

msmci

presents

Megastar Millionaire

The New Era of
Global Talent Competitions



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Megastar Millionaire “Elevator Pitch”

You Be the Judge

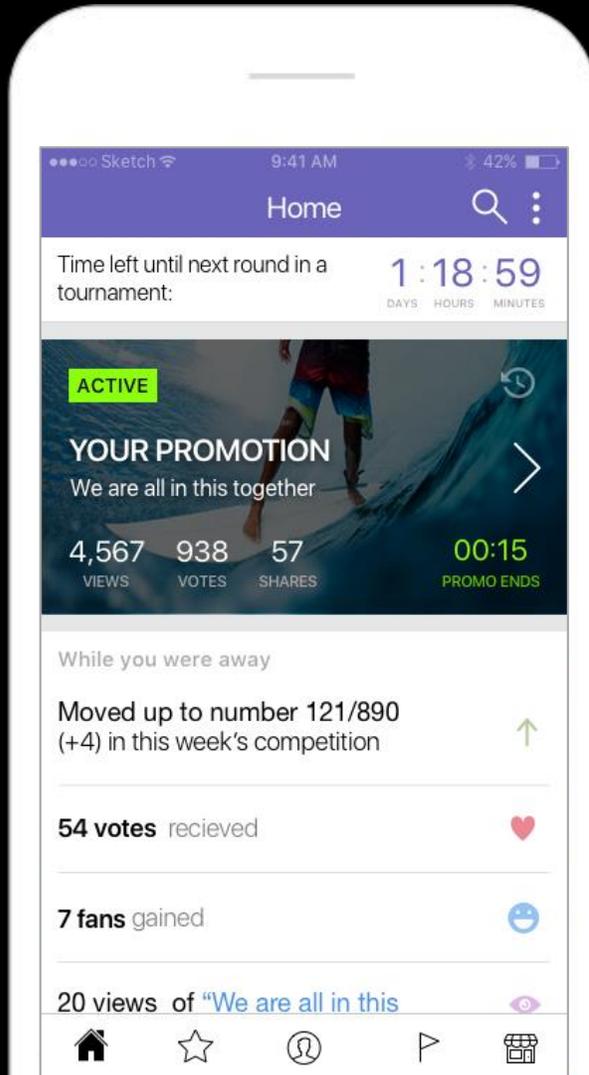
MSM combines the structure of “Got Talent”, with the inclusive elements of Eurovision and the simple video sharing of YouTube, with full integration into Social media platforms to disrupt Talent competitions, Television & social video consumption as we know it.

Capitalising on the popularity of mobile video whilst leveraging the rise of mobile gaming and the amplification of talent across the global social media sphere.

MSM simultaneously rewards performers *and* fans for engaging with the Megastar platform.

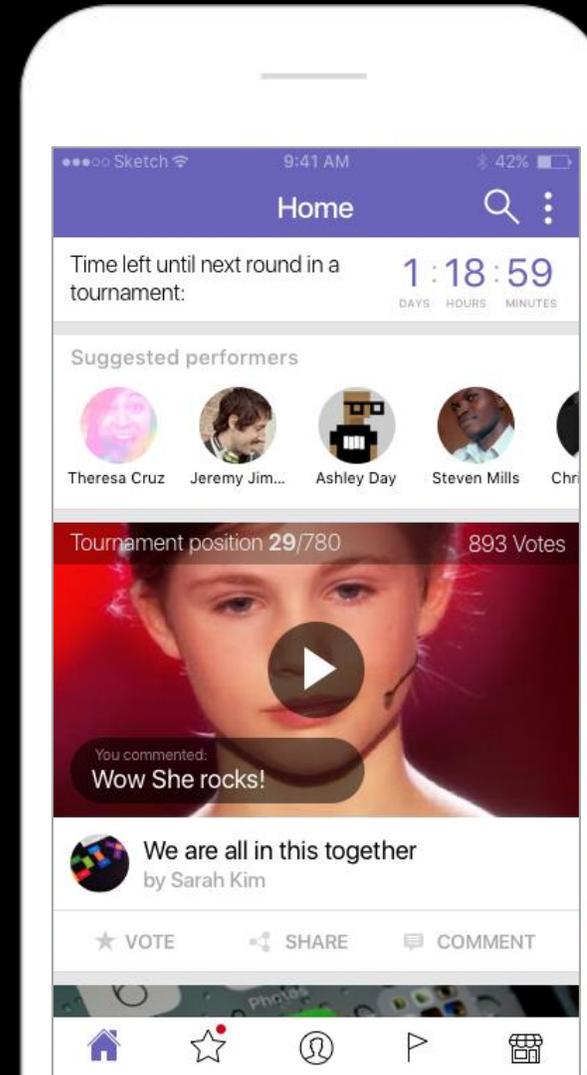


Screen Shots



Contestant Home Page

- ★ Dashboard
- ★ Tournament Status
- ★ Active Promotion
- ★ Vote/Fan/View Count



Fan Home Page

- ★ Dashboard
- ★ Tournament Status
- ★ Promoted Video
- ★ Suggested Performers
- ★ Share/Follow Options
- ★ Top Comments

Emerging Visionary Market

Convergence of three large and growing markets

Online video content

TV viewership is declining rapidly among 18-24-year-olds. It's down 25% since 2011 as viewers migrate to online video content.



