

Celebrity Host Announced for Closed Beta

HIGHLIGHTS

- **Social influencer/Celebrity, Chelsea Briggs to host the Closed Beta competition**
- **Ms. Briggs is a well-known media host who has served as the Executive Producer at HollywireTV, a YouTube channel with over 1.6 million subscribers**
- **Securing Ms. Briggs as host of the US-based Closed Beta Test replicates one of the key components of the Megastar Millionaire competition, scheduled for launch in early 2017**
- **Additional high profile, global celebrity engagements for the Megastar Millionaire competition to be announced in the upcoming months**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce celebrity social media influencer, Ms. Chelsea Briggs has been appointed as the host of the Company's Closed Beta competition to commence as scheduled on 30 September 2016 (PDT).

Ms. Briggs is a well-known US media host who has served as the Executive Producer at HollywireTV, a YouTube channel that produces entertainment and pop culture videos. HollywireTV has a significant social media following with over 1.6 million subscribers to the YouTube channel. Chelsea is part owner of the brand and has helped build it from the ground up.

Chelsea brings a substantial cumulative social media following of over 73,000 Instagram followers, more than 92,000 Twitter followers, 285,000 Hollywire Facebook friends and more than 1,600,000 YouTube subscribers

In her role as host of the Closed Beta Test competition, Ms. Briggs shall educate and inform both the Performers and Fans of the Closed Beta. Previously, Ms. Briggs has interviewed celebrities such as Miley Cyrus, Taylor Swift and One Direction. Ms. Briggs has also hosted for Dick Clark Productions, Condé Nast Entertainment, The QYOU, MTV News and VH1. Her experience helps amplify the reach of the competition for Performers participating in the Closed Beta Test competition.

With a strong US social media following, securing Ms. Briggs as host of the US focused Closed Beta Test competition is an important step in replicating one of the key components of the Megastar Millionaire competition which will be significantly expanded in both scale and reach when launched in early 2017.

The Closed Beta Test competition involves carefully curated, invite only participants for a 30 day, 6 round tournament with a grand prize of US\$10,000. Ms. Briggs is acting as the host, commentating on the performances uploaded by performers.

The Company expects to announce other celebrity influencers for the Worldwide Tournament Megastar Millionaire in the next few months. These celebrity influencers will each bring a substantial global media and social media following to the Megastar Millionaire competition.

Managing Director, Dion Sullivan commented;

“We are delighted to welcome Chelsea Briggs to MSM as the host of our Closed Beta Test competition. She is extremely charismatic and articulate, a vibrant addition to our Company’s efforts and brings with her a significant social media following that will help to amplify the Megastar Millionaire brand. Additionally, we continue to have material conversations with high profile celebrities to partner with MSM and who share our vision of a new method to discovering emerging talent in a fun, engaging competition format.”

Celebrity host, Chelsea Briggs commented;

“I’m so very excited to be joining MSM as the face of its localised US test of its innovative talent competition. Megastar Millionaire is a fun and unique talent competition that recognises the value of social media influencers. I look forward to seeing the many talents and skills the Closed Beta competition brings out.”

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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.