

EAS Advisors Appointed as Strategic US Based MSM Partner

MSM Corporation International Limited (“**MSM**” or “**the Company**”) (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce the appointment of leading US-based advisory firm, EAS Advisors LLC.

EAS Advisors has been mandated to provide equity capital market services and assist the Company with building its investor profile in the US, with a view to introducing appropriate US investors and strategic partners to the Company in the coming months.

EAS Advisors are a leading US-based advisory firm that have successfully developed strong partnerships with many growth focused ASX listed companies, such as Yowie Group Limited and Liquefied Natural Gas Limited - and have provided significant equity capital market services to these companies.

EAS founder Edward Sugar said;

“We are delighted to be working with MSM and see great potential for its future growth. With its innovative Megastar Millionaire competition platform nearing launch in early 2017, we believe the time is right to introduce the Company to US based investors and strategic partners. We are excited to be part of the journey ahead.”

MSM Co-Founder and Managing Director, Dion Sullivan commented;

“The continuing momentum that MSM has built toward the launch of our first product, Megastar Millionaire over the last 9 months is a satisfying achievement. Successful ventures are the product of hard work and strategic, long view approach. By partnering with EAS, a proven market influencer, I view this as another critical step on the path to success. We are very excited about the product’s global potential and as such, am delighted to be partnering with EAS to ensure that we reach a wide strategic investor audience.”

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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.

About EAS Advisors

EAS Advisors, LLC is a private, New York-based boutique investment consulting firm providing a unique service to small and mid-cap companies operating in selected industry sectors. The foundation of EAS's business is built on industry knowledge, and strategic insights into capital markets and pools of traditional and alternative sources of capital. In addition to exposure to US investors, EAS provides ASX listed companies with access to local industry contacts to enhance their growth and expansion. EAS's securities, brokerage and investment banking services offered by Odeon Capital Group LLC - Member of FINRA/SIPC/MSRB.