

## Megastar Millionaire Platform Optimisation

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### Highlights

- **Development of the Megastar Millionaire platform is continuing at a sustained and rapid pace, following the delivery of the prototype platform in May**
- **Clear development pathway with two near-term value creation milestones ahead:**
  - **Qualitative ‘Friends and Family’ testing - underway, expected to report in June**
  - **Quantitative research by leading entertainment research company, HUB Entertainment Research - commenced and set to report in July**
- **Outcomes to guide further substantial development and optimisation of the platform to maximise reach and ensure the best possible user experience**
- **Launch of the Megastar Millionaire platform remains on track for Q1 2017**

MSM Corporation International Limited (“**MSM**” or “**the Company**”) (ASX: MSM), a leading digital technology and entertainment company, is pleased to provide an operational update and report on the development progress made with its first product offering, the Megastar Millionaire platform.

Following the delivery of the prototype platform in early May 2016, the Company has commenced two key value creating milestones, undertaking both qualitative system testing and quantitative research that aim to provide the optimal user experience of the platform.

In addition, the Company will be commencing closed data testing, in the form of a small competition that uses a near final version of the platform, starting in Q3 2016. This is the final major milestone prior to the launch of the platform, which remains on schedule for early 2017.

### Qualitative ‘Friends and Family’ testing

The Company is currently undertaking qualitative “Friends and Family” testing. The prototype Megastar Platform is being tested by a group of close associates of the Company who will provide qualitative anecdotal feedback aimed at debugging the platform and enhancing the user experience.

The purpose of Family and Friends is to ensure the initial interface and playing mechanics are functional and in basic working order. This will subsequently allow for significant planned enhancements to be built into the platform ‘bug-free’.

The results of the Family and Friends testing are expected to be reported in mid-June.

**Quantitative research providing strong third party validation**

The quantitative research commenced in late May and involves 4,500 participants who will use the prototype platform. The results from the research will add significant value to the existing platform, with key optimisations of the platform set-up and enhancements to the user experience expected. Importantly, it will deliver insights to increase user 'stickiness' by allowing the Company to mitigate platform inefficiencies that can result in user churn.

**Sophie McGill (Executive Director for Asia Pacific) said;** "Testing and research are fundamental to the development of any platform. Understanding what the user wants and how they will use the platform instrumentally helps define the final product offering. You wouldn't build a house without architectural plans – nor would you build a platform without fundamentally understanding the final product."

Given the size of the participant panel, the research results allow it to be statistically significant to 1.5 billion potential participants, providing strong user validation. Additionally, as third party research is from a well respected, industry research company, it will provide substantial concept validation.

The results from the quantitative research are expected to be released in July 2016.

**Managing Director, Dion Sullivan commented;** "By conducting both our Friends & Family testing and quantitative research we will be able to provide the best possible user experience and maximise the platform's reach upon launch of the Megastar Millionaire product in early 2017. MSM is committed to offering a world class digital entertainment experience for our users and we look forward to reporting the findings of the research in the coming weeks and months."

**-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.