



ASX Announcement

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## **ToneDen's Music Platform Doubles Artist Registrations**

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Digital technology and entertainment company MSM Corporation International Limited ("MSM" or "the Company") (ASX: MSM) is pleased to announce the Company's strategic investment partner, ToneDen has doubled the number of registered artists since MSM's investment in August 2015.

During the final quarter of CY2015, ToneDen actualised more than 250,000 registered accounts (10% month over month growth) and more than 2,000,000 fans (13% month over month growth) compared to approximately 100,000 registrations in August 2015.

ToneDen is one of the Internet's foremost and progressive music growth communities designed specifically for artists to connect with fans. ToneDen has recently moved from Silicon Valley to Los Angeles to better integrate into the music industry.

"When we invested in ToneDen it was due to a three key attractions; the quality and technical capability of the team, their ability to build, grow and promote its community – similar to what we will be doing with Megastar Millionaire - as well as their sense of innovation. These trends, in a highly competitive marketplace, clearly demonstrate ToneDen's capabilities," said MSM Co-Founder and Executive Director Dion Sullivan.

"We will be working with ToneDen to pre-market Megastar Millionaire to their existing and future artists and promote Megastar within the music industry," Mr Sullivan added.

Tim Thimmaiah, Co-Founder and CEO of ToneDen said: "With the product being able to deliver a great consumer experience for our clients, we continue to build new technology to help them reach their audiences effectively. We look forward to collaborating with MSM through 2016 to execute on our mutual vision."

For further information:

[www.msmci.com](http://www.msmci.com)

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**About MSM**

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

**About ToneDen**

ToneDen is a music creation software platform, now based in Los Angeles designed to help millions of artists directly connect with their fans online. ToneDen works with over 500 digital establishments in the industry including SoundCloud and Spotify to better understand and grow artist reach online. ToneDen's mobile platform provides fans with a direct point of contact with the artists they support, allowing them to keep up to date with new music and easily share that with their networks. Further information on ToneDen is available through the ToneDen – New Music Delivered app and at [www.toneden.io](http://www.toneden.io).