

## GLOBAL MEDIA PROGRAM - PR APPOINTMENTS

### HIGHLIGHTS

- + World-class entertainment public relations (PR) firms appointed to strengthen the Company's capabilities across key geographies, specifically the US and the UK
- + Final preparations are underway for the commencement of Megastar's global marketing and media program, leveraging its 130M social media audience reach
- + The program will be one of the largest programs ever conducted to promote a mobile App
- + New global PR team will coordinate Megastar's global media program in collaboration with headline talent and judges

Digital technology and entertainment company, MSM Corporation International Limited (ASX: MSM), is pleased to announce the appointment of two more world-class entertainment PR firms, to drive PR in the US and the UK, as the Company prepares to commence its global marketing and media program.

The Company is now in the final stages of preparation to commence one of the largest global marketing and media programs ever seen for a mobile App.

These key appointments provide the Company with world class capabilities in public relations and Megastar is now well positioned to leverage its recent celebrity and sponsored performer appointments to create massive amplification of the promotion of Megastar's world-first talent competition. The program will combine traditional mass media as well as highly targeted, content-driven, direct engagement of Megastar's social media audience of over 130M followers.

In addition to the existing Australian agencies already engaged by MSM, Rogers & Cowan has been appointed to roll out Megastar's PR campaign in the United States and 3 Monkeys Zeno is responsible for the execution of the Company's UK campaign. Further details regarding the firms are below.

- Rogers & Cowan is a leading entertainment PR and marketing communications agency creating relevance for its clients in the cultural conversation and connecting them to their audiences for greater levels of engagement. The agency works with a diverse roster of clients ranging from A-list celebrities to content creators and consumer lifestyle brands, to construct traditional and social media campaigns that support brand initiatives. Rogers & Cowan represents over 250 A-list celebrities from John Boyega to J Balvin and brands from McDonalds to Mastercard.
- 3 Monkeys Zeno, part of the global Zeno Group, is a global, integrated communications agency born from PR. From its base in London it works for clients in the UK providing media relations, social media, events, experiential projects and influencer engagement for clients including Netflix, Schweppes, Budweiser and Lenovo Moto.

The Company's press and media campaign will now be coordinated via a global team incorporating these new appointments.

#### **MSM Executive Director Asia-Pacific, Sophie McGill commented;**

"With the recent release of the Megastar App in multiple geographies and the impending commencement of our global marketing program, MSM has significantly strengthened its global PR capabilities. This comes at an important time for the Company as we make final preparations to launch a massive global media program around our headline talent and judges."



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## FOR FURTHER INFORMATION, CONTACT:

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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 to audiences in the US, Great Britain, Australia, Canada, New Zealand and South Africa. MSMCI partners with local operators in non-English speaking markets to maximise the reach of its products and services globally.

MSMCI's flagship product is Megastar, a global, mobile-first talent competition, featuring performers of any category, competing 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 launches in MSMCI's six core markets with the App available for download from the Apple and Google Stores. Additional Megastar competitions will subsequently launch in non-English speaking markets via partnering and licensing agreements.

Megastar was founded by Adam Wellisch and Dion Sullivan in February 2014 and listed on the Australian Securities Exchange becoming MSMCI (ASX:MSM) in January 2016. The Company is currently headquartered in Sydney, Australia and Oakland, California, USA.

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