

## RTE SIGNS BRAND LICENCING DEALS WITH GLOBAL TOY GIANT MGA ENTERTAINMENT

- MSM strategic partner, Riva Technology and Entertainment Limited ("RTE") has signed multiple brand licencing deals with global toy giant, MGA Entertainment Inc
- MGA Entertainment Inc is a U.S.-based company which has a diversified portfolio of award-winning brands such as L.O.L. Surprise!, Poopsie Slime Surprise, Na! Na! Na! Surprise, BABY born Surprise, Little Tikes, VIRO Rides, Dojo Battle, Num Noms, Project Mc<sup>2</sup> and Zapf Creation
- MSM recently announced the proposed merger with RTE, subject to re-compliance with the admission and quotation requirements of ASX, to create a global digital media entertainment, Esports and gaming business, including Firefly Games, Galaxy Racer and investments in other complimentary global gaming businesses, such as OkLetsPlay, Rogue Games and SUB2r

MSM Corporation International Limited ("MSM" or the "Company") is pleased to advise that Riva Technology and Entertainment Limited ("RTE") has signed multiple brand licencing deals with global toy giant, MGA Entertainment Inc. to develop and publish mobile games based on MGA Entertainment's awarding winning brand, L.O.L. Surprise!<sup>™</sup> and Rainbow High<sup>™</sup>.

MGA Entertainment has built a reputation of creating top consumer brands across a wide variety of consumer product categories, continually providing innovative play patterns that appeal to girls and boys of all ages.

MGA Entertainment's L.O.L. Surprise!<sup>™</sup> is a global phenomenon, winning The Toy Association's prestigious "Toy of the Year" Award for three years. MGA Entertainment's newly launched Rainbow High debuted in 2020 and has already become a cultural phenomenon with a presence across product, content and integrated digital media.

The licencing deals with MGA Entertainment add to RTE's existing Esports and gaming business interests, including Firefly Games, Galaxy Racer, OkLetsPlay, Rogue Games and SUB2r which are intended to be utilised in the Company's Megastar Version 2 platform.

MSM recently announced the proposed merger with RTE, subject to re-compliance with the admission and quotation requirements of ASX, to create a global digital media entertainment, Esports and gaming business. Since establishing a strategic partnership with The Riva Group in 2017, MSM has developed a multi-faceted relationship with RTE, including an existing 10% equity interest in RTE as well as secured, first ranking interest free loan notes in RTE totalling US\$1.2M.

### **MSMCI Chairman, Antoine Massad commented**

"RTE's brand licencing deals with one of world's largest private toy companies is a significant milestone for the company at a time when the global gaming market continues to grow with mobile gaming generating significant revenue and returns."

### **RTE Director, Paul Roy commented**

"MGAE boasts a diversified portfolio of leading brands, and they build fantastic award-winning toys. Our vision of bridging the world of mobile gaming with consumer products and the toy culture is strongly aligned. I admire them for their consistent growth over the years and the incredible efforts they have accomplished, creating a universe that each of their collections represents. RTE always strive to associate with the biggest and the best and MGAE is certainly that. Details of the upcoming games will be announced soon."





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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.

## 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 MGA ENTERTAINMENT

Founded in 1979, MGA Entertainment has built a reputation of creating top consumer brands across a wide variety of consumer product categories, continually providing innovative play patterns that appeal to girls & boys of all ages. MGA Entertainment, the world's largest private toy company, has a diversified portfolio of award- winning brands such as L.O.L. Surprise!, Poopsie Slime Surprise, Na! Na! Na! Surprise, BABY born Surprise, Little Tikes, VIRO Rides, Dojo Battle, Num Noms, Project Mc<sup>2</sup> and Zapf Creation. For more information refer <https://www.mgae.com/>



## ABOUT SUB2R

SUB2r is a U.S.-based company with worldwide development and production partners. The founders of SUB2r have a diverse background in technology, design, software, and hardware manufacturing. They successfully brought this highly complex imaging technology from the whiteboard into production. SUB2r cameras are in use around the world with top gamers, content creators, indie filmmakers, studios, and in industrial and scientific applications. For more information refer <https://www.sub2r.co/>

## ABOUT ROGUE GAMES

Rogue Games, founded by industry veterans with more than 150+ years of games publishing experience, is a new kind of game company powered by innovative technology and developer-first solutions. Rogue's extensive portfolio of games, which spans mobile, console and PC, features award-winning hit titles including Oz: Broken Kingdom™, Sociable Soccer™, Wild Life: Puzzle Story, Hexaflip: The Action Puzzler, Giant Dancing Plushies, Fisti-Fluffs and many more. The company's most successful game to date is Super Impossible Road, which was published on Apple Arcade, the game subscription service on iOS. Rogue is headquartered in Los Angeles with offices in San Mateo and Seattle. For more information, refer Dean Takahashi, lead writer for GamesBeat at VentureBeat (<https://venturebeat.com/author/dean-takahashi/>) or visit [www.rogueco.com](http://www.rogueco.com).

## ABOUT OKLETSPLAY

OkLetsPlay is a U.S.-based company with issued patents for real money Esports tournament and peers based digital gaming competitions, which support hyper-casual and competitive PC, mobile and other games, and gaming platforms. OkLetsPlay supports two of the biggest game titles in competitive Esports - League of Legends & CS:GO, allowing users to compete or organize real money tournaments in a seamless and secure experience. The platform was built on the belief that the competitive Esports scene, along with its community of passionate players and developers, are ready to take the next step in competition and into the cash gaming world. The team behind OkLetsPlay patented and built an out-of-game tech with this belief in mind.

## 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>

## 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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