

QUARTERLY ACTIVITIES REPORT

Period ended 30 June 2021

HIGHLIGHTS

- During the Quarter, MSM continued to progress the documentary requirements in relation to the proposed merger with strategic partner, Riva Technology and Entertainment Limited ("RTE"), which is subject to re-compliance with the admission and quotation requirements of ASX, to create a global digital media entertainment, Esports and gaming business
- Esports company, Galaxy Racer and RTE's 70% owned mobile game publisher and developer Firefly Games set themselves for the impending growth in the Australian mobile gaming market
- The initiative from Firefly Games follows the exceptional response to Galaxy Racer's successful Australian Esports tournament held during the Quarter which recorded over 1,000,000 impressions globally and most prominently in the Oceania region
- RTE continued to invest in key strategic businesses which complement their global 360-degree gaming and Esports ecosystem with a brand licencing deal with the iconic comic book series publisher Dark Horse Comics
- RTE set to collaborate with Dark Horse Comics to produce multiple mobile games based on the successful *The Umbrella Academy* comic books and Netflix series
- MSM signed binding MoU with Recast Sports Limited to provide gamification and advertising solutions to assist in the monetisation of Megastar Version 2.0 content on their pioneering direct-to-customer video platform, Recast
- The partnership will give MSM access to Recast's existing users who currently engage with the platform for everything from clips from the World Parkour Championships to exclusive Manchester City FC content
- Megastar Version 2.0 to be live streamed exclusively in Australia and New Zealand on Recast later this year

MSM Corporation International Limited ("MSM" or the "Company") is pleased to release its Quarterly Activities Report for the three month period ended 30 June 2021.



RTE Merger

During the Quarter, the Company continued to progress the documentary requirements in relation to the proposed merger with strategic partner, Riva Technology and Entertainment Limited ("RTE"), which is subject to re-compliance with the admission and quotation requirements of ASX, to create a global digital media entertainment, Esports and gaming business.

Since establishing a strategic partnership with The Riva Group in 2017, MSM has developed a multi-faceted relationship with RTE, including an existing 10% equity interest in RTE as well as secured, first ranking interest free loan notes in RTE totalling US\$1.05M.

The merger of RTE and the Company is expected allow the Company to reduce the costs, time and barriers to entry for the commercialisation of the Megastar Version 2 platform in the mobile gaming and Esports space given RTE's significant expertise and growing presence in the entertainment, media and technology sectors.

Firefly Games Inc

During the Quarter, RTE's 70% owned mobile game publisher and developer, Firefly Games announced its intentions to grow the mobile gaming market, with particular attention in the Australian and Oceania markets, by launching a competition promoting its mobile game *Zombie Rollerz: Pinball Heroes*.

As announced on 8 and 9 December 2020, Firefly Games' *Zombie Rollerz: Pinball Heroes* was featured by Apple globally across all regions on Apple Arcade achieving over 30 million impressions, over 325,000 page views and a Day 1 retention at 45% in the first three days of launch.

The initiative from Firefly Games follows the exceptional response to RTE's associated Esports company, Galaxy Racer's successful Australian Esports tournament held in April 2021 which recorded over 1,000,000 impressions globally, most prominently in the Oceania region.

Over 1,500 players registered for Galaxy Racer's Australian tournament which amassed over 35,000 live views making this one of the highest ever viewed independently held Esports events in the Oceania region with the \$10,000 awarded to the winners also representing the biggest independent prize pool for the Oceania region.

The social media-led *Zombie Rollerz: Pinball Heroes* competition offered prizes for those posting creative captions on social media that match the cartoon strip advertised on the promotional website.

Dark Horse Comics

During the Quarter, RTE continued to invest in key strategic businesses which complement their global 360-degree gaming and Esports ecosystem with a brand licencing deal with the iconic comic book series publisher Dark Horse Comics.

The brand licencing deal will see RTE producing multiple mobile games based on the successful *The Umbrella Academy* comic books and Netflix series.

Dark Horse Comics was founded in 1986 with the goal of attracting the industry's top talent through a business model acknowledging the rights of comics creators. In the 35 years since Dark Horse Comics was founded, the company has grown to become the third-largest comic publisher in the United States, amassing an ever-growing, enthusiastic fan base with series including *Aliens*, *Predator* and *Star Wars*.



In 2007 Dark Horse Comics launched *The Umbrella Academy* comics and won numerous awards over the course of two mini-series. In early 2019 *The Umbrella Academy* television series premiered on Netflix and in April 2019, Netflix reported that 45 million households had watched season one during its first month of release, thus becoming one of the most streamed series of the year.

Recast

During the Quarter, MSM signed a binding MoU with Recast Sports Limited to provide gamification and advertising solutions to assist in the monetisation of Megastar Version 2.0 content on their pioneering direct-to-customer video platform, Recast.

Recast connects rights holders, fans and brands on one single platform by combining the ability to watch sports and Esports from any device with the potential to earn in-app credits called 'Casts' - for both viewers and rights holders - through microtransactions on the Recast Application.

