

## Explosive Growth of ToneDen's Music Platform Continues

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### Highlights

- **MSM's partner, ToneDen, has reported substantial platform user growth with:**
  - **Over 475,000 content creators, labels and businesses across music and media now on the platform reaching millions of fans worldwide**
- **ToneDen is a leading Silicon Valley originated music content and community platform developer, dedicated to nurturing music talent**
- **Its growing registered fan and content creators base is set to provide substantial support for the commercialisation of MSM's Megastar Millionaire platform**
- **This significant commercial potential stems from MSM and ToneDen's reciprocal strategic agreement to share their platform user base to simultaneously grow, discover and celebrate talent.**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to report that the Company's strategic partner, ToneDen Inc, has experienced substantial content creator growth.

Originating out of Silicon Valley, ToneDen is a music content and community platform, providing a new way for musical artists to engage with their audience. ToneDen has experienced significant user growth, with 475,000 content creators or artists using the service (up from 250,000 in December 2015) representing growth of 90%.

In addition, ToneDen's user base of content creators and artists gives the Company access to a fan base of over millions of passionate fans.

ToneDen is one of the internet's foremost and progressive music growth communities designed specifically for artists to build a following and reach their fans. ToneDen helps musical artists to promote themselves using social media tools and strategies.

Under MSM's strategic agreement with ToneDen, MSM will have access to ToneDen's large and rapidly growing content creator and fan base, significantly accelerating the platform's commercialisation.

ToneDen is experiencing revenue growth momentum and is experiencing strong inbound interest from businesses and marketers who want to use the service immediately. ToneDen expects further revenue uplift in the months ahead.

The agreement also provides for a reciprocal arrangement under which MSM will support the commercialisation of the ToneDen Platform, following the planned launch of the Megastar Millionaire platform.

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**Managing Director, Dion Sullivan states;**

"It is excellent that ToneDen continues to innovate on its products, especially as more and more artists recognise the value created by this platform. The music industry is taking notice of this impressive technology and the strategic alignment we have with ToneDen bodes well for the engagement of these audiences with our Megastar platform. I look forward to further integrating the efficiencies between the two companies."

**US Chairman, Doug Barry states;**

"ToneDen is a valuable strategic partner to Megastar Millionaire, with our Company to reciprocate its user base with ToneDen's substantial network of musical artists. ToneDen's substantial user growth demonstrates the value of the platform, giving it access to millions of fans globally."

**-Ends-**

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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.

**ToneDen Inc**

ToneDen is building advertising technology which is set to streamline the creation of new consumer relationships and add significant value to artists by driving advertising costs lower and delivering a higher conversion. They have attracted some high calibre customers including Interscope records (Universal Music), ROAR management, BMG records and Career Artist Management (CAM) following their consistent month on month growth of registered artists and fans since August 2015.

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