



ASX Announcement

11 April 2016

ROAR Asia Pacific Appointed Strategic Advisor

Highlights

- **MSMCI and ROAR Asia Pacific formally agree to mutually support Megastar Millionaire globally**
- **ROAR has Offices in Los Angeles, New York, Nashville, Atlanta and San Francisco**
- **ROAR areas of specialty include; Talent Management, Music Management, Corporate Advisory, Production and Digital Marketing**

MSM Corporation International Limited ("**MSMCI**" or "**the Company**") (ASX: **MSM**), a leading digital technology and entertainment company, is pleased to announce it has finalised its arrangement with ROAR Asia Pacific to act as Strategic Advisor.

ROAR offers a true 360-degree approach to client service with a diverse and yet complementary background in music, motion picture, television, publishing, concert & event production, branded entertainment, digital marketing, media strategy, corporate partnerships, retail, corporate finance and legal.

The relationship between MSMCI and ROAR will substantially add to MSMCI's brand and celebrity 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; *"Having worked with ROAR, on and off, for five years I am keenly aware of their specialised skill set. ROAR's professionalism, diligence to craft and the wealth and breadth of their connections in the entertainment industries (music, movies, financing) is second to none. I am exceptionally pleased about the depth of integration between the two companies and I look forward to a very profitable relationship together."*

ROAR Asia Pacific Managing Director; Trent Blacket states; *"The increasing integration between Silicon Valley and Hollywood is an area of substantial interest and focus for ROAR's Asia Pacific business. The landscape is complex and fast moving. It is on this basis we are excited by the challenge of working with Dion Sullivan, Doug Barry (Pandora Music founding VC) and their colleagues. MSM is an early mover in the online talent space and hence talent and brand opportunities are significant for their business."*

*Trent Blacket is a Los Angeles based Australian born attorney and entrepreneur with deep expertise in cross-border strategy, particularly between Australia and North America in media industries. He is a founding Advisory Board Member of Westpac Bank's Alpha business, Chairman of Advance (Los Angeles), a Consultant Attorney/Of Counsel to Glaser Weil (Los Angeles law firm) and TCA Lawyers (Melbourne).

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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.