MSM has been working with strategic partner, RTE on the launch of Megastar Version 2.0 which is expected to deliver a more gamified and interactive experience skill based competition with eSports and mobile gaming. RTE's introduction to Recast is expected to deliver a gamified model for a more interactive experience for fans. Contestants will upload videos of their talents in music, dance, sports, comedy, magic and variety. Fans will then vote for their favourite entrants via the over-the-top (OTT) Recast platform.

The partnership will give MSM access to Recast's existing users who currently engage with the platform for everything from clips from the World Parkour Championships to exclusive Manchester City FC content.

As consumption and payment patterns continue to evolve, Recast has secured rights holders around the world looking to monetise their video content.

As Recast continues to develop its OTT platform, rights holders can create a free account within one minute and start benefiting from an incentivised sharing model using micropayments via a platform that, unlike other social media platforms, is free from abuse.

Intellectual Property

During the Quarter, the Company continued to advance its intellectual property assets to maximise the benefit of the Megastar platform concepts in the global digital technology and entertainment industry, in particular for utilisation of the Megastar online platform for mobile gaming and Esports, including the Recast application.

Corporate

During the Quarter, the Company received the fourth loan repayment of US\$150k from The Riva Group of the US\$1.5M waterfall loan note with regular repayments to follow. The Company has applied these funds for general working capital.

Project expenditure has continued to be managed in conjunction with the Company's available working capital. In accordance with ASX Listing Rule 5.3.5 the Company advises that payments made to related parties and their associates included director and company secretarial fees (\$42k).

This announcement is authorised by the MSMCI Board.



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ABOUT MSMCI

MSM Corporation International Limited ("MSMCI") is an online entertainment company that specialises in building and launching new digital entertainment products. MSMCI partners with local operators in non-English speaking markets to maximise the reach of its products and services globally.

MSMCI's first product to delivery was Megastar, a global, mobile-first talent competition, featuring performers of any category, who competed to win one Million US Dollars, a role in a film and various other prizes. Winners are chosen by fans voting in the competition through the Megastar App.

The first Megastar competition launched in core markets with the App available for download from the Apple and Google Stores. MSMCI will now capitalise on this platform by optimising the Megastar 2.0 version through the strategic partnership with The Riva Group's already established portfolio of industry specialists in Esports, gaming, user acquisition, IP delivery and infrastructure.

The Megastar Version 2.0 platform is planned to deliver a more gamified and interactive experience skill based competition with Esports and mobile gaming under the license agreement executed with Riva Technology and Entertainment Limited in conjunction with Esports organization, Galaxy Racer.

ABOUT RECAST

Recast is a revolutionary direct-to-customer video platform that connects rights holders, fans and brands on one single platform. Recast combines the ability to watch the best sporting action from any mobile device and the potential to earn in-app credits called 'Casts' – for both viewers and rights holders – through microtransactions.

Rights holders can monetise all their content, from 10-second clips to full live games, without the upfront costs of their own OTT platform. Fans will be able to earn through their engagement by watching adverts or purchase credits and make micropayments directly to rights holders to watch the sports they want. Rights holders can also cash out these credits, meaning they have the opportunity to generate more revenue than any other model.

Instead of buying rights itself, Recast will connect rights' holders directly to fans, allowing an exchange of value through in-app credits called 'Casts'.

The direct-to-customer platform operates as a three-sided marketplace that brings fans, brands and rights' holders together in one place. Recast's unique proposition does not purchase any sports rights, following the success of other exchange models such as Airbnb and Uber in not owning supply but generating value through connection. For further information on Recast refer recast.app



ABOUT RIVA

Founded in 2002, with Headquarters in Dubai and offices across the world from the USA to East Asia; The Riva Group have successfully been delivering the vision of tomorrow for over 15 years. The Riva Group of companies hold an industry advantage in their ability to take every project from concept to execution all housed under one roof. The complementary divisions cover: creative design and development of theme parks, brand and Intellectual Property licencing, 3D animation and visual effects for films, games and TV content.

The Riva Group recently played an instrumental role in the concept, design and development of major theme parks in the middle east, based on world class IP licences. The concepts for one of the parks was inspired by The Riva Group's Chairman; Mr Paul Roy and his Mumbai based celebrity partners who specialise in directing, screenwriting and production for Bollywood and have won numerous awards and international accolades over the last 15 years.

The Riva Group have vast experience specialising in licencing agreements where they have successfully negotiated and arranged for licences for world class entertainment Intellectual Property with; Dreamworks Animation, Marvel, Sony Pictures, Electronic Arts, Lionsgate, Square Enix, Microsoft Studios, Cartoon Network, Capcom and Konami. The Riva Group in partnership with Los Angeles-based Firefly Games have developed the cutting-edge Dreamworks: Universe of Legends Mobile Game where Shrek meets Kung-Fu Panda in a Dreamworks Hero mashup.

