

Megastar Millionaire

The New Era of Global Talent Competition



Closed Beta Overview

msmci

Disclaimer

This presentation has been prepared by MSM Corporation International Limited (MSM or the Company) to provide readers with background information to obtain a general understanding of the Company's plans and objectives in the context of the first product offering, Megastar Millionaire.

This presentation is not and should not be considered as an offer or invitation to apply for or purchase any securities in the Company. No agreement to subscribe for the securities of the Company will be entered into on the basis of this presentation. This presentation is not a prospectus or other disclosure document under the Corporations Act and does not contain all of the information a prospective investor may reasonably require to make an investment decision.

This presentation contains summary information and does not take into account the investment objectives, financial situation and particular needs of an individual investor. This presentation is not financial product advice. The Company is not licensed to give and does not provide financial advice. Readers must not rely on this presentation but make their own independent assessment and seek and rely upon their own independent taxation, legal, financial or other professional advice.

No representation or warranty, express or implied, is given as to the fairness, accuracy, completeness, correctness, reliability or adequacy of any statements, estimates, opinions or other information, or the reasonableness of any assumption or other statement contained in this presentation (any of which may change without notice), or the likelihood of achievement or reasonableness of forward-looking or prospective statements (if any) contained in the presentation.

Forward-looking or prospective statements (which may be identified by words such as 'may', 'could', 'believes', 'estimates', 'targets', 'expects', or 'intends' and other similar words) are by their nature subject to significant uncertainties, risks and contingencies. The forward-looking or prospective statements in this presentation have been based on current expectations about future events and are subject to risks, uncertainties and assumptions that could cause actual results to differ materially from the expectations described.

In particular, the Company notes that MSM is at an early stage of development and is yet to complete the development of the proposed platform across which its business is proposed to be operated. While the Company considers that the expectations and plans reflected in this presentation are reasonable on the basis of the experience of the key management personnel of MSM, independent third-party information and the work done to date, neither the Company nor any other person gives any representation, assurance or guarantee that the occurrence of the events expressed or implied in any forward looking statements in this Presentation will actually occur and you are cautioned not to place undue reliance on those forward looking statements.

To the maximum extent permitted by law, the Company and its professional advisors and their related bodies corporate, affiliates and each of their respective directors, officers, partners, employees, advisers and agents and any other person involved in the preparation of this presentation disclaim all liability and responsibility for any direct or indirect loss or damage which may arise or be suffered through use of or reliance on anything contained in, or omitted from, this presentation.

Subject to its obligations under the Corporations Act and the ASX Listing Rules, neither the Company nor its advisors have any responsibility or obligation to update this presentation or inform the reader of any matter arising or coming to their notice after the date of this presentation document which may affect any matter referred to in the presentation.

