Only

Global Mobile Users



Source: Smart phone & tablet user numbers: Statista.com

Megastar WWT1 Market Opportunity (Smart Phone/Tablet)	Megastar Future Market Opportunity (Smart Phone/Tablet)
USA 2018 237.6m / 177.1m	China 2018 699.04m / 435.5m
UK 2018 48.52m / 38.8m	India 2018 339.95m / 60.2m
Canada 2018 25.32m / 17.4m	M.East & Africa 2018 140.09m / 105.8m
Australia 2018 17.35m / 12.7m	Japan 2018 63.26m / 39.0m
South Africa 2018 20.30m / "unknown"	S.Korea 2018 40.61m / 12.3m
NZ 2018 "unknown" / "unknown"	
TOTAL 349m+ / 246m+	TOTAL 1.282bn+ / 652.8bn+



Market Opportunity

Heavy Millennial or Generation Z adoption (>65%)

- 97% Facebook
- 91% YouTube
- 87% Instagram
- >70% use Twitch weekly

Spend more time watching online videos than TV

- 19+ hours per week
- 82% consume >14 hours weekly via YouTube

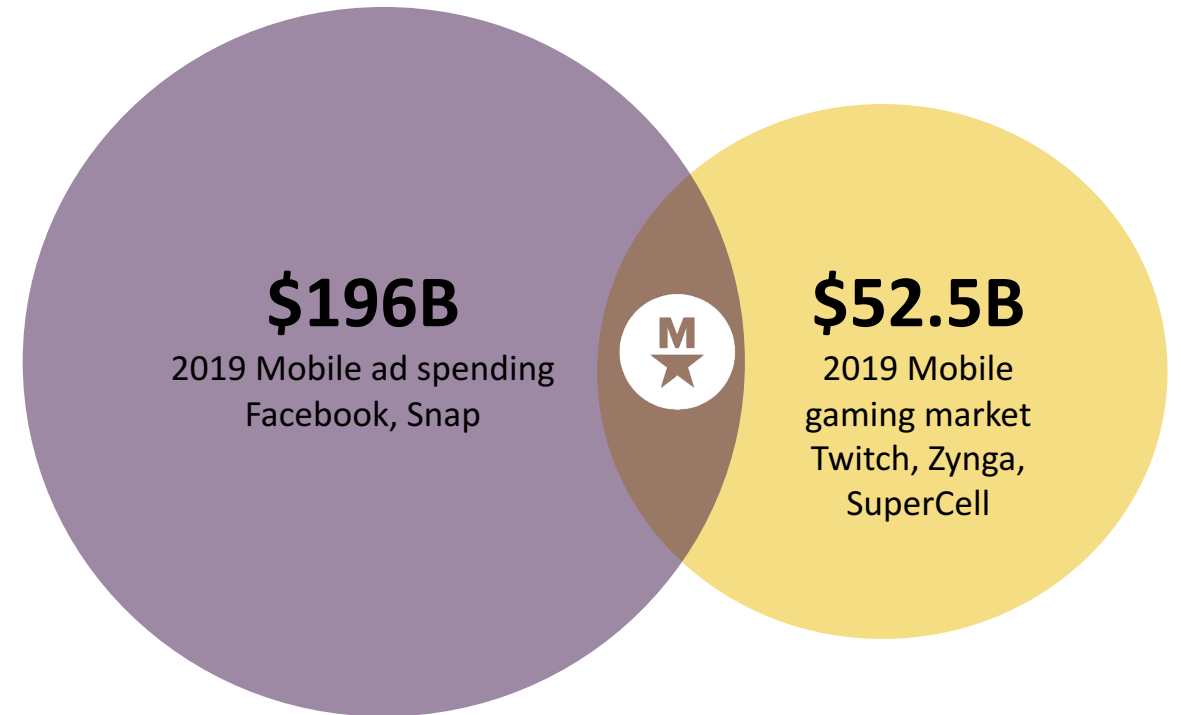
36% pay for content already

25% have contributed to a crowd-funding site

- 42% would contribute to a performer's career
- 28% would contribute \$1-\$25

*HUB Entertainment Research March 2017

Leveraging Mobile Advertising and Gaming (US \$248B : 2019)



Capitalizing on the rapid increase
in online video consumption

Monetization Opportunities

MEGASTAR monetizes through four (initial) revenue streams; eventually there shall be five (data resale)

	Estimated Industry Value
In-App Purchases	\$37 Billion
Digital merchandise	
In-App Advertising/Sponsorship	\$11 Billion
Ad Networks, Premium V4VC Ads	
Subscriptions	\$35 Billion
Premium (VIP), Basic	
Performer Monetisation	N/A
Tipping/Donations, Promoted Video, Comments, Sponsored Contests	



Leadership Team



DION SULLIVAN
Managing Director/CEO
Viacom/MTV, Betfair,
Nickelodeon
ftd.com, BOA,



DOUG BARRY
Chairman; MSM US
EA, Turner
Broadcasting,
Pandora Music, Selby
VC



ADAM WELLISCH
Non-Exec Chairman
MSMCI
Compass Group plc,
BUPA



SOPHIE MCGILL
Executive Director –
APAC
Endemol UK (Big
Brother), Saatchi,
Media Venture
Partners