Mobile gaming

In 2014, mobile games generated US\$25 Billion worldwide (+43% over prior year). It is the largest gaming segment by revenues, larger than console gaming



Mobile ad spending

is currently \$69 Billion in 2015 and forecast to grow to \$196 Billion in 2019

Talent Shows

American Idol franchise is conservatively valued at US\$2.5 Billion. America's Got Talent is the #1 Network TV show going into its 11th Season (2015)

Leadership



DION SULLIVAN
Managing Director / CEO



DOUG BARRY
Chairman & Adviser
of MSM US



ADAM WELLISCH
Non-Executive Chairman



SOPHIE MCGILL
Executive Director



MARK CLEMENTS
Non-Executive Director &
Company Secretary

Advisors



MICHAEL POLE
Advisory Board Member



JOHN BALDECCHI
Advisory Board Member



JON KRAFT
Advisory Board Member



JENNIFER HERMAN
Advisory Board Member



ANTONIO MOLINS
Advisory Board Member



Tech/Operations



JOSH HEENAN
Executive Producer
of Studio



ERIC CROOK
Director of Engineering



JANET CASAMENTO
Director of Marketing



Unique Value Proposition



Performers

Those looking to grow their social presence and:

- ★ Win the US\$ 1 Million First Prize
- ★ Maintain independence
- ★ Cross sell and promote their career
- ★ Reach global audiences



Fans

Those looking for a fun and rewarding way to interact with new videos and performers:

- ★ Discover, share and promote compelling emerging talent while playing an engaging mobile game
- ★ Win Prizes (including up to US\$50k)
- ★ Participate in Democratic Talent Discovery (fans drive the outcome)

High Profile Strategic Partnerships



ToneDen

Silicon Valley-based music content and community platform developer

MSM's strategic partner in exploding the growth of the platform and nurturing talent



