

RIVA PARTNERSHIP UPDATE

Digital technology and entertainment company, MSM Corporation International Limited (ASX: MSM) wishes to provide an update on the strategic partnership with The Riva Group to foster and provide a framework around the potential license of the Megastar platform for mobile gaming and Esports.

Further to the announcement on 26 November 2018 in relation to the subscription for shares and secured, first ranking, interest free loan notes in The Riva Group's associated company Riva Technology and Entertainment Limited (**RTE**) for US\$1.5M (RTE Loan Notes), the RTE Loan Notes were issued to the Company on 18 March 2019.

In consideration of the US\$1.5M paid, MSM also subscribed for shares in RTE which represents a 10% equity interest in RTE once issued.

The Company can also advise that RTE has now executed a Share Purchase Agreement to acquire a majority interest in J&D Holdings Limited (**J&D**), which is the sole legal and beneficial owner of Firefly Games Inc. (**Firefly Games**). Firefly Games was founded in January of 2015 with a focus of developing and publishing IP based mobile gaming titles.

As announced on 1 April 2019, Firefly Games together with the Riva Group are the developers and publishers of the **DreamWorks Universe of Legends** mobile game which has achieved pre-registrations on the Google Play store of over 1 million users.

The RTE Loan Notes are to be repaid by 31 December 2019 and MSM (along with other subscribers of the notes) have a priority right to be paid all profits or distributions received by RTE from J&D in repayment of the notes.

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.

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



ABOUT RIVA

Founded in 2002, with Headquarters in Dubai and offices across the world from the USA to East Asia; The Riva Group have successfully been delivering the vision of tomorrow for over 15 years. The Riva Group of companies hold an industry advantage in their ability to take every project from concept to execution all housed under one roof. The complementary divisions cover: creative design and development of theme parks, brand and Intellectual Property licensing, 3D animation and visual effects for films, games and TV content.

The Riva Group recently played an instrumental role in the concept, design and development of major theme parks in the middle east, based on world class IP licenses. The concepts for one of the parks was inspired by The Riva Group's Chairman; Mr Paul Roy and his Mumbai based celebrity partners who specialise in directing, screenwriting and production for Bollywood and have won numerous awards and international accolades over the last 15 years.

The Riva Group have vast experience specialising in licensing agreements where they have successfully negotiated and arranged for licenses for world class entertainment Intellectual Property with; Dreamworks Animation, Marvel, Sony Pictures, Electronic Arts, Lionsgate, Square Enix, Microsoft Studios, Cartoon Network, Capcom and Konami. The Riva Group in partnership with Los Angeles-based Firefly Games have developed the cutting-edge Dreamworks: Universe of Legends Mobile Game where Shrek meets Kung-Fu Panda in a Dreamworks Hero mashup. (Google Play pre-registration page - <https://play.google.com/store/apps/details?id=com.firefly.dreamworks.dwuol&hl=en>)