

## Former X Factor Boss Joins Megastar as Executive Producer

### HIGHLIGHTS

- **Former X Factor Boss Ms Marion (Maz) Farrelly appointed as Executive Producer of Megastar**
- **Responsible for talent production and the format of host and celebrity talent videos**
- **International award-winning producer who's worked on leading television programs including The X Factor, Celebrity Apprentice, Q&A and Big Brother**
- **Pivotal in securing top-tier talent, as well as an A-List celebrity**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce that former X Factor Boss, Ms Marion Farrelly has been appointed as Executive Producer of Megastar, commencing immediately.

In this key role as Executive Producer of Megastar, Ms Farrelly will be in charge of talent production and developing the format of the host and celebrity talent videos, ensuring the highest quality content is delivered through the competition.

Ms Farrelly is an international award-winning producer who has worked on a number of leading television programs in the USA, UK and Australia. Ms Farrelly has held senior roles at television programs including The X Factor, The Celebrity Apprentice and the Australian and UK versions of Big Brother.

Her previous roles include Executive Editor of Format Entertainment at the BBC UK, Director of Television Content, Fremantle Media Australia and Director of The Media Tribe Australia.

Most recently, Ms Farrelly acted as Creative Strategist at BBC World Wide and runs her own company, Absolutely Farrelly a creative production, training and strategy company.

As an industry leading Executive Producer, Ms Farrelly will be pivotal to securing top-tier talent, including A-List celebrity talent.



**Ms Marion Farrelly**

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**Executive Producer of Megastar, Marion Farrelly commented:**

"I love Megastar because it explodes the traditional concept of the regular TV talent show. It's different, because the power really lies with the talent and the fans - Performers deliver the content, Fans judge and someone wins a cool US\$1 million prize. It's the world's first truly global and mobile-first platform, and I can't wait to help launch it."

**Managing Director, Dion Sullivan commented;**

"It's fantastic to welcome Marion Farrelly and note that to have an Executive Producer of Marion's high calibre join the competition is a substantial validation of the potential of our Company."

"Having an Executive Producer of Marion's stature join the Company will be pivotal to securing top-tier talent, as celebrities feel confident knowing that Megastar's content will be produced to the highest standard."

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

"Marion is arguably Australia's best creative Executive Producer and we look forward to her contribution to the success of the Megastar competition. We are very pleased she has chosen to join Megastar as an Executive Producer."

**-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, will launch the world's richest online, mobile-first, talent discovery competition platform.

Megastar is the world's first entertainment and global talent competition app, where one contestant will win USD 1 million. The winner is chosen by Fans and celebrity judges who follow the competition and vote in the Megastar app.