

MSM CEO & CO-FOUNDER PRESENTS STATISTICS FOR WORLDWIDE TOURNAMENT 1

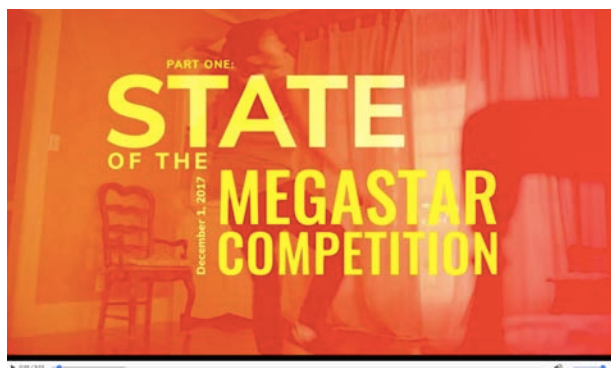
Highlights

- + The Megastar App has over 410,000 installs
 - o Organic growth is increasing strongly.
 - o People love Megastar and they are saying so on social media.
- + Megastar is rated among the Top 30 entertainment apps out of more than 2,000,000 entertainment apps in the Apple Store
- + View the video at <http://msmci.com/scorecard-2017/> by clicking the link or copy and paste the URL into your web browser
- + In only 8 weeks Users have spent more than 6,500,000 minutes on the app or the equivalent of 12.5 years
- + Users have consumed over 9,000 hours of video content, the equivalent of 159 hours per day
- + Event entries exceeded 7,000 qualified potential performers
- + Social engagement levels continue to rise with over 67,000 shares and more than 85,000 follows
- + Megastar has built a brand, a platform and a highly engaged base of performers and fans that will continue to grow and monetise through Monthly Megastar Spotlight competitions immediately following WWT1

The Board of MSM Corporation International Limited is pleased to update shareholders on the progress and key outcomes of the Megastar Worldwide Tournament 1 (WWT1) as at 1 December 2017.

Megastar CEO and Co-founder Dion Sullivan presents episodes 1 and 2 of a three-part video blog, "The State of the Megastar Competition".

To view the video online please click the link or copy and paste the URL into your web browser: <http://msmci.com/scorecard-2017/>





ASX Announcement
7 December 2017

Megastar CEO and Co-founder Dion Sullivan commented:

"With the launch of our first Megastar competition we have achieved some extraordinary milestones. With the finals nearing we have developed these videos to explain to our investors, users, fans and competitors the state of the Megastar WWTL.

"In the first video blog we talk about the competition statistics, update on the celebrities, the fans and the future of the Megastar.

"Join us over the week to hear more about the Megastar WWTL."

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 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](#).

