msmci
ASX Announcement
30 October 2020

QUARTERLY ACTIVITIES REPORT

Period ended 30 September 2020

HIGHLIGHTS

- Partnership with The Riva Group continues to strengthen with first loan repayment on Riva Technology and Entertainment Limited (RTE) waterfall loan agreement
- RTE and Esports content management company, Galaxy Racer appointed senior Disney veteran Guenther Hake to lend his expertise to build a comprehensive strategy around consumer products, apparel and merchandise for Galaxy Racer and RTE, including the Megastar Version 2.0 platform
- Continued cost reduction strategy

MSM Corporation International Limited ("MSM" or the "Company") is pleased to release its Quarterly Activities Report for the three month period ended 30 September 2020.

Megastar Version 2.0

During the Quarter the Company announced that The Riva Group's subsidiary, Riva Technology and Entertainment Limited (RTE) and Galaxy Racer had 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 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 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).

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Intellectual Property

During the Quarter the Company continued to advance its intellectual property assets to maximise the benefit of the Megastar platform concepts in the global digital technology and entertainment industry.

Corporate

During the Quarter the Company continued to focus on ongoing cost reductions and maintaining the support of all stakeholders including strengthening the strategic partnership with The Riva Group, Galaxy Racer and Firefly Games to maximise shareholder value.

Project expenditure has continued to be managed in conjunction with the Company's available working capital and Director and company secretarial fees have been deferred since January 2020.

RTE Loan

On 30 September 2020 and 1 October 2020, the Company received the first loan repayment of US$100k from The Riva Group (US$48k and US$52k respectively) of the US$1.5M waterfall loan note with regular repayments to follow. The Company has applied these funds for general working capital.

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.

The Megastar Version 2.0 platform is planned to deliver a more gamified and interactive experience skill based competition with Esports and mobile gaming under the license agreement executed with Riva Technology and Entertainment Limited in conjunction with Esports organization, Galaxy Racer.

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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

Galaxy Racer is one of the fastest growing Esports organizations in the world. Boasting an impressive roster of 10 teams already in CS:GO, League of Legends, Dota2 and PubG Mobile, Galaxy Racer is the youngest Esports organization to have ever been given a headline feature on CNN. Galaxy Racer, known for its diversity, close to half their rosters are female and across 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

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FORWARD-LOOKING STATEMENTS

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