JOSH HEENAN
Global General
Manager
Zynga, NEXON,
Booyah



**JENNIFER
HERMAN**
Zynga
(Corporate
Development
Head of OS
Relations)



ERIC CROOK
Director of
Engineering
NEXON, Gloops



**MARK
CLEMENTS**
Non-Exec
Director &
Company
Secretary

Advisory Board



**MICHAEL
POLE**
Activision/
Blizzard
(World of
Warcraft)



JON KRAFT
Pandora
Music
(Founder)



**JOHN
BALDECCHI**
Sony
Pictures
(88 Minutes,
The
Mexican)



**ANTONIO
MOLINS**
Netflix
(Data
Scientist)



Media and Marketing Programs

Megastar's media and marketing program has been deliberately designed in three complementary, chronologically flighted streams - each with specific objectives.

Stream 1 : Build brand awareness and credibility

Through mass media penetration and endorsement by Megastar CCO and ambassador, Usher, amplified by sponsored performers.

Stream 2 : Acquire high quality performers

Through an array of social campaigns delivered through sponsored performers and celebrity talent, with paid user acquisition specifically targeting performers across all of Megastar's talent categories.

Stream 3 : Audience Acquisition & Activation

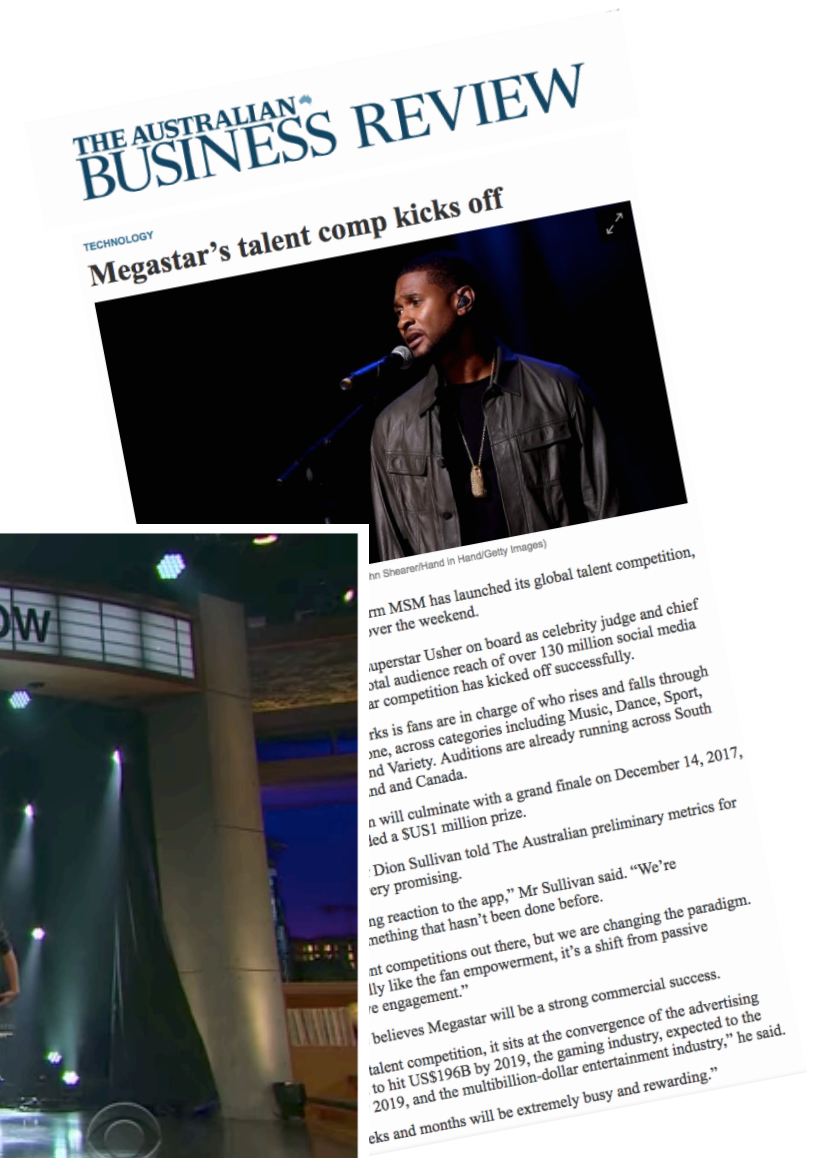
Through paid and unpaid social campaigns leveraging the first two streams to acquire audience that will experience, support and engage with the amazing talent competing in the Megastar finals.

Monetisation

Following sustained acquisition, activation and retention of a viable audience, monetisation features will be progressively introduced to drive revenue whilst maintaining retention and referral.



Brand Awareness in Action



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Live Streamers = Performers solely

Voters = Mostly Fans, with some Performers

as at 20 October 2017

A woman with dark hair, wearing a red and black patterned sweater, is playing a dark blue acoustic guitar. She is looking down at the fretboard. In the background, there is a music stand with sheet music, a microphone on a stand, and a yellow wall. The text "What's Next for Megastar?" is overlaid on the image.