Digital Riot Media

Next generation studio/distribution platform

To provide access to its Hollywood contacts and social media influencers

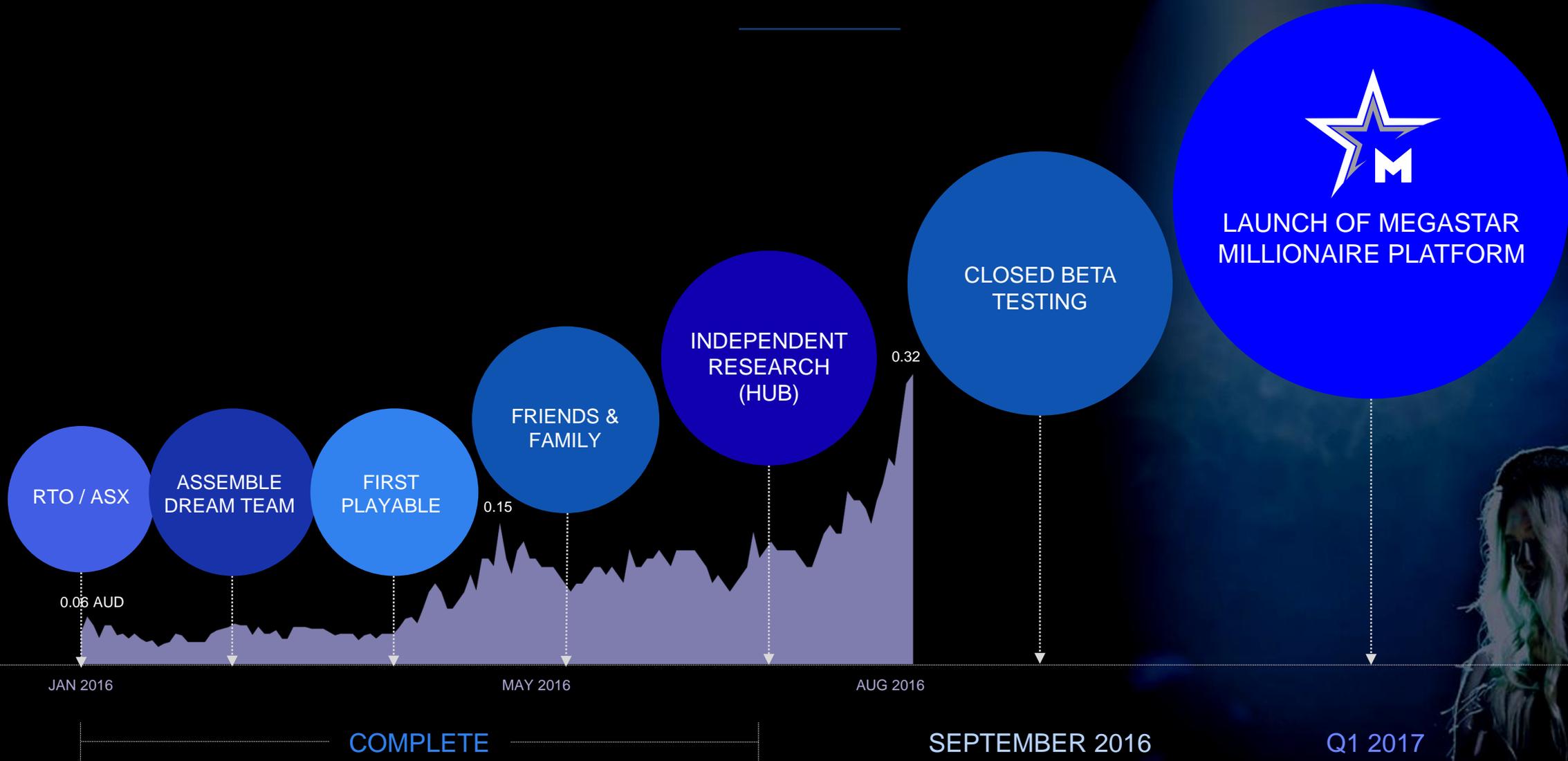


ROAR

Leading Hollywood talent agency

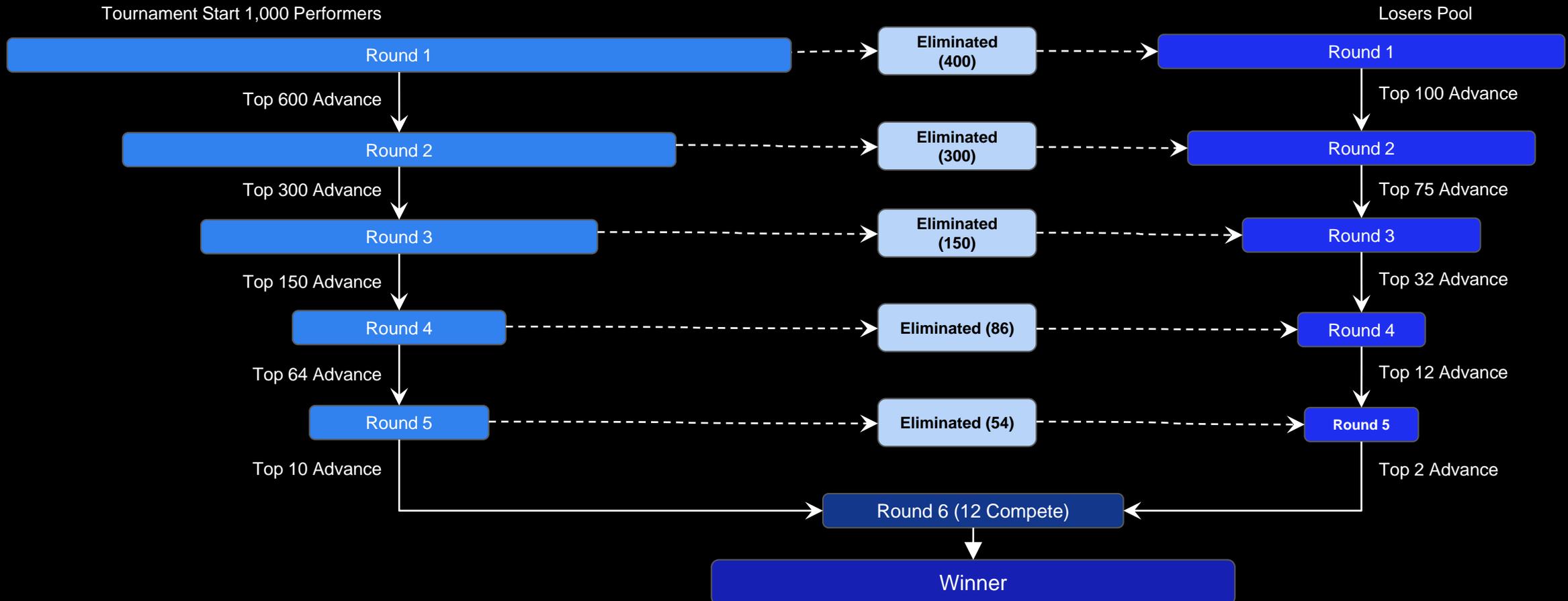
To assist in the brand integration and marketing of Megastar Millionaire