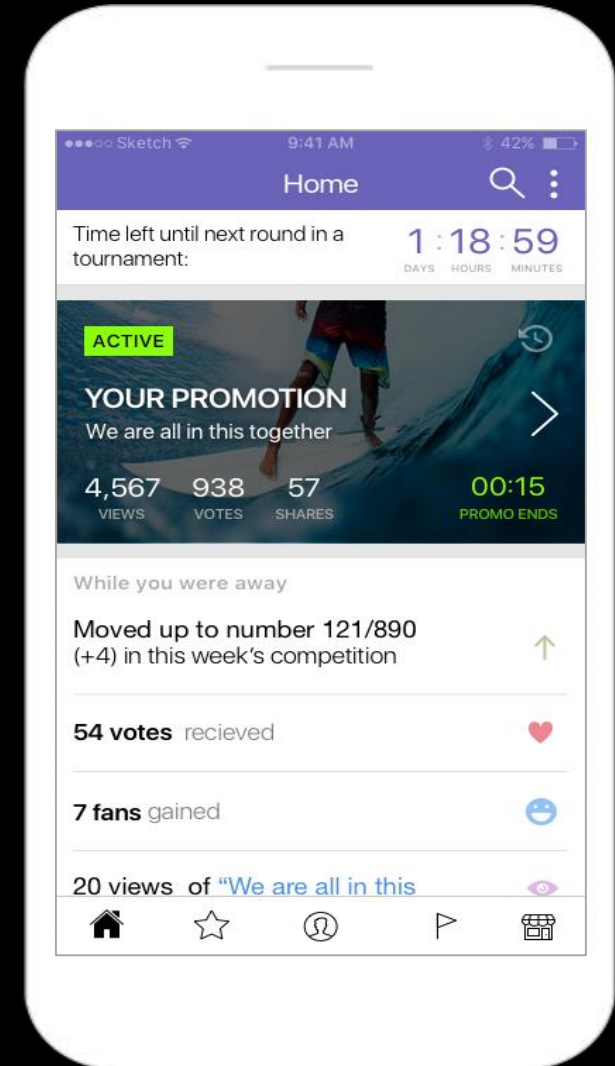
What a Closed Beta is

Megastar Millionaire will succeed by staying very close to our consumers. The closed beta is designed to engage *a statistically relevant number of consumers* to interact with our minimum viable product (MVP). This will give us an *early indication* of consumer behaviours and preferences.

Great Apps are created using iterative development methods. Product teams generally release a *very barebones MVP* so the platform's *core mechanics* can be tested.

The principle is to place the product into the hands of consumers as early as possible in the product lifecycle. Data is collected and then product development resources are allocated to features according to consumer preferences.

Note: Performers can only enter the MSM closed beta with an invite code. This allows for growth governance and maintains an incremental layer of security for the application.



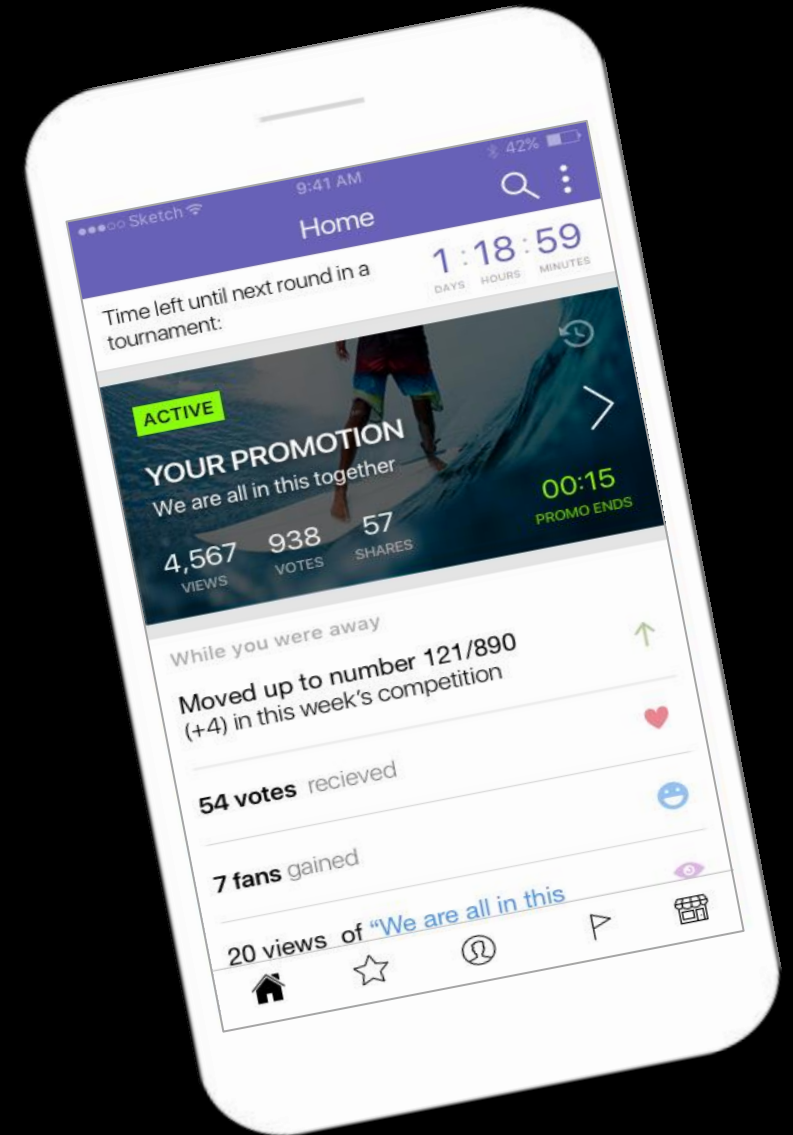
What Features are in the Closed Beta?

