



ASX Announcement

13 January 2016

MSM Commences Trading on ASX

MSM Corporation International Limited (“MSM” or “the Company”) (ASX: MSM) will commence trading on the Australian Securities Exchange (ASX) today at 10.00AM AEDT after it successfully raised \$7m as a part of the reverse takeover (RTO) of Minerals Corporation.

The successful issue of 117m MSM shares at \$0.06 per share was raised at an indicative market capitalisation of \$16.5 million.

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

Megastar Millionaire will connect performers and fans in an innovative and interactive gamification experience that will transform, mobilise and individualise the search for new artists.

This highly disruptive, first to market platform will monetise mobile video via the highly successful talent competition format, the US\$25bn online gaming sector and social media phenomenon of allowing individuals to demonstrate their skills and talents.

Megastar Millionaire has established strategic partnerships with Silicon Valley-based music content and community platform developer ToneDen Inc, next generation studio/distribution platform Digital Riot Media LLC and leading talent agency ROAR LLC, which will assist in the development, marketing and conduct of the platform and contest.

“We are developing a model and brand for an industry-redefining talent discovery competition and content delivery platform to capitalise on the significant opportunity of the global social gaming media market,” said MSM Co-Founder and Chairman Adam Wellisch.

“The successful listing of MSM on the ASX is a crucial first step to revolutionising the digital entertainment and media space,” said MSM Co-Founder and Executive Director Dion Sullivan.

“The global scale of Megastar Millionaire, complimented by highly supportive shareholders, makes for a very exciting start to what we envision to be a highly personalised digital entertainment experience.”

Megastar Millionaire, will allow people to easily showcase their talents to a global digital audience and offer significant advantages over traditional television platforms.

MSM is focused on developing and optimising the Megastar Millionaire contest platform during the next 12 months with world-class technical experts and notable media and entertainment industry figures including Doug Barry, Dion Sullivan, Michael Pole and John Baldecchi who are focused on delivering commercial success in early stage investments in digital media, internet and mobile.

Proceeds from the \$7m capital raising will primarily fund the development and promotion of the Megastar Millionaire talent competition, along with sales and marketing to deliver an industry shaping online talent discovery and curation platform.

Key Management

Non-Executive Chairman, Adam Wellisch

Mr Wellisch has 18 years' experience in technology strategy, business administration, systems consulting and software development. He has held executive and non-executive positions for technology organisations ranging from start-ups to large multinationals. Recent appointments include Asia-Pacific CIO for market-leading FTSE 100, Compass Group plc, and Information Systems Director for Bupa's fast-growing health services division.

Executive Director, Dion Sullivan

Mr Sullivan is a digital marketing veteran with more than 20 years' experience. He has held positions of increasing responsibility within Clairol/Bristol Myers Squibb; and FTD.com, where he assisted in spearheading the launch of FTD.com (Interflora internationally), transforming a 90-year-old, struggling not-for-profit into a successful NASDAQ listing (current market capitalisation of approximately US\$825 million). Since 2000, he has lived in Silicon Valley and has held executive positions within Bank of America, Viacom, MTV Kids & Family, VideoJax (with Doug Barry), and Betfair/TVG North America. He has worked in the Australian and Asian markets for the past 5 years.

Executive Chairman of US Operations, Doug Barry

Mr Barry has spent the past 20 years working in the media, entertainment and technology industries as a successful entrepreneur, investor, advisor and operating executive. He co-founded Selby Ventures in 2000 where he focused on seed and early stage investments in digital media, internet and mobile.

Mr Barry was an original venture investor in Pandora Media, a leading online radio service with over 150 million users and \$1 billion in revenue. Other notable investments include Bigfix (acquired by IBM), Clairvoyante (acquired by Samsung) and Coremetrics (acquired by IBM). Mr Barry is the Chairman of Digital Riot and was an early advisor/consultant to TiVo (digital video recording), Glu (early mobile gaming) and Rightsflow (digital rights management acquired by Google). Previously, he was an executive at Turner Entertainment and Electronic Arts.

Non-Executive Director and Company Secretary, Mark Clements

The Board is pleased to advise the appointment of Mr Mark Clements as Non-executive director and company secretary effective immediately.

Mr Clements has a Bachelor of Commerce degree and is a Fellow of the Institute of Chartered Accountants and a member of both the Australian Institute Company Directors and the Governance Institute of Australia. Mr Clements currently holds the position of Company Secretary of a number of publicly listed companies and is Chairman of MOD Resources Limited (ASX:MOD). Mr Clements has experience in corporate finance, accounting and administration, capital raising and ASX Compliance and regulatory requirements.

The appointment of Mr Clements follows the resignations of Mr Nicholas Ong and Dr Andrew Tunks as directors and Mr Matthew Foy as director and company secretary.

The Board thanks Mr Ong, Dr Tunks and Mr Foy for their efforts to complete the Megastar Millionaire acquisition and successful relisting.



US Advisory Committee

MSM has established an advisory committee based in the United States with a broad range of experience in the digital, entertainment and social media industries.

The initial two members of the committee are Mr John Baldecchi and Mr Michael Pole.

Mr Baldecchi is a notable producer in Los Angeles, California, having worked with most major Hollywood Studios including Sony, Warner Bros., FOX, Disney and Dreamworks. Included among Mr Baldecchi's film projects are The Mexican, Conan the Barbarian, 88 minutes and most recently, Point Break.

Mr Pole is a notable senior digital gaming executive based in Los Angeles, California. Mr Pole has held senior-level management positions with some of the industry's most successful video and mobile game companies, including Nexon, gloops, Electronic Arts, Fox Interactive and Vivendi Universal Games. Mr Pole's games have sold more than 40 million units and generated more than a billion dollars in revenue.

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About MSM

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