

Prototype Milestone Achieved Ahead of Schedule

Highlights

- **Substantial technical milestone achieved ahead of schedule with the completion of the prototype of the Megastar Millionaire platform**
- **Contains basic features and functionalities that will be included in the final consumer ready product, allowing a limited audience to utilise the system**
- **Allows MSM to demonstrate core functionality, engage with strategic partners and attract potential contestants**
- **Strong technical progress aligned with the Company's go-to-market strategy ahead of the launch of the Megastar Millionaire platform in early 2017**

MSM Corporation International Limited (“**MSM**” or “**the Company**”) (ASX: **MSM**) is pleased to announce that it has successfully achieved a prototype version of its online talent competition, Megastar Millionaire ahead of schedule.

The prototype contains the basic features and functionalities that will be included in the final consumer ready product. It allows a limited audience to login and utilise the platform in the same way that competition talent and fans will be able to when the completed Megastar Millionaire platform is launched.

Potential talent and fans can link the platform app to a video player account (such as YouTube) and choose to share or view videos as well as vote on them and assign them to entertainment categories. Once the final product is launched, users will also be able to share content and videos via Facebook, Twitter and text.

The Company intends to conduct a market demographic study to refine its target audience along with a closed beta testing program.

A limited invitation-only audience will be able to access the prototype, allowing the Company to demonstrate the core functionality of the platform (without user interface artwork) and conduct qualitative research. Additionally, MSM is able to accelerate discussions with strategic partners and commence marketing to potential contestants.

The completion of the prototype follows a robust project planning phase and the execution of a comprehensive development plan. It marks a major technical milestone in the Company's journey towards the launch of the Megastar Millionaire platform which remains on track for early 2017.

Managing Director, Dion Sullivan states;

“The completion of our prototype marks a major milestone for MSM, as we continue to move towards the launch of the Megastar Millionaire platform. This initial version of the product will help us test product decisions and refine our platform, as well as engage strategic partners and attract potential competition contestants. This is an exciting step in the journey towards the launch and I look forward to continuing to provide updates as we deliver further operational and technical progress.”

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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.

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