Core Tournament: The core tournament will run for 30 days and consist of 6 rounds. Performers advance based on the actions of fans (votes, shares and new installs). Cash prizes are awarded at the end of each round and there is a grand prize of US\$10,000.

Daily Fan Prize: By logging in and casting a vote, fans will be entered into a daily sweepstakes. The daily sweepstakes winner will win US\$100. This is the first of many fan engagement features of MSM.

YouTube Connect: Performers connect to YouTube to get access to their videos, which they will enter into the tournament.

Facebook Connect: Performers connect to Facebook to “shout-out” to their fans that they have entered MSM and to call fans to action to support them. This action shares a deep link that brings fans directly in to the MSM App (or directs them to initiate the install process). Fans currently connect via Facebook, which helps to regulate fake accounts and to maximise sharing.

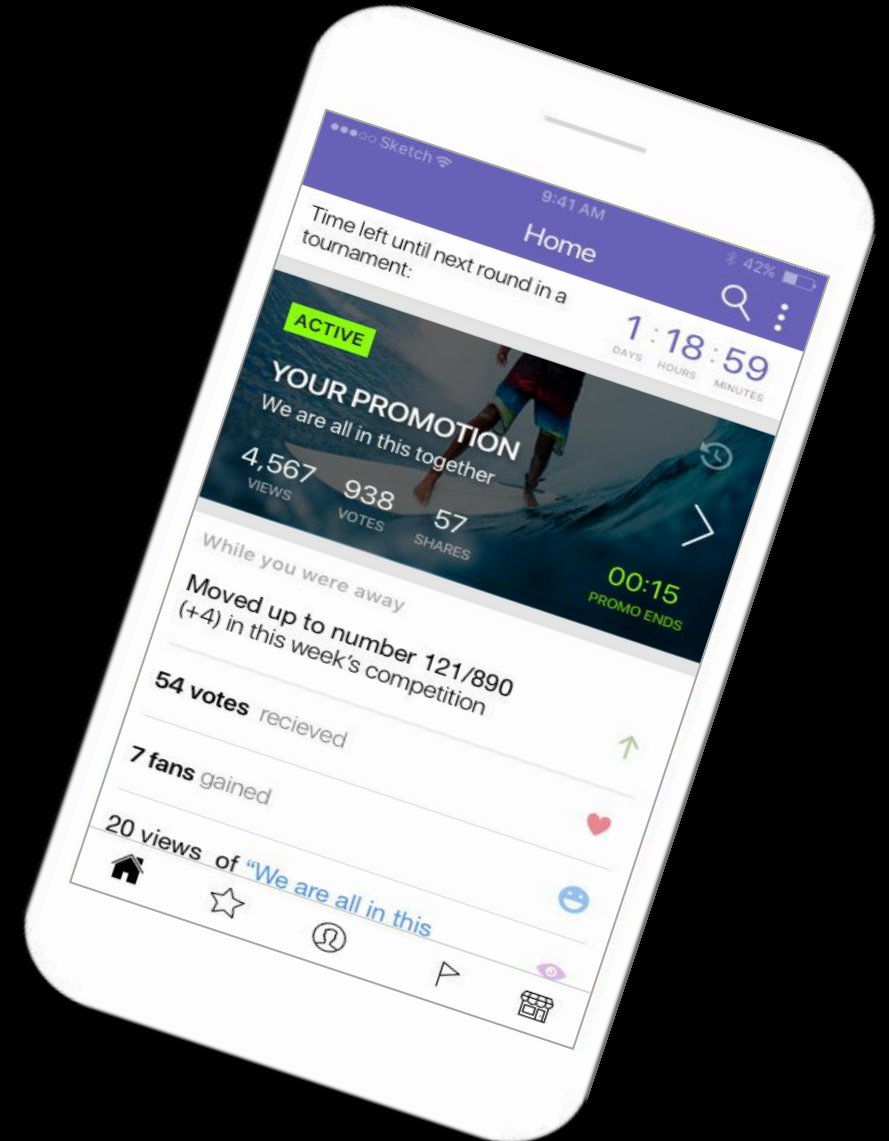


What will this Closed Beta test?