Clear Roadmap to Megastar Millionaire Launch

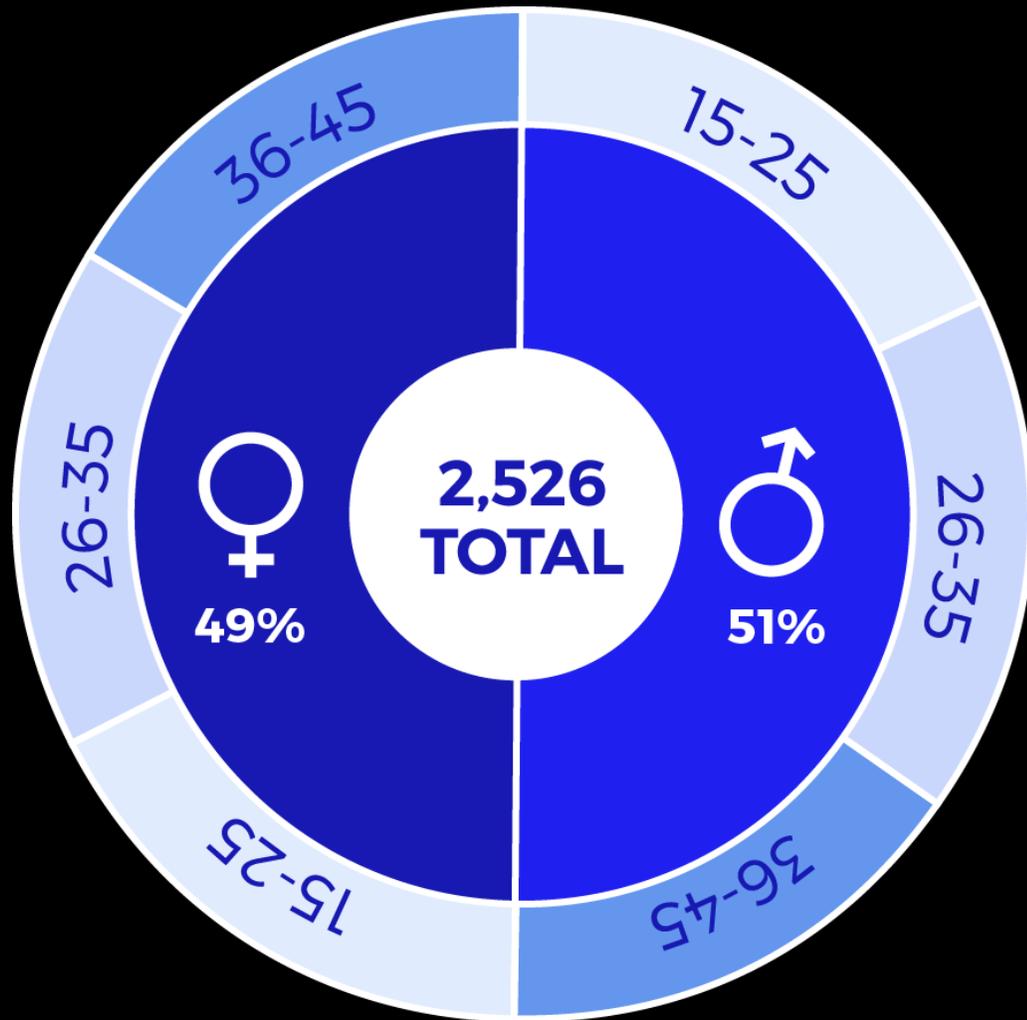


Megastar Millionaire - Closed Beta

Closed Beta Tournament to commence in **September 2016**.
1,000 contestants will be competing for a grand prize of \$10,000.



Qualitative Research Survey Respondents



Use social media regularly



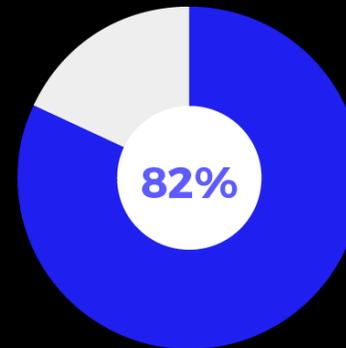
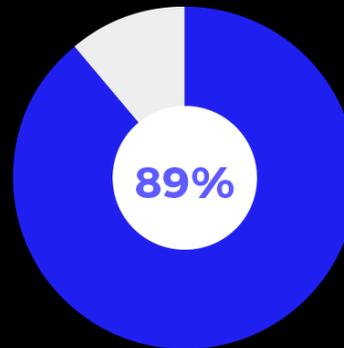
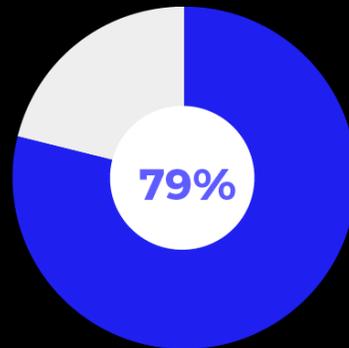
Watch online video of amateur performers at least occasionally

