

FIREFLY GAMES INC LAUNCHES INTO APPLE ARCADE

- Firefly Games has launched *Zombie Rollerz: Pinball Heroes* and been given a feature by Apple on the main Apple Arcade page
- The game has been co-developed with Zing Games Inc who have developed and published several successful iOS games
- MSMCI have a priority right to be paid profits or distributions received by RTE from J&D Holdings (majority shareholder of Firefly Games) for the repayment of the RTE loan note and MSMCI will benefit from any ongoing distributions post loan repayment as an RTE shareholder

MSM Corporation International Limited (ASX: MSM) (MSMCI or the Company) is pleased to advise that Firefly Games Inc, a strategic partner forged through the Company's investment in The Riva Group, has successfully completed its global launch of *Zombie Rollerz: Pinball Heroes* and is available worldwide on Apple Arcade.

The game has been co-developed with Zing Games Inc and is the first for Firefly Games on Apple Arcade targeting global mobile gaming audiences. The game has been given a feature by Apple on the main Apple Arcade page.

As announced on 26 November 2018, the Company has an equity position and secured, first ranking, interest free loan notes in RTE which is a majority shareholder in J&D Holdings Limited (J&D), the sole legal and beneficial owner of Firefly Games.

As announced on 26 June 2020, it is anticipated that MSMCI's working capital requirements going forward will be met by these waterfall loan note repayments as gamification revenue is generated by Firefly Games and distributed via RTE to MSMCI who has a priority right, along with other loan note holders, to be paid all profits or distributions received by RTE in repayment of the notes. MSMCI may also benefit from any ongoing distributions post loan repayment as 10% shareholder in RTE.

Chairman of The Riva Group and RTE Director, Paul Roy commented;

"We are extremely pleased by the positive feedback to the game and especially honored that Apple has featured the game globally on all App stores. We continue to work hard on multiple opportunities to secure new intellectual property to complement our existing suite of assets."

This announcement is authorised by the MSMCI Board

FOR FURTHER INFORMATION CONTACT:

Investor/Media queries:

Chris Jones
P: + 61 (0) 417 985 527
E: cjones@emeraldcapital.com.au



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.

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 FIREFLY GAMES

Firefly Games, founded in 2015, is a mobile game publisher and developer for the global iOS and Android markets. Firefly is one of only a select group of approved publishers under the Apple Arcade platform. 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* game is available at <http://fireflygames.com/tdf/> and newly released *Zombie Rollerz: Pinball Heroes* game is available at <http://fireflygames.com/zra/>



FORWARD-LOOKING STATEMENTS

This announcement has been prepared by the Company. This document contains background information about the Company and its associated entities current at the date of this announcement. This is in summary form and does not purport to be all inclusive or complete. Recipients should conduct their own investigations and perform their own analysis in order to satisfy themselves as to the accuracy and completeness of the information, statements and opinions contained in this announcement.

This announcement is for information purposes only. Neither this document nor the information contained in it constitutes an offer, invitation, solicitation or recommendation in relation to the purchase or sale of shares in any jurisdiction.

This announcement may not be distributed in any jurisdiction except in accordance with the legal requirements applicable in such jurisdiction. Recipients should inform themselves of the restrictions that apply in their own jurisdiction. A failure to do so may result in a violation of securities laws in such jurisdiction.

This document does not constitute investment advice and has been prepared without taking into account the recipient's investment objectives, financial circumstances or particular needs and the opinions and recommendations in this representation are not intended to represent recommendations of particular investments to particular persons.

Recipients should seek professional advice when deciding if an investment is appropriate. All securities transactions involve risks, which include (among others) the risk of adverse or unanticipated market, financial or political developments.

No responsibility for any errors or omissions from this document arising out of negligence or otherwise is accepted. This document does include forward-looking statements. Forward-looking statements are only predictions and are subject to risks, uncertainties and assumptions which are outside the control of the Company. Actual values, results, outcomes or events may be materially different to those expressed or implied in this announcement. Given these uncertainties, recipients are cautioned not to place reliance on forward-looking statements. Any forward-looking statements in this announcement speak only at the date of issue of this announcement. Subject to any continuing obligations under applicable law and ASX Listing Rules, the Company does not undertake any obligation to update or revise any information.

