

## Megastar Millionaire to Commence Closed Beta Testing

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### HIGHLIGHTS

- **Company to commence Closed Beta Testing in September 2016 as planned**
- **Excellent response from performers. Significant oversubscription for the 1,000 places in the Beta competition after a very limited three-week social media campaign**
- **Performers' social networks provide the Beta competition with an addressable audience of more than 9.6M viewers**
- **Casting video on YouTube garnered more than 60,000 views in three weeks with very limited marketing**
- **Beta launch demonstrates strong operational progress with the MSM team delivering another major milestone on schedule**
- **Beta testing to provide insights for further platform refinements ahead of the official Megastar Millionaire launch in early 2017**
- **Company is actively engaging candidates for celebrity judging panel with plans to announce appointments in Q4 2016**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is very pleased to provide a market update on its progression across a range of initiatives and advise that the Megastar Millionaire competition is on track to commence Closed Beta testing in September 2016.

### Closed Beta Testing

In preparation for the Closed Beta Test, the Megastar Millionaire interface has been greatly enhanced following the implementation of the findings from its Friends and Family testing as well as the Hub Research.

The Closed Beta test will involve a maximum of 1,000 performers and their social networks. Each performer's social network will be able to view and vote for their favourite performers and interact socially, effectively testing the competition platform ahead of the official launch in early 2017. The Beta App will be publicly available in the US and Australian App Stores (Apple and Google). Megastar Millionaire Fans can register now for email notification of the App's release at <https://megastarmillionaire.com/#register>.

Performers will be able to upload videos of their talents on the platform and fans will be able to vote for their favourite performances. A US\$10,000 prize is being offered to the winner of the Closed Beta competition. The prize for the first official Megastar Millionaire competition in 2017 will be US\$1 million. Hub Research will conduct a post Beta survey to obtain additional insights from Beta participants.

MSM has also secured social influencers to participate in the invite-only Closed Beta Test. Influencers are individuals with significant followings on social media. Typically, leading influencers will have a network of thousands or millions of followers that they are able to leverage commercially. The Company expects that the participation of influencers will help drive awareness and engagement with the Closed Beta Test.

The Closed Beta Test will provide the Company with an overview of the platform experience, providing the final phase of refinements ahead of the competition's full launch in early 2017. Included in the Closed Beta shall be fan engagement, social gamification and contact functionality. There will also be limited testing of monetisation mechanisms.

### **Celebrity judges for worldwide launch**

Upon official launch of the Megastar Millionaire platform in early 2017, the competition will prominently feature a celebrity panel who will provide their judgements and commentary on the content uploaded by performers. The Company is actively engaged in the search for well-known celebrities to act as judges for the competition. The Company expects to announce celebrity judges in Q4 2016 ahead of the Q1 2017 launch.

### **Megastar Millionaire casting video**

The Megastar Millionaire casting video was launched on YouTube and received over 60,000 views during the three week casting period.

The video can be found on this link <https://www.youtube.com/watch?v=I3MRKlu4thU>.

### **Managing Director, Dion Sullivan commented;**

"We continue to make strong progress towards the launch of the world's richest, online, mobile-first emerging talent competition, Megastar Millionaire. With a number of functions and product enhancements already completed, we are ready to commence our Closed Beta Test. We expect the Closed Beta Test to provide us with the most robust consumer insights to date; which will help us refine our platform ahead of worldwide launch. This continues our approach of consistently delivering key milestones for continuous test, refinement and re-test. This is a case of 'practice makes perfect'."

### **Executive Director Asia-Pacific, Sophie McGill commented;**

"With the launch of our competition getting closer, we are actively searching for and in discussions with a number of high-profile potential celebrity judges for the Megastar Millionaire competition. We expect to announce our judges in the coming months, kick-starting the marketing program for the first competition."

**-Ends-**

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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.