

MSM ADVANCES PATENT FOR ONLINE TALENT AND TRIVIA CONTESTS

- Notice of issue of patent received from US Patent Office to cover online talent and trivia contests
- US Patent backdates to 2015 and extends 20 years to 2035
- Development pathway for the Megastar Version 2.0 significantly enhanced by recent US patent examinations and significant growth of eSports management company, Galaxy Racer

MSM Corporation International Limited ("MSM" or the "Company") is pleased to advise it has advanced another significant patent to reinforce the value attributable to the Company's Megastar online platform.

MSM has received a notice of issue from the US examiner in relation to US patent 10,916,101: System and Method for a Media Platform with the patent issue imminent. The claims of this patent cover a method and system, performed by processing devices for conducting a networked contest which has broad applications in digital entertainment including, talent and trivia contests. The patent cover backdates to 2015 and extends to 20 years to 2035 (Refer Appendix A).

This follows the recent issuance of US Patent No. US 10,733,561 System And Method For Analysing and Tracking Media for Talent Discovery, announced on 21 December 2020 which will be of value to talent or management agencies that need to assess millions of hours of video content to find "the next big thing" on platforms like YouTube, Instagram, Facebook, and TikTok.

In the short term, both these patents will enhance the value of the license agreement with Riva Technology and Entertainment Limited (RTE) for utilisation of the Megastar online platform for mobile gaming and eSports (as announced on 15 July 2019 and 13 July 2020).

Megastar Version 2.0

During 2020 the Company continued its planning around the Megastar Version 2.0 platform which is expected to deliver a more gamified and interactive experience skill based competition with eSports and mobile gaming under the license agreement executed with RTE in conjunction with highly regarded eSports management company, Galaxy Racer (refer ASX announcement 26 June 2020).

On 13 July 2020 MSM announced the modifications to the Megastar Version 2.0 development milestones attributed to the Heads of Agreement with RTE to reflect the significant global opportunities presented with a rapidly evolving eSports industry.

Both MSM and RTE continue to be committed to clear strategic priorities to maximise user engagement and monetisation opportunities to optimize the user experience. By doing so, enabling an increase in the global reach of Megastar Version 2.0 through RTE's already established portfolio of industry contacts, IP and infrastructure, including Galaxy Racer whose engagement has resulted in a clearer development pathway for the Megastar online platform, now significantly enhanced by the recent US patent examinations.

Galaxy Racer

Galaxy Racer recently announced its partnership with eLaliga Santander Fan Cup for the ongoing season. eLaLiga is the official virtual competition of La Liga Santander, the top professional football division of the Spanish league system. This partnership is the first time a Dubai-based eSports organisation will team up with a significant worldwide FIFA event and is one of a series of initiatives that have drawn inspiration from the Dubai government's projects to foster future-oriented innovation such as Dubai 10X.





ASX Announcement
3 February 2021

The partnership between Galaxy Racer and eLaLiga also supports the goal of Dubai 10X Media, an initiative of the Government of Dubai Media Office, to drive the development of the region's eSports industry and establish Dubai as a regional and global hub for competitive eSports events. The partnership is expected to contribute to the growth of a global eSports international ecosystem while also connecting the competition to a massive audience of over 50 million followers.

MSMCI Chairman, Antoine Massad commented

"Our patent strategy continues to provide us with value-adding outcomes around our Megastar online platform. The relaunch of an optimised Megastar Version 2.0 with the industry expertise and global reach of RTE and the Galaxy Racer team remains the Board's focus to re-establish value for shareholders."

FOR FURTHER INFORMATION CONTACT:

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APPENDIX A: US PATENT 10916101: SYSTEM AND METHOD FOR A MEDIA PLATFORM

The claims of this patent cover a method and system, performed by processing devices for conducting a networked contest. The method first uses input from mobile devices being used by each participant; and data from participant input, to systematically assess the legal jurisdiction of the participant. The device is a smartphone having a global positioning system (GPS). The system and method authorises participants for a contest based on the GPS location of their device and a policy server having predetermined rules. The claims also cover a method and system for receiving casted votes from the consumer if each of the contestant and the consumer are authorised based on variable rules sets.

When the system identifies that a participant has exceeded a specified amount of time in a jurisdiction in which the contest infringes local laws it automatically sends, via the server, a notification to the user that their status as a participant is revocable due to the laws in the jurisdiction in which they currently reside based on the policy server. The method and system also schedules the contest based on the geo-location data of a plurality of users, and automatically sets authorisations for the participants based on their geo-location data; presents the contest to the user, and receives user sentiment from the audience if each of the participants and the audience are authorised based on the first and second data sets.

For example, in the US, each state has different laws for its citizens that govern their participation in certain types of contests. Some states do not allow their citizens to participate in games of chance, while other states do. MSM's patent for this system and method will provide strong legal protection dating back to October 2015 and extending forward to October 2035. This patent has broad applications in digital entertainment including, talent and trivia contests.

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 Version 2.0 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.

Forward-Looking Statements

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