ABOUT DARK HORSE COMICS

Dark Horse Comics was founded in 1986 by Mike Richardson as an offshoot of his Oregon comic-book retail chain, Things From Another World. Richardson pursued the idea of establishing an ideal atmosphere for creative professionals, and thirty years later the company has grown to become the third-largest comics publisher in the United States. Dark Horse has revolutionized comics based on popular films with the release of its hit series Star Wars, Buffy the Vampire Slayer, Mass Effect, Aliens, Predator, Conan, Serenity, Dollhouse, and many others.

In 2007, Dark Horse launched The Umbrella Academy, created by My Chemical Romance frontman Gerard Way. Dark Horse and Netflix joined forces in 2018 and in early 2019 premiered The Umbrella Academy television series to worldwide acclaim. For more information refer <https://www.darkhorse.com/>

ABOUT MGA ENTERTAINMENT

Founded in 1979, MGA Entertainment has built a reputation of creating top consumer brands across a wide variety of consumer product categories, continually providing innovative play patterns that appeal to girls & boys of all ages. MGA Entertainment, the world's largest private toy company, has a diversified portfolio of award-winning brands such as L.O.L. Surprise!, Poopsie Slime Surprise, Na! Na! Surprise, BABY born Surprise, Little Tikes, VIRO Rides, Dojo Battle, Num Noms, Project Mc² and Zapf Creation. For more information refer <https://www.mgae.com/>



ABOUT SUB2R

SUB2r is a U.S.-based company with worldwide development and production partners. The founders of SUB2r have a diverse background in technology, design, software, and hardware manufacturing. They successfully brought this highly complex imaging technology from the whiteboard into production. SUB2r cameras are in use around the world with top gamers, content creators, indie filmmakers, studios, and in industrial and scientific applications. For more information refer <https://www.sub2r.co/>

ABOUT ROGUE GAMES

Rogue Games, founded by industry veterans with more than 150+ years of games publishing experience, is a new kind of game company powered by innovative technology and developer-first solutions. Rogue's extensive portfolio of games, which spans mobile, console and PC, features award-winning hit titles including Oz: Broken Kingdom™, Sociable Soccer™, Wild Life: Puzzle Story, Hexaflip: The Action Puzzler, Giant Dancing Plushies, Fisti-Fluffs and many more. The company's most successful game to date is Super Impossible Road, which was published on Apple Arcade, the game subscription service on iOS. Rogue is headquartered in Los Angeles with offices in San Mateo and Seattle. For more information, refer Dean Takahashi, lead writer for GamesBeat at VentureBeat (<https://venturebeat.com/author/dean-takahashi/>) or visit www.rogueco.com.

ABOUT OKLETSPLAY

OkLetsPlay is a U.S.-based company with issued patents for real money Esports tournament and peers based digital gaming competitions, which support hyper-casual and competitive PC, mobile and other games, and gaming platforms. OkLetsPlay supports two of the biggest game titles in competitive Esports - League of Legends & CS:GO, allowing users to compete or organize real money tournaments in a seamless and secure experience. The platform was built on the belief that the competitive Esports scene, along with its community of passionate players and developers, are ready to take the next step in competition and into the cash gaming world. The team behind OkLetsPlay patented and built an out-of-game tech with this belief in mind.

ABOUT GALAXY RACER

Galaxy Racer (GXR) are pioneers of Esports within the changing entertainment landscape. They heavily invest in growing the sport by funding teams, developing talent and content creators. Committed to the game, dominators of the field, inspiring creators - GXR is not only one of the fastest-growing Esports organizations around the globe, but also has the biggest content creator presence in the Arab speaking world and Asia.

Spread across a diverse international roster of 12 teams and 20+ content creators with over 70 Million reach, boasting professionals from 22 countries, GXR strives to be the central hub for all manner of gamers. Since its introduction to the competitive gaming scene in 2019, the team has already established top global ranking status across in the biggest games of the scene, including CS:GO, League of Legends, Dota 2, and PUBG Mobile, Rocket League, Freefire, Valorant and Fortnite. The Australian Esports tournament hosted in April 2021 was streamed on GXR's Twitch channel - <https://twitch.tv/galaxyracerdx>



ABOUT FIREFLY GAMES

Firefly Games was founded in 2015 on the idea that the future of mobile gaming is global and highly community driven. Firefly Games is mobile game publisher and developer for the global iOS and Android market, and most recently have partnered with Apple to bring exciting new titles to the Apple Arcade ecosystem. Since its establishment, they have worked with leading mobile game developers and have partnered with major production film studios on projects for world-renowned intellectual properties (IP) from Skydance Media, Dreamworks Animation, MGA entertainment, and NBC Universal on creating the perfect game for beloved IP. Firefly's team has worked on titles such as Kung Fu Panda, How to Train Your Dragon, Shrek, Madagascar, Terminator: Dark Fate, L.O.L Surprise and more.. The *Terminator: Dark Fate* game is available at <http://fireflygames.com/tdf/> and *Zombie Rollerz: Pinball Heroes* game is available at <http://fireflygames.com/zra/>.

Entries for the current competition were able to be submitted by posting to Twitter or Instagram using hashtag #zombierollerzph, and creative captions that match the cartoon strip advertised on the promotional website <https://zombierollerzphcomp.com/>.

FORWARD-LOOKING STATEMENTS

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