

9 December 2020

FIREFLY GAMES ACHIEVES EXCEPTIONAL STATISTICS

- Newly released Firefly Games product *Zombie Rollerz: Pinball Heroes* featured by Apple globally across all regions on Apple Arcade
- Exceptional statistics achieved for first 3 days: 30 million impressions; over 325,000 page views and Day 1 retention at 45%
- 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 further to the ASX announcement of 8 December 2020, Firefly Games Inc's *Zombie Rollerz: Pinball Heroes* has been featured by Apple globally across all regions on Apple Arcade.

The statistics from Apple Inc for the first 3 days since launch include;

- (i) 30 million impressions
- (ii) Over 325,000 page views
- (iii) Day 1 retention at 45%

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

"Zombie Rollerz has far exceeded our expectations. We are extremely pleased by the reaction to the game so far. The statistics from just the first 3 days speak for themselves."

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 MSMCI, Antoine Massad commented;

"For Zombie Rollerz to be featured as Game of the Day on the Apple Arcade App Store is a fantastic achievement given that it is a game developed entirely during the COVID-19 pandemic. It is a credit to all involved and reiterates the benefit of our strategic relationship with RTE as they seek to maximise user engagement and monetisation opportunities in the rapidly evolving gaming industry."



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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.



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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

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