

Mid Term Closed Beta Results Positive; Technical Team Strengthened

HIGHLIGHTS

- Favourable initial results from Closed Beta Test received, indicating strong retention rates and high levels of user engagement
- Technical team strengthened ahead of world-wide launch in Q1'2017; three new top-tier software engineers appointed
 - Two US-based hires, Ryan Cox and Steven Della Valentina, one Australian based software engineer, Guy Lillico appointed
- Platform to be further refined by enhanced technical team based on Closed Beta Test insights, continuing substantial progress towards launch
- Worldwide Tournament launch remains on track for Q1'2017

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to report positive preliminary results from its Closed Beta Test competition along with the appointment of three top-tier software engineers to strengthen its technical team.

Closed Beta Test Preliminary Results

MSM's Closed Beta Test competition is a 30 day, 6 round competition involving 1,000 participants with a grand prize of US\$10,000 for the winning performer. The Company is pleased to advise that the Test is progressing well and can report the following initial preliminary results from the competition.

User insights provided by the Closed Beta Test demonstrate a high level of user engagement and retention.

Retention - On Day 1 of the competition, user retention was approximately 61%, meaning that most users continued to engage with the platform after the first day. This retention figure is higher than the industry standard for digital applications, which average a 20% user retention following the first day.

Engagement - For fans engaging in the Closed Beta test competition, the average user session time is approximately 13.5 minutes (industry norms are 5.4 minutes). On average, users engage almost 4 (3.86) sessions a day (industry norms are 2.2x) on the platform giving an average daily cumulative user time of more than 50 minutes per user.

The Company is pleased with these preliminary results and expects to report full results from the Closed Beta Tests by mid-November following the conclusion of the competition.

New Technical Hires

MSM has appointed three new software engineers to its staff to strengthen the Company's technical team ahead of the world-wide launch in Q1'2017. The Company has appointed:

- **Ryan Cox, Senior Full Stack Engineer** With over 20 years' experience, Ryan has deep experience in the game industry. Ryan has developed the backend of massive multi-player online role-playing games and Facebook games, as well as an AppStore featured iOS game. Ryan was previously the Director of Engineering at StudioNow, a video creation marketplace and IXL, a maths and English learning site. His experience also includes US Defense Advanced Research Projects Agency's (DARPA) nuclear warfare simulations and Coca-Cola's internal video sourcing platform. Ryan will be based in the US.
- **Guy Lillico Front End Engineer** Guy brings over 9 years of significant digital design, development and project management experience to MSM. He has designed and developed website and marketing solutions for a vast number of Australian SMEs and corporate clients. Previously, Guy was employed by Aspermont an ASX-listed industry news publisher as its Digital Project Manager. He helped to establish a transformation of the publisher's global online identity and news product offerings. Guy has also worked as senior designer at Titan Digital, a digital marketing agency. Guy will be based in Western Australia.
- **Steven Della Valentina, Front End Engineer** Steven is a graduate of the University of Central Florida and has extensive experience in web development and graphic design work. Previously, Steven was at web developer Inhalio, a cloud-based platform that enables the experience of scent via the Internet of Things connected devices. At Inhalio he pioneered innovative mobile applications and hardware-driven kiosk interfaces. Steven will be based in the US.

Managing Director, Dion Sullivan commented;

"I've always said, MSM, and its first product, Megastar Millionaire, are, and shall always be, consumer-led. Therefore, it is imperative that we continually upskill our technology team, in order to anticipate and deliver on those consumer's demands. In today's workplace environment, it isn't easy to secure top calibre talent and I'm exceptionally pleased to have been able to source and hire the three talented engineers we have appointed today. In twenty years of digital technology, the MSM technical team remains the best tech team I've ever had the pleasure to work with. Furthermore, I am especially glad to have added a native Aussie to the mix. We have big goals that we intend to achieve. Having these three join us further strengthens of the vision and intent of MSM.

Additionally, recognizing that this closed beta is our first foray into something that is "public", I am encouraged by the adoption and retention rates of Megastar amongst those consumers who have downloaded and interfaced with the app. Retention and Engagement are the two macro drivers of any digital entertainment business, so initial data points are strong. Of course, there's more work to do – and I and the team are looking forward to the next few months."

Executive Director Asia-Pacific, Sophie McGill commented;

“With the preliminary results from our Closed Beta Test competition coming in, we are very pleased with the high level of user engagement and retention rates that have been indicated by our platform, it’s really exciting to see it, even in this early Closed-Beta phase, exceeding industry averages. These results should give investors and our team alike continued confidence of the potential of the platform. Ahead of the launch of our world-wide competition in Q1’2017, our enhanced technical team will be undertaking additional platform refinements based on the insights gathered from this test.”

-Ends-

For further information, contact:

Sophie McGill
Executive Director APAC
T: +61 415 656 953
E: sophie@msmci.com

Media queries:
Andrew Ramadge
Media & Capital Partners
T: +61 475 797 471
E: andrew.ramadge@mcpartners.com.au

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.