

Industry Leading Technical Development Hires

Highlights

- **MSM more than doubles its technical team with five new key hires, adding exceptional design media and engineering capability to the team**
- **The new hires have a combined more than 38 years of technical, social and mobile development between the five**
- **The expanded team will focus on driving user adoption, engagement, performance analytics and optimising the user experience**
- **Signals near-term product launch of its flagship online talent competition and engagement platform, Megastar Millionaire**
- **Appointment of such high calibre employees is a strong endorsement of the Company's strategy, offering and commercial potential**

MSM Corporation International Limited ("MSM" or "the Company") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce it has strengthened its technical development team with five key new hires, adding a Lead Senior Mobile Developer, a Lead Game Designer, a User Interface Designer, a Front End Engineer and a Quality Assurance/Systems Engineer to the technical team.

Through the new hires, MSM has more than doubled its technical team. This is ahead of the launch of its first product offering, the world's richest online, mobile-first, talent discovery competition platform, **Megastar Millionaire**, expected in Q4'16/Q1'17.

The appointment of such high calibre employees serves as a strong endorsement of the Company's growth strategy, product offering and its commercial potential.

Through their extensive experience, all new hires have contributed significantly to the user acquisition (measured as Daily Active Users or DAUs) within their respective game titles, which Megastar Millionaire shall be leveraging. New additions to the technical development team include;

- **Igor Ginzburg, User Interface/User Experience (UI/UX) Director:** Mr. Ginzburg has a decade worth of Interactive Design Media expertise. He has worked with US and Israeli based companies, including **AOL, Finotec, Qwiji and GroupOn.**
- **Mitch Zamara, Lead Game Designer:** Mr. Zamara has been a social/mobile game designer for seven years, working on innovative and engaging social/mobile games for companies such as **NetEase** and **Zynga**. Mr. Zamara's biggest title to date was CityVille - became (at the time) the biggest Facebook game ever. 100m Monthly Average Users (MAUs), 20m DAUS.

- **Jordan Lee, Senior Mobile Developer:** Mr. Lee has been developing in the mobile space since 2006. He has developed for a number of multi-national mobile gaming companies, most recently the Korean Gaming Development company, NEXON. Mr. Lee's titles included; Dominations (1.5m DAUs) and Millionaire City (2m DAUs). Mr. Lee has been involved in all aspects of mobile technology development; from architecture to deployment.
- **Dwayne Beck, Global Quality Assurance/Systems Senior Manager:** Mr. Beck has held positions with major mobile gaming and entertainment companies including; **Disney Games, Booyah!** and **Nexon Mobile**. Mr. Beck has run Quality Assurance oversight both in the US and Korea. Mr. Beck was QA lead on Dominations (1.5m DAUs) and Mobsters 2; Vendetta (560k DAUs).
- **Jay Friedman, Senior Web Developer** Mr. Friedman has been a front end engineer for more than fifteen years, in the Silicon Valley. Mr. Friedman will be responsible, in part, for the "look and feel" (operationally) of Megastar Millionaire, as well as the maintenance and performance of www.msmci.com and www.megastarmillionaire.com. Mr. Friedman has significant user interface engineering experience in roles for: **SONY Games, Electronic Arts, VISA/Playspan** and **Google**, as one of the engineers that helped develop **Google Voice**.

Managing Director, Dion Sullivan states; "I am delighted we have secured such high calibre engineers and designers for our technical team at this critical point in MSM's journey. Megastar Millionaire is, first and foremost, a consumer digital entertainment technology and through our strengthened technical team, we can ensure that our users, whether they are first time users or experienced, are continually engaged and delighted. We look forward to delivering an exceptional global aspiring talent search competition – and more."

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.

For further information, contact:

Dion Sullivan

Managing Director

T:+1 415-306-3910

E:dion@msmci.com

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Media queries:

Andrew Ramadge

Media & Capital Partners

T: +61 475 797 471

E: andrew.ramadge@mcpartners.com.au

About MSM

MSM Corporation International Limited is a digital technology and media entertainment company that, via the first product offering, Megastar Millionaire, shall launch the world's richest online, mobile-first, talent discovery competition platform. MSM shall connect performers and fans in an innovative and interactive gamification experience that will transform, mobilise and individualise the search for new artists.

This highly disruptive, first to market platform plans to monetise mobile video via the highly successful talent competition format, the US\$25bn online gaming sector and social media phenomenon of allowing individuals to demonstrate their skills and talents.

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