

23 December 2019

FORMER MAN GROUP REGIONAL CEO APPOINTED AS MSM CHAIRMAN

MSM Corporation International Limited (ASX: MSM), is pleased to advise that Mr Antoine Massad has joined the MSM Board as a Non-executive Chairman, effective immediately.

Mr Massad has almost three decades of Financial Services and Investment experience, having previously held the role of CEO Asia & Middle East at Man Group PLC, one of the largest publicly traded hedge funds in the world, for over 20 years, followed by 3 years as Chairman of the Wealth Management Advisory Council of the Dubai International Financial Centre ("DIFC"), and subsequent similar positions at MAF Group and Union Bancaire Privee, managing multi-billion Dollar investment portfolios for institutional and high-net-worth clients.

He is currently Chairman of Single Family Office AJM International Ltd (2007 – present), incorporated in the Dubai International Financial Center ("DIFC") and formerly Chairman of BECO Holdings, a Venture Capital firm focused on early stage technology companies in the Middle East most notably known for their early stage investment into Careem, a transportation network company based in Dubai which was sold for US\$3.1 billion to Uber and formerly CEO of ISAM Middle East, a provider of Quantitative Hedge Fund strategies.

Mr Massad currently sits on a number of Advisory Boards. As an active angel investor in technology start-ups, he works in partnership with one of the world's largest technology accelerators, Techstars, and independently has been running a mentorship program for several years. Focusing on the identification of entrepreneurs and providing strategic assistance, fueling business growth and development, these programs build lasting relationships and create a culture of innovation fundamental to success, enabling founders and entrepreneurs to scale and grow their businesses. He is currently Chairman of Humtap (humtap.com), an interactive, AI Music & Video Social Platform.

Incoming MSM Chairman, Antoine Massad commented

"I am very pleased to be coming on board as Chairman for MSM. The Company is working in the most exciting sectors in digital entertainment today from content creation and streaming via Megastar to gaming and esports. I thank Adam for his contribution as Chair and look forward to working with him and the rest of the Board."

Mr Wellisch will continue in his capacity as Non-executive Director. The Board acknowledged Mr Wellisch's contribution to the development of Megastar as a global, mobile-first talent competition as inaugural Chair of the Company. The composition of the Board will continue to be reviewed as the Company pursues its growth strategy.

Outgoing MSM Chairman, Adam Wellisch commented

"Antoine has 30 years' experience in investing in alternative markets, in particular technology companies and funds for the past 10 years. The Board welcomes his strategic outlook as the Company focusses on adding functionality to the Megastar platform post WWT1 findings around gamification and continuing to forge partnerships with The Riva Group and Firefly Games to target global mobile gaming audiences to drive shareholder returns."



ASX Announcement

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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, who competed 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.