Social Install Loop: Do fans follow a Performer to a new platform? How quickly do they come – and what is the level of engagement/support? If they don't come, what are the sticking points? Where is the friction? This is highly valuable to the Performer, as they shall have a qualitative sense of their audience's loyalty quotient.

Closed beta will also surface any potential sticking points with the social/install loop

Early Retention: Identify sticking points in on-boarding experience for users. Test, learn, improve entire First Time User Experience (FTUE) which is critical to adoption and retention methodologies.



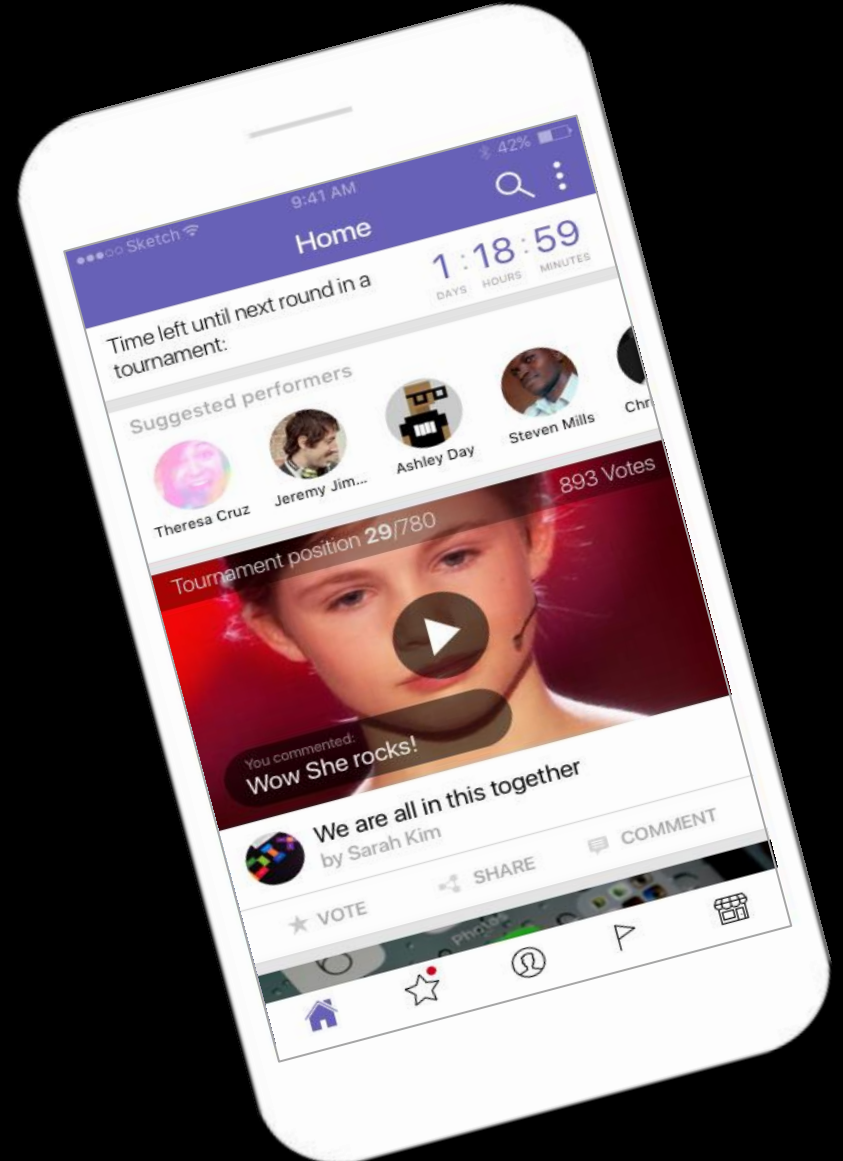
What our Closed Beta is not

Closed Betas are not a complete product with a robust feature set. Too many features can result in data that is hard to get an exact read on, since users could be reacting (negatively or positively) to any combination of features.

Best to start with a reduced feature set that delivers very clear data signals. Product Teams obtain clear directions to implement improvements and features. Mobile App technologies support iterative product development. This is how, and why, they work so well.

