

## LAUNCH OF SOCIAL INFLUENCER CAMPAIGN

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### HIGHLIGHTS

- **Launch of social influencer campaign, which will include 14 dancers from the dance-focused digital entertainment company, DanceOn, appointed as the first social influencers to amplify awareness of the upcoming Megastar competition**
- **DanceOn is a global programming brand for dance entertainment and one of the internet's largest digital communities of influential dancers**
- **All 14 dancers from DanceOn will be entering the Megastar competition as Performers**
- **The 14 dancers collectively have approximately 8.5 million followers across social media, which will be leveraged to amplify awareness of the Megastar competition**
- **The Company will shortly be announcing additional influencers, ahead of the launch of the Megastar competition**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce the launch of its social influencer campaign, with 14 dancers from dance-focused digital entertainment company, DanceOn, appointed as the competition's first social influencers to amplify awareness of the competition.

Co-founded by American singer Madonna, DanceOn is a digital-first programmer for dance entertainment. DanceOn is one of the internet's largest digital communities of influential dancers and captivates a global audience of over 100+ million viewers across mobile, web and streaming platforms.

All 14 dancers from DanceOn will be entering the Megastar competition as Performers. Collectively, the 14 dancers have approximately 8.5 million highly engaged followers across various social media channels which will be leveraged to amplify awareness of the Megastar competition.

The Company will shortly be announcing additional influencers, ahead of the launch of the Megastar competition. The competition will include a number of categories including dance, comedy, extreme sports, magic, variety and singing. MSM has selected influencers that broadly represent the categories of the Megastar competition.

The social influencer campaign is part of a broader marketing campaign that has been activated ahead of the launch of the Megastar competition to drive awareness of the competition and encourage Fans and Performers to participate. As part of this campaign, the Company recently released a Teaser video, which can be viewed on the following link: [https://www.youtube.com/watch?v=JdU\\_t-hY1kM&feature=youtu.be](https://www.youtube.com/watch?v=JdU_t-hY1kM&feature=youtu.be).

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**Managing Director, Dion Sullivan commented:**

“Engaging social influencers forms a key part of Megastar’s amplification strategy and to be working together with DanceOn, one of the internet’s largest digital communities of influential dancers, is a strong endorsement of the appeal of the Megastar competition.”

“This is just the first of many influencers to be announced and we look forward to shortly announcing further social influencers, who will raise awareness of the competition amongst their networks.”

**Executive Director Asia-Pacific, Sophie McGill commented:**

“We are pleased that 14 extremely talented dancers from DanceOn will be joining the Megastar competition as Performers. Their enthusiasm gives us a really positive gauge on how the competition will be received by a super-talented, socially active performance audience.”

“In addition, we are excited that these dancers will leverage their extensive social media followings to amplify the global awareness of the Megastar competition once launched.”

**-Ends-**

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**About DanceOn**

With the rise of next-generation programming brands like Vice, BuzzFeed, and AwesomenessTV, DanceOn is set out to be the best digital-first programmer for dance entertainment. Captivating an audience of 100MM+, DanceOn reaches viewers across mobile, web and streaming platforms worldwide.

In 2016, DanceOn created original series including “Every Single Step,” executive produced by Emmy® nominee Nigel Lythgoe (creator of “[American Idol](#),” & “[So You Think You Can Dance](#)”), “Dance Showdown,” executive produced and hosted by Emmy® winner Dominic “D-trix” Sandoval, “Dance-Off Juniors,” a competition series for kids starring dancer/choreographer Matt Steffanina (winner of CBS hit series “The Amazing Race 2016”), “Chachi’s World,” a reality series following [Chachi Gonzales](#) (winner of MTV’s “[America’s Best Dance Crew](#)”), and “Raising Heaven”, a reality series following Tianne and Heaven King (frequent guest stars of The Ellen Degeneres Show).

DanceOn's programming spans beyond its long form original series and encompasses most dance content online. If you are watching dance in video, you are most likely watching DanceOn. The company was co-founded by [Madonna](#), CEO Amanda Taylor, Guy Oseary and Allen DeBevoise in 2011. DanceOn is a subsidiary of [izo](#).

<http://www.danceon.com/>

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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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