

Development Milestone – Friends and Family Testing

Highlights

- **Substantial value creation milestone achieved with completion of Friends and Family testing**
- **First test conducted by Company providing valuable qualitative feedback**
- **Enhances and refines the user experience, maximising user engagement**
- **Company progressing to Closed Beta Testing to commence in September 2016**
- **Improvements significantly heighten the commercial potential of the Megastar Platform ahead of launch in early 2017**
- **Quantitative research study by Hub Entertainment Research completed and preliminary results very positive**

MSM Corporation International Limited (“**MSM**” or “**the Company**”) (ASX: MSM), a leading digital technology and entertainment company, has completed its Friends and Family testing, completing a substantial value creation milestone ahead of the launch of the Megastar platform.

Representing the first test conducted by the Company, the Friends and Family test was designed to find areas where platform improvements are required. The testing was conducted during May 2016, with close associates of the Company invited. 43% of the invited candidates participated and over 62% of the respondents rated their experiences very highly.

The Friends and Family test provided valuable feedback on the modality and functionality of the platform and provided a glimpse into user engagement patterns. This data assists the Company in debugging the platform, refining and progressing the user experience.

The results highlighted areas where the platform could be optimised to maximise user engagement. The on-boarding process has been refined and video uploading streamlined following feedback from the test.

These improvements heighten the commercial appeal of the Megastar platform by maximising platform efficiencies and increasing user engagement. Together these minimise user churn, making the platform easy to use and of the highest possible quality.

Megastar Millionaire is now endeavouring to use the information to optimise the user experience for the Closed Beta Testing which is due to commence in September 2016 and will provide further platform refinements ahead of launch in early 2017.

Managing Director, Dion Sullivan commented;

“The Friends and Family testing is a significant value creation milestone in our development roadmap ahead of launch. It was our first phase of testing and helped identify areas where the Megastar platform could be optimised. The Company has analysed the feedback and shall continue to do so while making continuous changes that will increase participant engagement, adding to the commercial appeal of the platform through minimising user churn, meaning users remain on Megastar Millionaire for longer.”

Quantitative research preliminary results very positive

The Company can also report that it has completed its quantitative research study, undertaken by well respected industry research company, Hub Entertainment Research. Preliminary statistical results from the 4,500 participants from around the world who used the prototype platform have provided the best insight thus far that Megastar Millionaire offers an attractive user experience with significant advantages over traditional television platforms.

Once received, the final results of the quantitative research will be analysed and released in July.

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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.