Closed beta tests are not a Focus Tests. Focus Tests are generally with a smaller set of users that provide more in-depth feedback. Focus Tests are great for testing concepts, since it allows product teams to get a fresh perspective on initial direction.

Since Focus Tests are with a small subset of users they can deliver a minority message that can send teams in the wrong direction once a concept has been locked.

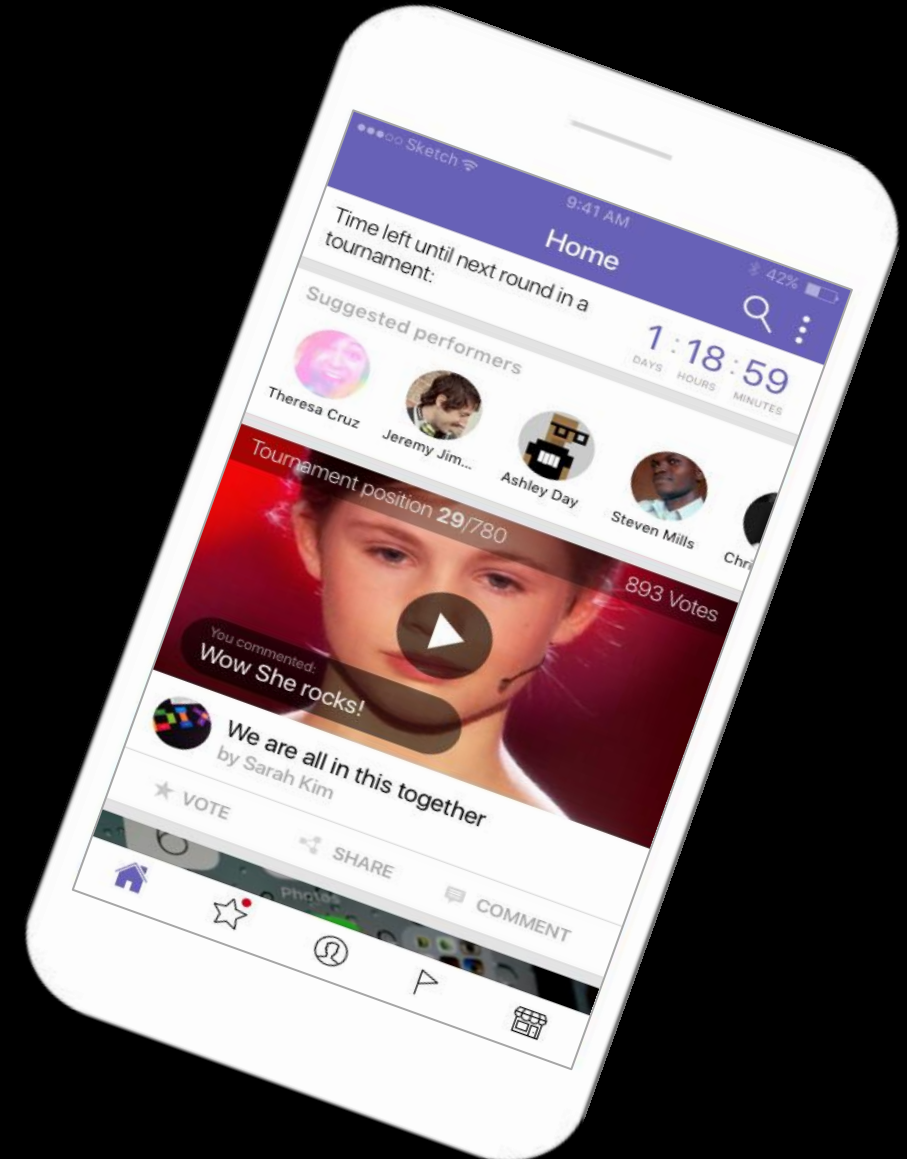


What will this Closed Beta not test?

Social Long Term Retention: Before developing more meta features and deeper fan engagement we need to determine how users react to our core feature set - via a basic tournament.

This will result in better long term mechanics.

Monetization: Monetization is usually not tested and iterated on until retention metrics and mechanics are known, optimized and locked down solid.



Dion Sullivan

Managing Director/CEO/Co-founder

MSM Corporation International Ltd

dion@msmci.com