Potential MSM Engagement

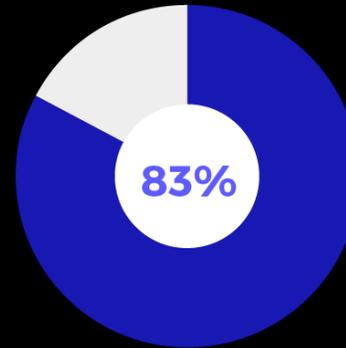
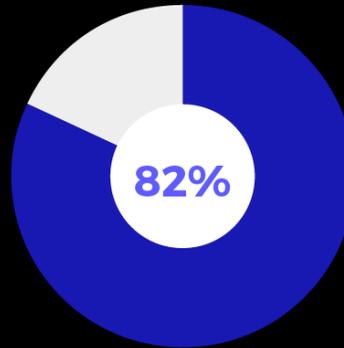
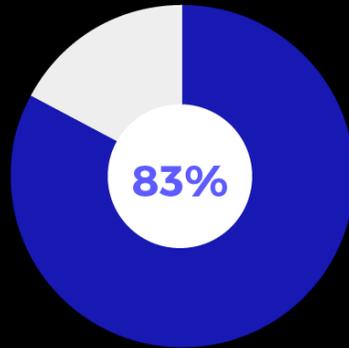
Do you find the Megastar Millionaire idea appealing?

(% appealing or very appealing)

MALE



FEMALE



15-25

26-35

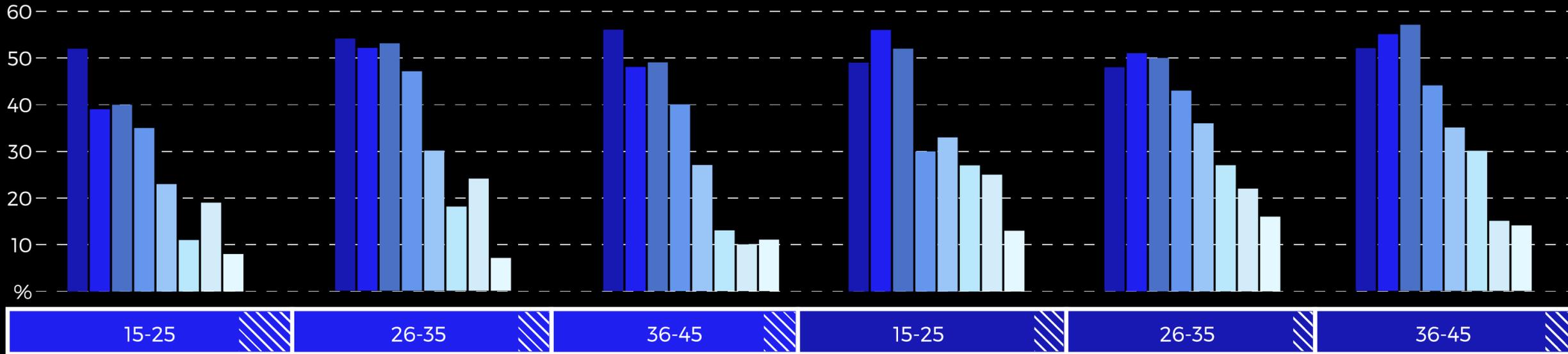
36-45

**Weighted Price
Point Average
Spend per user
USD\$62**

Consumption & Participation

Which of the following shows have you watched regularly when they're on?

