



PLACEMENT COMPLETED

Digital technology and entertainment company, MSM Corporation International Limited (“MSM” or the “Company”) has completed a placement to institutional and sophisticated investors to raise \$1.72 million at \$0.043 per share with a one (1) for two (2) free attaching listed option expiring at \$0.10 on 7 November 2019 (“Placement”).

The Placement was supported by new and existing institutional investors. The issue price of \$0.043 per share is the closing price on 12 January 2018 and a 24.6% discount to the 15 day VWAP.

The funds from the Placement will be used for:

- **Operating expenditures for the successful ongoing delivery of Megastar Spotlight and Live Lightning competitions and associated products**
- **Advertising and marketing expenditure targeting ongoing user acquisition and retention and to ensure engagement rates on the Megastar platform remain high and above industry averages**
- **General working capital to refine, improve and expand Megastar’s features, services and product offerings (such as Live Streaming) to maximise user engagement and monetisation opportunities**
- **Finalise advanced discussions with strategic, media industry partners to scale the Megastar platform**
- **Advance the RIVA MOU into a defined Heads of Agreement for the launch and operation of Megastar India by the operating/funding partner and to establish an operating model for expansion into other territories**
- **Initial design and planning to establish a talent discovery, promotion, monetisation and management ecosystem**

CPS Capital Group Pty Ltd acted as Lead Manager to the Placement.

The Placement involved the issue of 40,000,000 new fully paid ordinary shares in the Company (“Shares”), along with a one (1) for two (2) free attaching listed option exercisable at \$0.10, expiring 7 November 2019 (“Options”), 4,000,000 Placement Shares are to be issued utilising of the Company’s existing placement capacity under ASX Listing Rule 7.1 and 36,000,000 Placement Shares are to be issued utilising of the Company’s existing placement capacity under ASX Listing Rule 7.1A. The Options will be subject to shareholder approval at a general meeting to be convened by the Company shortly.

The Company intends to provide eligible shareholders with the opportunity to participate in a one (1) for five (5) non-renounceable entitlements issue to raise approximately \$3.44 million at \$0.043 per share, along with a one (1) for four (4) free attaching listed option exercisable at \$0.10, expiring 7 November 2019 to progress the strategic objectives outlined above (“Entitlements Issue”). Details of the Entitlements Issue, including indicative timetable will be provided to shareholders shortly.

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](#).

