

# PLACEMENT COMPLETED TO ACCELERATE GROWTH

## HIGHLIGHTS

- + **A\$3.4M secured to drive User Acquisition and Engagement**
- + **The Finals for the first Megastar competition are currently underway**

Digital technology and entertainment company, MSM Corporation International Limited (“**MSM**” or the “**Company**”) has completed a placement to institutional and sophisticated investors to raise \$3.4 million at \$0.15 per share (“**Placement**”).

The Placement was supported by new and existing institutional investors. The issue price of \$0.15 per share is a 3.5% premium to the closing price on 16 November 2017.

The funds from the Placement will be used for:

- advertising and marketing spend to drive user acquisition and engagement;
- operating expenditure to further enhance the Megastar competition; and
- general working capital.

## MSM Managing Director, Dion Sullivan commented,

“With the finals for this global, mobile-first talent competition upon us and the engagement levels exceeding expectations we’re in a great position to take the Megastar competition to the next level.”

“The injection of funds through this Placement enables us to optimise the Megastar App to continue to drive Megastar’s excellent engagement numbers. We have developed a great brand and value proposition for performers. Having established an engaged user base, there is an opportunity to rapidly drive scale.”

Canaccord Genuity (Australia) Limited acted as Lead Manager and bookrunner to the Placement.

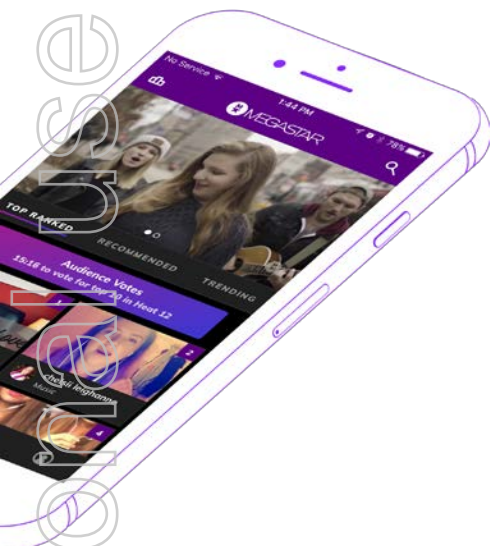
The Placement involved the issue of 22,666,667 fully paid ordinary shares utilising the Company’s Listing Rule 7.1 placement capacity. The Placement remains subject to the receipt of cleared funds which are expected on 27 November 2017.

## FOR FURTHER INFORMATION CONTACT:

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## ABOUT MSMCI

MSM Corporation International Limited ("MSMCI") is an online entertainment company that specialises in building and launching new digital entertainment products to audiences in the US, Great Britain, Australia, Canada, New Zealand and South Africa. MSMCI partners with local operators in non-English speaking markets to maximise the reach of its products and services globally.

MSMCI's flagship product is Megastar, a global, mobile-first talent competition, featuring performers of any category, competing to win one Million US Dollars, a role in a film and various other prizes. Winners are chosen by fans voting in the competition through the Megastar App.

The first Megastar competition launched in MSMCI's six core markets with the App available for download from the Apple and Google Stores. Additional Megastar competitions will subsequently launch in non-English speaking markets via partnering and licensing agreements.

Megastar was founded by Adam Wellisch and Dion Sullivan in February 2014 and listed on the Australian Securities Exchange becoming MSMCI (ASX:MSM) in January 2016. The Company is currently headquartered in Sydney, Australia and Oakland, California, USA.

Visit [www.msmci.com](http://www.msmci.com) to learn more or to [sign up for the investor newsletter](#).

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