- America's Got Talent
- So You Think You Can Dance
- The Voice
- Project Runway
- American Idol
- America's Best Dance Crew
- Top Chef
- Other competition reality show
- None



MALE

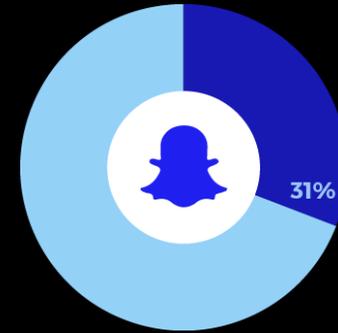
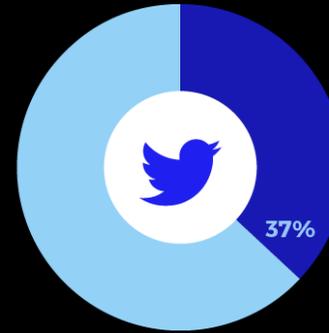
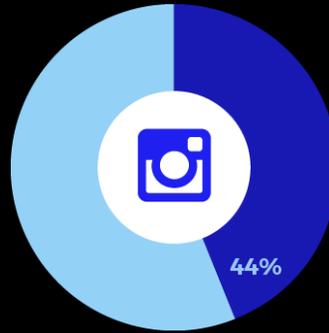
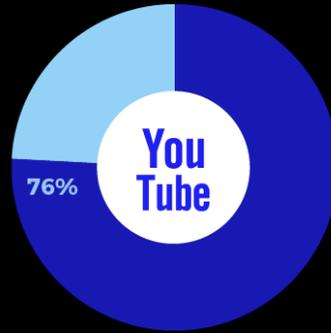
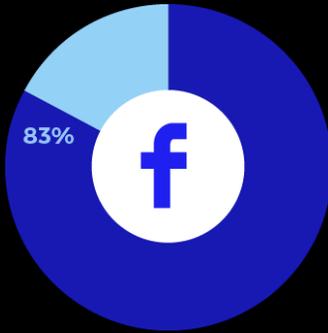
FEMALE

Source: HUB research

Social Media & Video

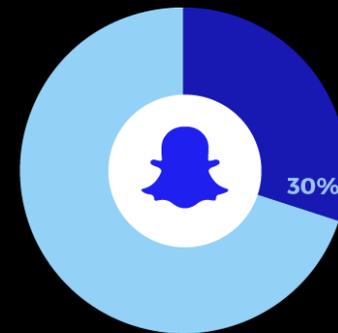
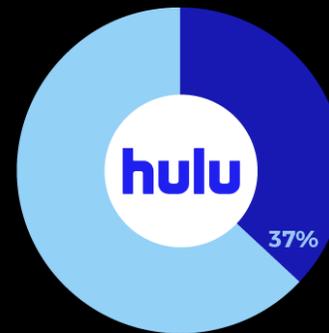
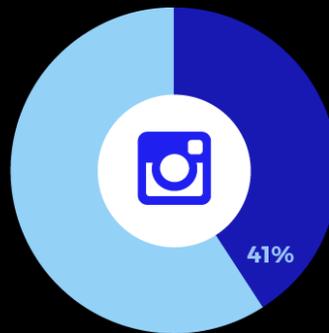
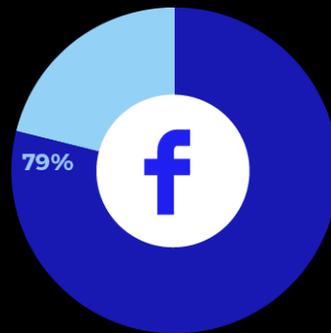
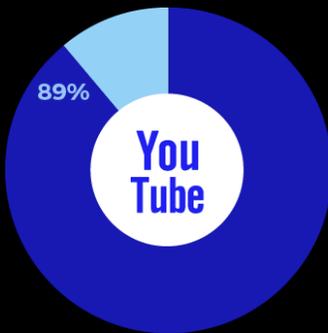
Which social media do you use frequently?
(at least a few times a week)

