

RIVA AND GALAXY RACER ESPORTS APPOINT FORMER SENIOR DISNEY EXECUTIVE

- Senior Disney veteran and consumer products expert Guenther Hake appointed to Riva Technology and Entertainment Limited (RTE) and Galaxy Racer Esports as their advisor to maximize the brand partnerships, consumer products and merchandise
- RTE has entered into an agreement with Galaxy Racer Esports to manage all Esports content for the Megastar Version 2.0 platform

MSM Corporation International Limited (ASX: MSM) (MSMCI or the Company) is pleased to advise that The Riva Group's subsidiary, Riva Technology and Entertainment Limited (RTE) and Galaxy Racer Esports, have appointed senior Disney veteran and consumer products expert Guenther Hake as their advisor to maximize the brand partnerships, consumer products and merchandise.

As announced on 26 June 2020, RTE has entered into an agreement with Galaxy Racer Esports to manage all Esports content for the Megastar Version 2.0 platform licenced to RTE.

Guenther Hake has over 30 years of experience with some of the leading brands in the world, with 15 years in the entertainment industry. Guenther was the first CEO of Oriental DreamWorks, where he created the foundation for the extremely popular "Kung Fu Panda 3".

Guenther is most well-known for his role as the Senior Vice President and General Manager of Disney Consumer Products in Greater China where under his leadership the consumer products business grew significantly, all while franchises such as Disney Princess, Marvel and Star Wars were introduced to Greater China.

Gunther will be lending his expertise to build a comprehensive strategy around consumer products, apparel, and merchandise for Galaxy Racer Esports and RTE, including the Megastar Version 2.0 platform which is planned to deliver a more gamified and interactive experience skill based competition with Esports and mobile gaming under the license agreement executed with RTE (refer ASX announcement dated 15 July 2019).

As announced on 26 November 2018, the Company has an equity position and secured, first ranking, interest free loan notes in RTE. RTE is a 70% shareholder in J&D Holdings Limited (J&D), which is the sole legal and beneficial owner of Firefly Games. The Company (along with other subscribers of the loan notes) have a priority right to be paid all profits or distributions received by RTE from J&D in repayment of the notes with MSMCI also benefiting from any ongoing distributions post loan repayment as a 10% equity holder in RTE.

RTE Loan

RTE has confirmed that MSMCI will receive the first instalment of the US\$1.5M loan note by no later than 15 September 2020 with regular repayments to follow. It is anticipated that MSMCI's working capital requirements going forward will be met by these loan repayments and the US\$2M licence agreement signed with RTE for utilization of the Company's extensively built Megastar online platform for mobile gaming and Esports (refer ASX announcement dated 15 July 2019).





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Chairman of The Riva Group and CEO & Founder of Galaxy Racer Esports, Paul Roy commented

"We are very excited to welcome Guenther on board. His decades of experience with the world's biggest brands and IPs will be an invaluable addition to us and help us in our long-term goal of building a true transmedia organization."

MSMCI Chairman, Antoine Massad commented

"We are thrilled by the announcement of Guenther joining our partners RTE and we look forward to strengthening MSM's relationship with Riva whilst they continue to broaden and widen their reach into the world of gaming and Esports."

This announcement is authorised by the MSMCI Board.

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. MSMCI partners with local operators in non-English speaking markets to maximise the reach of its products and services globally.

MSMCI's first product to delivery was 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 core markets with the App available for download from the Apple and Google Stores. MSMCI will now capitalise on this platform by optimising the Megastar 2.0 version through the strategic partnership with The Riva Group's already established portfolio of industry specialists in Esports, gaming, user acquisition, IP delivery and infrastructure.

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 licences. 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 licences 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.

ABOUT GALAXY RACER ESPORTS

Galaxy Racer Esports is one of the fastest growing Esports organizations in the world. Boasting an impressive roster of 7 teams already in CS:GO, League of Legends, Dota2 and PubG Mobile, Galaxy Racer Esports is the youngest Esports organization to have ever been given a headline feature on CNN. Galaxy Racer, known for its diversity, currently holds 45 male and female athletes with 20 different nationalities. Galaxy Racer is also the local organizer of the Girl Gamer Dubai Festival, one of the largest esports events in the world. Twitter - <https://twitter.com/galaxyracerdxb> CNN feature - <https://edition.cnn.com/2020/03/21/sport/girl-gamers-uae-spc/index.html>

ABOUT FIREFLY GAMES

Firefly Games, founded in 2015, is a mobile game publisher and developer for the global iOS and Android markets. Firefly's team has worked on titles such as Kung Fu Panda, How to Train Your Dragon, Shrek, Madagascar, and more. The *Terminator: Dark Fate* movie trailer is at <https://www.youtube.com/watch?v=oxy8udgWRmo>. The links to *Terminator: Dark Fate* in the Apple and Google Stores are <https://apps.apple.com/ae/app/terminator-dark-fate/id1481147640> and <https://play.google.com/store/apps/details?id=com.fireflygames.tdf>

FORWARD-LOOKING STATEMENTS

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