What's Next for Megastar?

MSMCI A GLOBAL DIGITAL MEDIA COMPANY



+4

Following WWT1, MSMCI anticipates launching up to 4 MEGASTAR tournaments in CY 2018+

Future Megastar tournaments shall be based on opportunistic expansion into other languages and geographies.



Leveraging MSM's competition technology platform to facilitate new tournaments under third party brands. Additionally, MSM is working on products to deepen and monetise further the creative digital community





WWT1

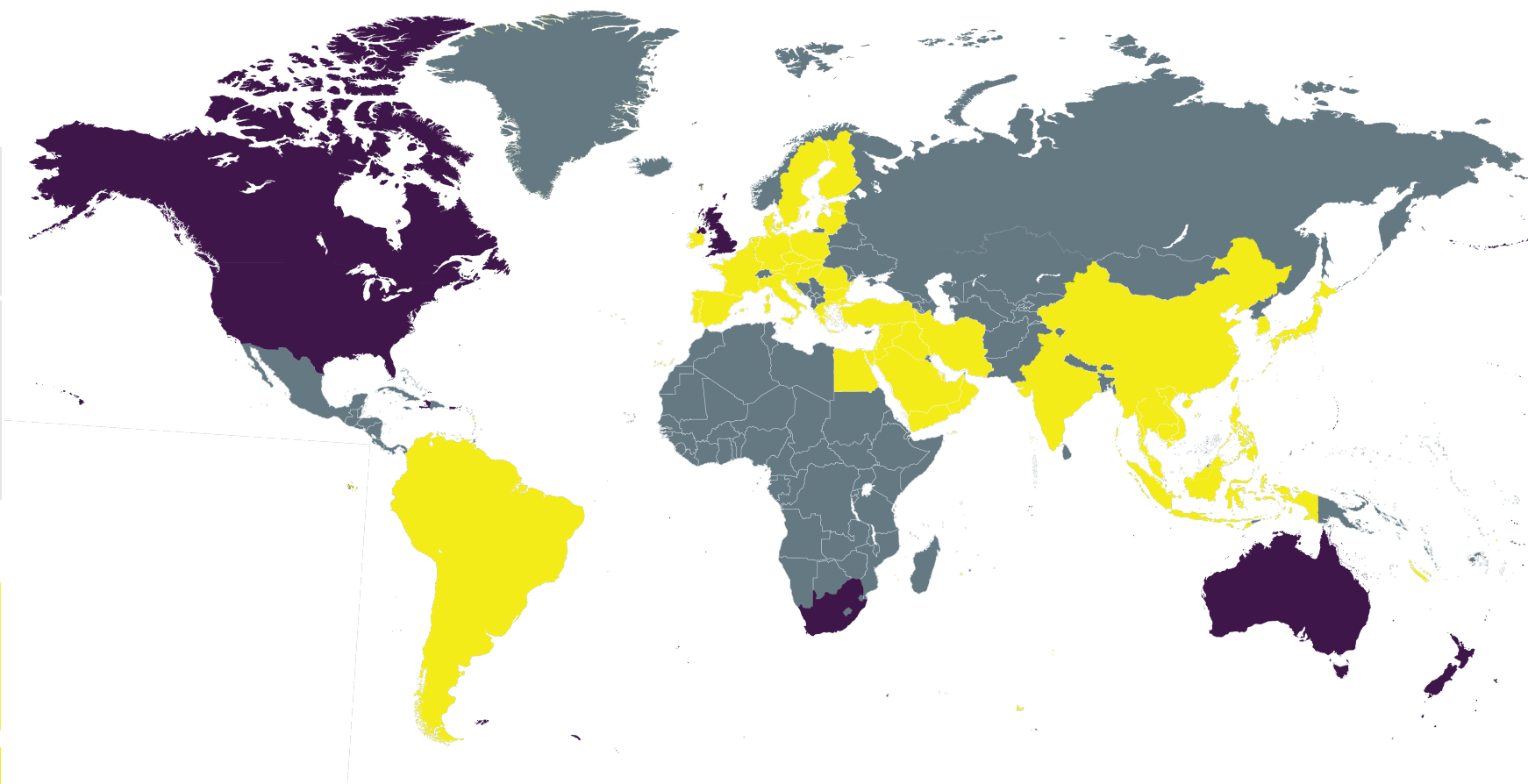
Countries currently with access to Megastar

- USA
- South Africa
- Australia
- New Zealand
- United Kingdom
- Canada

FUTURE COUNTRIES

Countries to expand access to Megastar

- S. East Asia
- South America
- China
- Middle East
- India (Bollywood)
- Japan
- European Union
- Korea



Countries with current access to Megastar

Countries to expand access to Megastar

Megastar Chief Creative Officer

Usher



MSMCI Advisors & Board on Megastar



Jon Kraft

PANDORA FOUNDER / ADVISORY BOARD MEMBER



Thank You

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