

MSM Appoints Two Senior Gaming Executives to its US Studio

Digital technology and entertainment company MSM Corporation International Limited ("MSM" or "the Company") (ASX: MSM) is pleased to advise it has appointed Josh Heenan as Executive Producer of Studio and Eric Cook as Director of Engineering.

MSM Corporation is developing the world's richest online, mobile-first, talent discovery competition platform via its first product offering, Megastar Millionaire.

Megastar Millionaire will connect performers and fans in an innovative and interactive gamification experience that will transform, mobilise and individualise the search for new artists.

Mr Heenan and Mr Cook bring significant gaming and mobile experience to the development and production of the Megastar Millionaire platform.

"We are very excited to announce the appointments of Josh and Eric as we focus on development of Megastar Millionaire. Both have considerable experience with a wide range of gaming platforms, especially mobile, which will be incredibly valuable to our operations," MSM Co-Founder and Executive Director Dion Sullivan said.

Josh Heenan – Executive Producer of Studio

Josh has more than 12 years of experience in the digital gaming industry, and six years working with social and mobile platforms. He has worked on major franchises including Call of Duty, Rockband and various Star Wars titles from LucasArts.

In 2010 Josh joined Zynga, helping establish its studio in India. He later took up a role at Booyah where he ran operations on My Town 2 (1M Daily Average Users (DAU)) and No Zombies Allowed (500K DAU). Most recently, Josh was with global developer and publisher of free-to-play PC and mobile online games Nexon, helping to launch and operate DomiNations (1.5M DAU).

Eric Cook – Director of Engineering

Eric has spent more than 8 years in the mobile and gaming industry having begun as a senior software engineer at Digital Chocolate in 2008 where he worked on the Facebook game MillionaireCity, which had 2M DAU. Following Digital Chocolate, he joined "gloops" where he wrote and executed a scalable re-usable backend technology that runs DomiNations, a mobile game with 1.5m DAU.

After gloops was acquired by Nexon, Eric became Director of Engineering and was the technical and management lead for the platform, scaling, big data, analytics and machine learning. The platform had over 1 billion interactions per day.

For further information:

www.msmci.com

About MSM

MSM Corporation International Limited is a digital technology and entertainment thought lab that, via the first product offering, Megastar Millionaire, is preparing to launch the world's richest online, mobile-first, talent discovery competition platform. MSM will connect performers and fans in an innovative and interactive gamification experience that will transform, mobilise and individualise the search for new artists.

This highly disruptive, first-to-market platform plans to monetise mobile video via the highly successful talent competition format, the US\$25bn online gaming sector and social media phenomenon of allowing individuals to demonstrate their skills and talents.

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