

APPENDIX 4C QUERY

Ms Cheng Tang
ASX Compliance Pty Ltd
Senior Advisor
20 Bridge Street
Sydney NSW 2000

By email: cheng.tang@asx.com.au

Dear Cheng,

We refer to your letter dated 8 February 2018 in relation to the above matter. In that regard, please find the Company's responses below:

1. The number of voting users and/or live streaming users the installs converted into was:
 - (i) Voting Users: 104,270
 - (ii) Livestream Viewers: 26,110
2. We can confirm that all voting users and/or live streaming users are converted from installs.
3. The statement 'exceptional retention statistics' was based on comparison to industry average metrics sourced from Statista including Reddit, Tumblr, Facebook, Pinterest, Skye, Twitter, Tinder, Instagram, LINE, WhatsApp, SnapChat, Google Hangouts, Kik, FB Messenger and GroupMe.
4. MSM is in compliance with Listing Rule 3.1 and there is no information that should be given to ASX that has not already been released to the market.
5. These responses have been authorised and approved in accordance with its published continuous disclosure policy or otherwise by its board and officer of MSM with delegated authority from the Board to respond to ASX on disclosure matters.



FOR FURTHER INFORMATION CONTACT:

Media queries: press@msmci.com

Investor queries: Jane Morgan
Jane Morgan Management
P: + 61 (0) 405 555 618
E: jm@janemorganmanagement.com.au



ASX Announcement
13 February 2018

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](#).





8 February 2018

Mark Clements
Company Secretary
MSM Corporation International Limited
Level 8, 90 Collins Street
Melbourne VIC 3000

By email: mark@msmci.com

Dear Mr Clements

MSM Corporation International Limited ("MSM"): Appendix 4C Query

I refer to MSM's Appendix 4C quarterly report for the period ended 31 December 2017 lodged with ASX Market Announcements Platform and released on 31 January 2018 (the "Appendix 4C").

ASX notes that MSM has reported the following:

"Megastar WWT1 achieved more than 435,000 installs in 10 weeks with more than 23 minutes per session for voting users (Fans), greater than 75 minutes for live streaming users and exceptional retention statistics"

Questions for Response:

1. Out of the 435,000 installs, please state the number of voting users and/or live streaming users the installs converted into.
2. Please confirm whether all voting users and/or live streaming users are converted from installs. If not, please clarify the total number of voting users and live streaming users.
3. Please explain the basis and comparatives on which the statement 'exceptional retention statistics' is made.
4. Please confirm that MSM is in compliance with Listing Rule 3.1 and that there is no information that should be given to ASX about its financial condition in accordance with that Rule that has not already been released to the market.
5. Please confirm that MSM's responses to the questions above have been authorised and approved in accordance with its published continuous disclosure policy or otherwise by its board or an officer of MSM with delegated authority from the board to respond to ASX on disclosure matters.

Please note that ASX reserves its right to release a copy of this letter and your response on the ASX Market Announcements Platform under Listing Rule 18.7A. Accordingly, your response should be in a form suitable for release to the market.

Unless the information is required immediately under listing rule 3.1, a response is requested as soon as possible and, in any event by not later than 5:00pm AEDT on Tuesday 13 February 2018.

Your response should be sent to me by e-mail at cheng.tang@asx.com.au. It should not be sent directly to the ASX Market Announcements Office. This is to allow me to review your response to confirm that it is in a form appropriate for release to the market, before it is published on the ASX Market Announcements Platform.

Listing Rule 3.1

Listing Rule 3.1 requires a listed entity to give ASX immediately any information concerning it that a reasonable person would expect to have a material effect on the price or value of the entity's securities. Exceptions to this requirement are set out in Listing Rule 3.1A.

In responding to this letter, you should have regard to MSM's obligations under Listing Rules 3.1 and 3.1A and also to Guidance Note 8 *Continuous Disclosure: Listing Rules 3.1 – 3.1B*.

It should be noted that MSM's obligation to disclose information under Listing Rule 3.1 is not confined to, nor is it necessarily satisfied by, answering the questions set out in this letter.

If you have any queries or concerns about any of the above, please contact me immediately.

Yours sincerely,

[Sent electronically without signature]

Cheng Tang
Senior Adviser
P: 131 279
E: cheng.tang@asx.com.au