



ASX Announcement

23 March 2016

Google Data Scientist Joins MSM

Highlights

- **World class Data Scientist, Roman Sharkey, joins MSM from Google where he held a heavily quantitative analytical and data leadership role**
- **Mr Sharkey specialises in extracting knowledge from raw consumer data and analytics, to create solutions that optimise the user experience and maximise potential financial returns**
- **The appointment underpins the technical capabilities of the team ahead of the launch of MSM's flagship online talent competition and engagement platform, Megastar Millionaire**
- **This high calibre appointment represents a very strong endorsement of the Company's offering and commercial potential, as well as completing the technical development team**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: **MSM**), a leading digital technology and entertainment company, is pleased to announce it has finalised its technical development team with the hiring of world class Data Scientist, Mr Roman Sharkey.

As MSM's Data Scientist, Mr Sharkey will specialise in extracting knowledge from raw data in various forms and use this data to improve the consumer experience in real time, thereby maximising potential financial returns. Through his highly valuable skill set, Mr Sharkey has the ability to drive the enhancement of a unique and compelling talent discovery experience platform; **Megastar Millionaire**.

Mr Sharkey joins MSM from **Google**, where he was a Head Data Analyst driving a team of quantitative and technical experts. His experience includes fluency in machine learning, data science and business intelligence along with data structures and algorithms, all valuable areas for creating MSM's highly engaging, distinct and game changing talent competition.

Mr Sharkey's most recent work with **Google** includes:

- **Oversight** of the development of **analytical** and **visualisation features** for operational performance reporting
- **Analysis** of the system output and made recommendations for improvement of business processes
- Worked with senior management to **define KPIs** and lines of business
- **Designed** a unified multidimensional data structure to enable the integration and distributed storage of information from a number of separate big data systems

Mr Sharkey's appointment will substantially add to and underpin MSM's technical capabilities, ahead of the launch of its first product offering, the world's richest online, mobile-first, talent discovery competition platform, **Megastar Millionaire**, which is expected in Q416/Q117.

Managing Director, Dion Sullivan states; *“A hire of Mr Sharkey’s calibre is a very strong endorsement of our Company. His unique skill-set as a Data Scientist will significantly enhance the development of our innovative talent competition offering. We now have assembled a truly world class technical team, in a short period of time, who are focussed upon completing the build and delivery of Megastar Millionaire.”*

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About MSM

MSM Corporation International Limited is a digital technology and media entertainment company that, via the first product offering, Megastar Millionaire, will launch the world's richest online, mobile-first, talent discovery competition platform.

Megastar Millionaire is a consumer digital entertainment technology platform; connecting performers and fans in an innovative and interactive gamification experience. It is designed to transform, mobilise and individualise the search for new artists, allowing people to easily showcase their talents to a global digital audience and offers significant advantages over traditional television platforms.

This highly disruptive, first-to-market platform will monetise mobile video via a highly successful talent competition format. Operating squarely within the US\$25bn online gaming and US\$30bn mobile sectors, Megastar Millionaire draws on the social media phenomenon, allowing individuals to demonstrate their skills and talents.