

Closed Beta Test Launched

HIGHLIGHTS

- **Closed Beta Test competition for Megastar Millionaire successfully launched with YouTube Celebrity (HollyWire) host Chelsea Briggs**
- **The mobile App is now available for download on iOS and Android. It contains basic functionality that shall be integrated into the far more robust global launch**
- **Allows Company to collect statistically relevant user data and provides insights into user behaviour to be leveraged for the global competition**
- **Marks the commencement of MSM's latest and most strategic milestone prior to the global launch in 2017**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce that it has, along with host, Chelsea Briggs, successfully launched the Closed Beta Test competition.

Marking the commencement of MSM's next strategic milestone, the Closed Beta Test competition allows the Company to obtain statistically relevant data and insights on user behaviour during the competition. The information obtained will assist MSM with the final round of platform enhancements ahead of the official Megastar Millionaire competition launch in early 2017.

The Closed Beta competition will critically analyse user retention and engagement patterns. It will run for 30 days and consist of 6 rounds, with a grand prize of US\$10,000 for the winning Performer. Selected Performers can join the Closed Beta Test using an exclusive invite code, giving the competition an incremental layer of security for the application.

The competition has built-in Facebook connectivity, allowing Performers to share their performances with their fan base. Fans can also link with Facebook, further amplifying the reach of the platform. Integration with social media platforms will be a key feature of the official competition as well.

To facilitate on-boarding for the launch of the Megastar Millionaire Closed Beta Test competition, the Company has launched its first app, available for download on iOS and Android devices. The app is available for US and Australian audiences and contains basic functionality that will feature in the official competition launch.

Following the completion of the Closed Beta Test, leading entertainment research organisation, Hub Entertainment Research will conduct a post Beta competition survey to obtain additional insights from Beta participants.

Managing Director, Dion Sullivan commented;

“We are very excited to be kicking off our Closed Beta competition, which is an important precursor to the global Megastar Millionaire competition scheduled for launch in 2017. With our competition app now available for download, we are now that much closer to our official launch. The user behaviour and learning we are gathering shall be instrumental in the optimizing the functionality and flow of the global Megastar Millionaire platform. This is the most significant milestone achieved to date.”

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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.