

Strategic Partner Digital Riot Launches First Film

HIGHLIGHTS

- **Megastar Millionaire's strategic partner, Digital Riot has launched its first "direct to fan" online film titled 'FML' which is being distributed on iTunes, Google Play and Amazon**
- **The cast of the film have a cumulative following of over 60 million followers across Vine, Instagram, YouTube, Snapchat and Twitter which will be leveraged to amplify its distribution**
- **The film is the first of multiple films currently being produced by Digital Riot**
- **Digital Riot is a dedicated direct-to-consumer digital movie studio which aims to leverage the substantial social media following of its actors to promote its films and its relationship with Megastar Millionaire**
- **Megastar Millionaire finalists will have the opportunity to audition for future Digital Riot films**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce that its strategic partner, Digital Riot has launched its first movie, "FML" (www.getfml.com). The movie is currently available on iTunes, Google Play, Amazon and Getfml.com in the US, Canada and the UK. It is expected to be available on iTunes in Australia shortly.

Starring Jason Nash and Brandon Calvillo, FML is Digital Riot's first "direct to fan" online film. Jason and Brandon have substantial social media followings, with 2.9 million followers and 7.4 million followers respectively. In addition, supporting actor Bart Baker has over 11.8 million followers across social media, giving a cumulative figure of over 20 million followers connected with the film's top three actors and approximately 40 million followers with the rest of the film's cast across Vine, Instagram, YouTube, Snapchat and Twitter.

The enormous social media following of the cast amplifies the reach and distribution of the film. Digital Riot will leverage the social media following of its actors to promote both its films and its relationship with Megastar Millionaire. Digital Riot plans to produce a number of additional films for future release.

A link to the 'FML' film trailer can be found here – <https://www.fml-the-movie.com>.

Digital Riot is a fully dedicated direct-to-consumer digital movie studio, which aims to build movies around social media influencers. Digital Riot expertly uses direct-to-consumer marketing and distribution to create a reliable and efficient business model.

Sharing key leadership professionals, the Digital Riot co-founder and executive chairman Mr Doug Barry is also chairman of MSM US. In addition, Mr John Baldecchi is the chief executive officer of Digital Riot and is also a member of MSM's Advisory Board, producing a strong strategic alliance between the two companies. John Baldecchi has been involved with producing such major feature films as "Point Break" and "The Mexican".

Other key staff at Digital Riot include film development executive, Stacy Maes, who has worked on films including *Titanic*, *Avatar* and *Jumper*; CTO Steve Katz, who was previously CEO in residence at Samsung Accelerator; Marketing and Distribution manager, Kevin Kiernan an experienced Digital Business Development strategist in the entertainment industry who headed up Sony Music's e-commerce group, where he oversaw more than over 600 artist and album D2C campaigns including AC/DC, One Direction and Bruce Springsteen; casting executive John Mcalary, who has deep experience with some of Hollywood's most acclaimed directors; and, creative associate Brittany Barry who will search for and review screen plays and recommend cast.

Further information on Digital Riot can be found on this link <http://www.digitalriotmedia.com/>.

The Company's relationship with Digital Riot is a key component building the fame element of the Megastar Millionaire competition, with the finalists of the competition being awarded the opportunity to audition for roles in future Digital Riot films. Digital Riot's close relationship with social media influencers will assist extend the reach of the Megastar Millionaire platform upon launch.

Digital Riot Executive Chairman and MSM's US Chairman, Doug Barry commented;

"The release of Digital Riot's first "direct to fan" online film is an important milestone for both Digital Riot and Megastar Millionaire. Capitalising on the growing phenomena of social influencers, the release of our first film gives us confidence that our direct-to-consumer film making model is unique and disruptive. We all look forward to Digital Riot's future films."

Executive Director Asia-Pacific, Sophie McGill commented;

"Digital Riot's film revolves around the rise of social media influencers and the power they increasingly have. The talent in 'FML' embody modern day social media influencers, with a significant combined social presence of over 60 million followers across Vine, Instagram, YouTube, Snapchat and Twitter."

-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. allowing individuals to demonstrate their skills and talents.