Media
Engagement



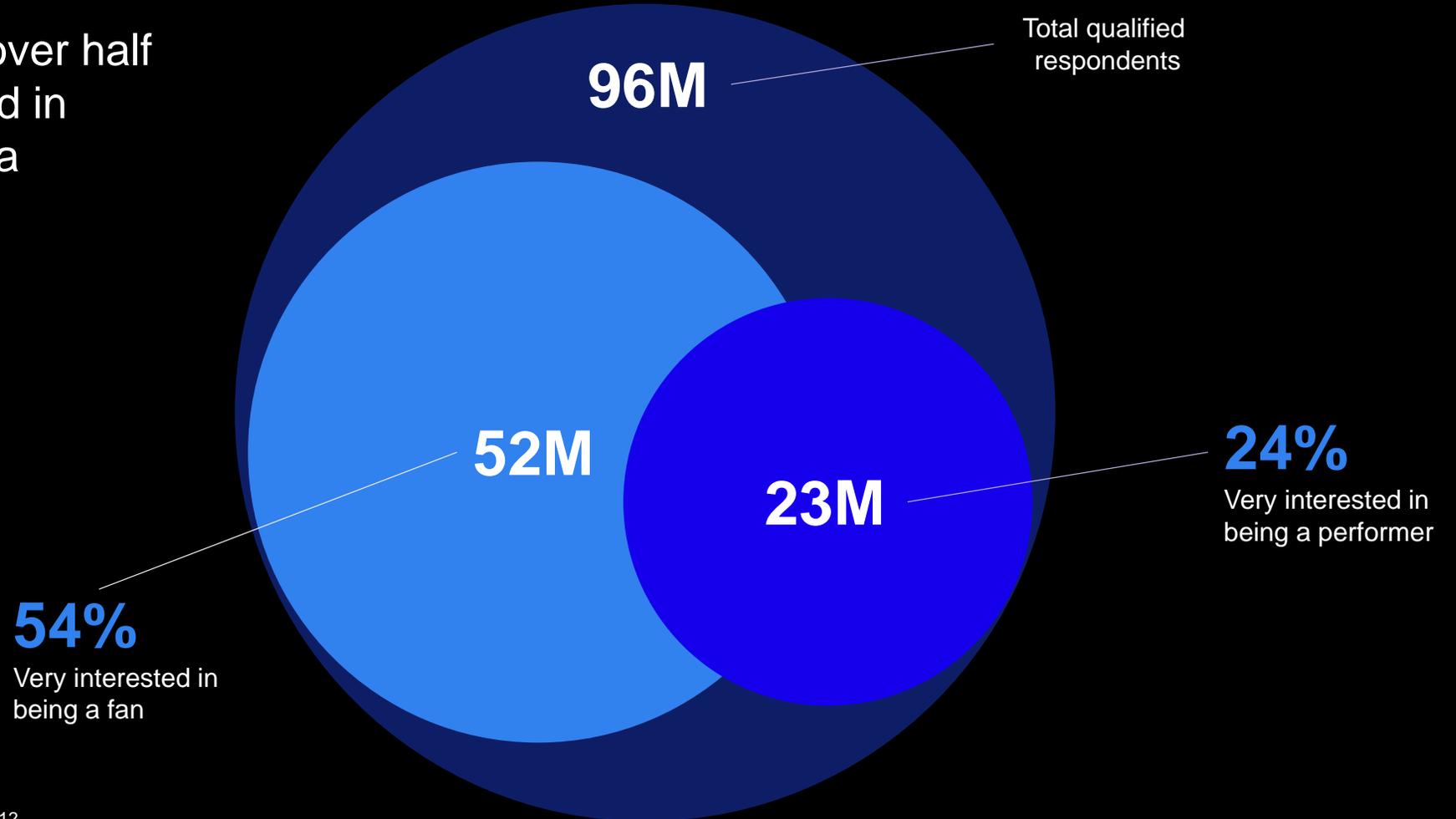
Turning to online videos **OTHER THAN TV** shows, from which of the following sources have you watched online videos in the past six months?

Consumption &
Participation



Market Potential

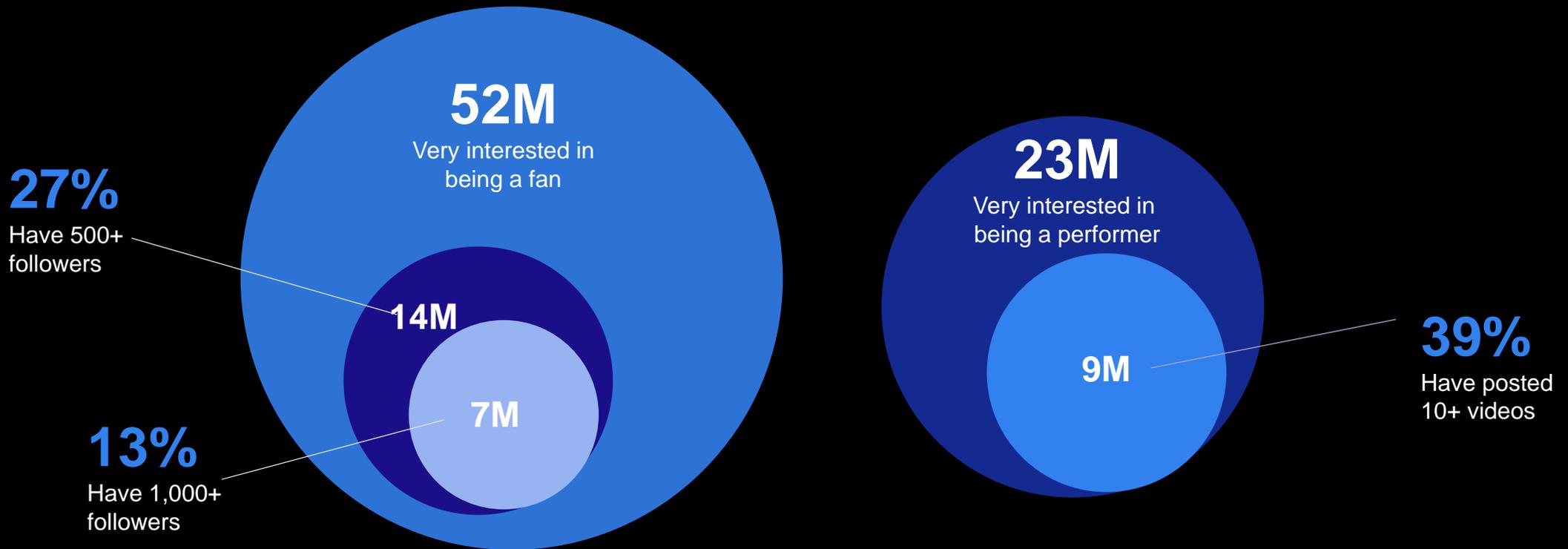
Among US 15-45, over half are VERY interested in being a fan; nearly a quarter in being a performer.



