

## RTE'S FIREFLY GAMES COMMITS TO MOBILE GAMING IN AUSTRALIA

- MSM strategic partner, Riva Technology and Entertainment Limited ("RTE")'s 70% owned mobile game publisher and developer, Firefly Games has committed to developing mobile gaming in Australia starting with a competition promoting the mobile game *Zombie Rollerz: Pinball Heroes*
- The initiative from Firefly Games follows the exceptional response to RTE's associated Esports company, Galaxy Racer's successful Australian Esports tournament held last month which recorded over 1,000,000 impressions globally and most prominently in the Oceania region
- 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. In addition to 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!™ and Rainbow High™ and Dark Horse Comics with their successful comic books and Netflix series, *The Umbrella Academy*

MSM Corporation International Limited ("MSM" or the "Company") is pleased to advise that Riva Technology and Entertainment Limited ("RTE")'s 70% owned mobile game publisher and developer, Firefly Games has announced its intentions to grow the mobile gaming market, with particular attention in the Australian and Oceania markets, by launching a competition promoting its mobile game *Zombie Rollerz: Pinball Heroes*.

As announced on 8 and 9 December 2020, Firefly Games' *Zombie Rollerz: Pinball Heroes* was featured by Apple globally across all regions on Apple Arcade achieving over 30 million impressions, over 325,000 page views and a Day 1 retention at 45% in the first three days of launch.

The initiative from Firefly Games follows the exceptional response to RTE's associated Esports company, Galaxy Racer's successful Australian Esports tournament held last month which recorded over 1,000,000 impressions globally, most prominently in the Oceania region.

Over 1,500 players registered for Galaxy Racer's Australian tournament which amassed over 35,000 live views making this one of the highest ever viewed independently held Esports events in the Oceania region with the \$10,000 awarded to the winners also representing the biggest independent prize pool for the Oceania region.

The social media-led *Zombie Rollerz: Pinball Heroes* competition offers prizes for those posting creative captions on social media that match the cartoon strip advertised on the promotional website. The competition is open until 30 May 2021.

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.





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### MSMCI Chairman, Antoine Massad commented

"We are seeing a sustained upswing in mobile gaming with global user numbers showing no signs of slowing down as consumers are drawn to the incredible developments in digital media entertainment. We look forward to RTE and its strategic partners monetising this significant gaming opportunity in a market that has fantastic potential."

### RTE Director, Paul Roy commented

"Galaxy Racer and now sister company Firefly Games can see the impending growth in the Australian mobile gaming market which is comparatively small in contrast to Canada, a nation of similar size and density which has a well-established gaming industry generating considerable revenue streams. I expect this will be the first of many promotions and collaborations in the Oceania region."

## 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.

## 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 licencing, 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 licencing 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 DARK HORSE COMICS

Dark Horse Comics was founded in 1986 by Mike Richardson as an offshoot of his Oregon comic-book retail chain, Things From Another World. Richardson pursued the idea of establishing an ideal atmosphere for creative professionals, and thirty years later the company has grown to become the third-largest comics publisher in the United States. Dark Horse has revolutionized comics based on popular films with the release of its hit series Star Wars, Buffy the Vampire Slayer, Mass Effect, Aliens, Predator, Conan, Serenity, Dollhouse, and many others.

In 2007, Dark Horse launched The Umbrella Academy, created by My Chemical Romance frontman Gerard Way. Dark Horse and Netflix joined forces in 2018 and in early 2019 premiered The Umbrella Academy television series to worldwide acclaim. For more information refer <https://www.darkhorse.com/>

## 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 (GXR) are pioneers of Esports within the changing entertainment landscape. They heavily invest in growing the sport by funding teams, developing talent and content creators. Committed to the game, dominators of the field, inspiring creators - GXR is not only one of the fastest-growing Esports organizations around the globe, but also has the biggest content creator presence in the Arab speaking world and Asia.

Spread across a diverse international roster of 12 teams and 20+ content creators with over 70 Million reach, boasting professionals from 22 countries, GXR strives to be the central hub for all manner of gamers. Since its introduction to the competitive gaming scene in 2019, the team has already established top global ranking status across in the biggest games of the scene, including CS:GO, League of Legends, Dota 2, and PUBG Mobile, Rocket League, Freefire, Valorant and Fortnite. The Australian Esports tournament hosted in April 2021 was streamed on GXR's Twitch channel - <https://twitch.tv/galaxyracerdx>

## ABOUT FIREFLY GAMES

Firefly Games was founded in 2015 on the idea that the future of mobile gaming is global and highly community driven. Firefly Games is mobile game publisher and developer for the global iOS and Android market, and most recently have partnered with Apple to bring exciting new titles to the Apple Arcade ecosystem. Since its establishment, they have worked with leading mobile game developers and have partnered with major production film studios on projects for world-renowned intellectual properties (IP) from Skydance Media, Dreamworks Animation, MGA entertainment, and NBC Universal on creating the perfect game for beloved IP. Firefly's team has worked on titles such as Kung Fu Panda, How to Train Your Dragon, Shrek, Madagascar, Terminator: Dark Fate, L.O.L Surprise and more.. The *Terminator: Dark Fate* game is available at <http://fireflygames.com/tdf/> and *Zombie Rollerz: Pinball Heroes* game is available at <http://fireflygames.com/zra/>.

Entries for the current competition are able to be submitted by posting to Twitter or Instagram using hashtag *#zombierollerzph*, and creative captions that match the cartoon strip advertised on the promotional website <https://zombierollerzphcomp.com/>.



## FORWARD-LOOKING STATEMENTS

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