

## **World-Class Ex-Netflix Data Scientist Appointed to Advisory Board**

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### **Highlights**

- **Ex-Netflix Data Scientist Antonio Molins appointed to Advisory Board, substantially strengthening the technical capabilities of the Company**
- **Outstanding data analytics background, including roles as a Senior Data Scientist at Netflix and a heavily quantitative role at Goldman Sachs**
- **Mr Molins will provide substantial expertise to the Company's data analytics function, a key component of enhancing the user experience**
- **He joins the already high calibre Advisory Board, further validating the Company's product offering and potential**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce that world-class Data Scientist Antonio Molins has joined the Company's Advisory Board, substantially strengthening its technical capabilities.

Mr Molins is an expert in technical areas that are key to delivering the Company's disruptive Megastar Millionaire platform, including statistical modelling, optimisation, information retrieval, large-scale machine learning and data mining.

Currently, he is the Vice President of Data Science at Miroculus, a life sciences company that has developed an accurate, easy to use, non-invasive and affordable microRNA detection platform with substantial applications across the healthcare sector, including in the diagnosis and monitoring of diseases at a molecular level.

Most notably, Mr Molins was a senior data scientist at Netflix, a world leading provider of film and television services. A number of Mr Molins' achievements at Netflix have direct applicability to improving the user experience of the Megastar Millionaire platform.

At Netflix, Mr Molins rose to the role of Research Manager of Discovery Algorithms Science, where he managed a talented research team that developed the algorithms that helped drive the Netflix user experience, including the personalisation of the home page, search recommendations and top picks row. Additionally, Mr Molins holds a patent in personalised Markov chains.

Prior experience includes his role as an Associate in market risk modelling and analysis at Goldman Sachs, where his work evaluated price verification of derivative instruments and the impact of price differences across the firm's portfolio. Prior to this, he was a Research Assistant at the Neuroscience Statistics Research Lab, at the Massachusetts Institute of Technology (MIT).

Mr Molins holds a PhD in Medical Engineering and Medical Physics from the Harvard/MIT division of Health Sciences and Technology and a Masters of Electrical Engineering and Computer Science from MIT.

The Company has significantly enhanced its Advisory Board in recent weeks, with two high profile appointments: Pandora Music co-founder, Jon Kraft, and former Electronic Arts and Zynga executive, Jennifer Herman, along with existing members: accomplished TV and film producer, Mr John Baldecchi and Mr Michael Pole, a studio executive with over 25 years managing the development of hit video games.

Mr Molins' appointment adds yet another level of high calibre expertise to help guide the Company and provide strategic advice to MSM as it prepares to launch its flagship online talent competition platform, Megastar Millionaire (expected in Q1 2017).

As with the other recent Advisory Board appointments, Mr Molins has been issued 300,000 unlisted MSM options exercisable at \$0.15 on or before 18 March 2020.

**MSM Managing Director, Dion Sullivan states;**

"We are pleased to welcome an individual of Mr Molins' extremely high calibre to the Advisory Board of MSM. With his strong quantitative background and expertise across the broad array of data analytics specialities, along with his experience at Netflix, means Mr Molins will be a substantial asset to the Company. We look forward to his contribution to enhancing the user experience of the Megastar Millionaire platform."

**Commenting on his appointment, Antonio Molins states;**

"The Megastar Millionaire platform is a completely disruptive technology platform in a highly successful talent competition format and I look forward to contributing to its success. As with Netflix, the Megastar Millionaire digital technology platform is ideal for the type of optimisation that data science offers."

**-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.