*Source: US Census Bureau, Current Population Survey, 2012

**Based on the estimated potential for the Megastar Millionaire Survey, assuming 100% awareness of the concept.

Market Potential



96M
Total qualified respondents

*Source: US Census Bureau, Current Population Survey, 2012

**Based on the estimated potential for the Megastar Millionaire Survey, assuming 100% awareness of the concept.

MSMCI Corporate Snapshot

MSM Corporation International Limited is an ASX-listed (ASX: MSM) digital technology and entertainment company.

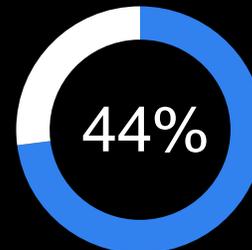


msmci

- + Based in San Francisco, MSM is preparing to launch the world's richest online, mobile-first, talent discovery competition platform in Q1 2017.
- + Megastar Millionaire will connect performers and fans in an innovative and interactive social experience designed to transform, mobilise and individualise the search for new artists.
- + Listed in January 2016 and led by a world class Board and management team, with a high profile supporting Advisory Board.

Shares on issue	195,715,455
Ordinary shares held in escrow until 13 January 2018	89,235,836
Options	75,122,125
Total number of securities (fully diluted)	360,073,416
Share price as at 2 September 2016	A\$0.32
Market capitalisation as at 2 September 2016	A\$115M

Note: 100,000,000 Performance Shares on issue are escrowed until 13 January 2018; 57,000,000 Options on issue are escrowed until either 29 December 2016 or 13 January 2018, exercisable between \$0.10 and \$0.30 and expire prior to November 2019.



Senior Management/Top 20 Shareholders

Media



Business Insider
[Five things you need to know in Australian tech today](#)



Short Press
[Why your brand needs a 'glocal' strategy \(and it's not just a buzzword\)](#)



The Australian
[New gig for Netflix data scientist](#)



AAP
[MSM begins closed tests on Megastar](#)



Short Press
[How to drive online participation with your brand](#)



Business Insider
[One of the Pandora founders has joined the board of this ASX-listed company; running a global talent quest](#)



AAP Entertainment
[MSM board \(picked up by multiple sources including The Australian, Yahoo Finance, etc.\)](#)



The Age
[Megastar Millionaire: The global reality talent show that lets you be the judge](#)



The Australian
[Hi-tech, low-value start-ups flock to the ASX](#)

Market Opportunity

Capitalising on rapid increases in
online video consumption

\$248.5B

Significant emerging
market opportunity
exceeding US\$248.5bn
by 2019

\$196B

mobile ad spending
expected to reach
\$196bn in 2019

\$52.5B

mobile gaming market
worth over \$25bn in
revenue in 2019

Positioned for Success

1

Track record of strong operational delivery

A clear roadmap to product launch by Q1 2017

2

High profile strategic partnerships

ToneDen: Silicon Valley-based music talent platform

Digital Riot Studios: Next-gen movie studio/distribution platform

ROAR: leading US talent agency

3

Phased revenue strategy

Multi fold revenue opportunities include;

- Entry fees (pay to play)
- Winback tournaments
- In App purchases (US\$22B in 2015); common practice in social gaming
- V4VC (Video for Virtual Currency Advertising)
- Predictive Big Data resale

4

First mover advantage

No direct competition in the global online social gaming sector

5

Proven management team

MSM has a highly connected team of digital marketing, online entertainment and technology-based experts to deliver the next evolution in talent competitions

Celebrity Judging

Plans to prominently feature celebrity judges to provide feedback on content uploaded by performers.

The Company is actively engaged in the search for well known celebrities, to be announced Q4 2016.



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