Moovly client numbers more than double in wake of global lockdown

written by Raj Shah | May 6, 2020
VANCOUVER, CANADA – (May 6, 2020) Moovly Media Inc. (TSX VENTURE: MVY) (OTC: MVVYF) (FRANKFURT: 0PV2) ("Moovly" or the "Company") is pleased to announce it has seen a substantial increase in all its client metrics since the start of lockdown, from the end of February 2020:

- Daily website traffic – up 300%
- New users – up 125%
- New subscribers – up 120%

Moovly has had daily website visits grow by 300% since February 2020, the result of which has been twice as many new daily active sign-ups.

In addition, based on client demand Moovly launched an integration with Facebook whereby users can publish their videos to a Facebook Page and or Group with a single click of a button. This feature is ideal when using premade templates and our "quick edit" Video Automator feature in which case Facebook promo videos, adverts etc. can be made in seconds.

Moovly has experienced exceptionally strong growth in the educational sector as Moovly provides an easy to use, affordable tool for use by teachers and students alike. The third week of April saw an increase in new paid Moovly subscribers than in all of February.

Also, Moovly was recently named the #1 video editor by M7 Innovations. For context, M7 Innovations, also named Zoom, is

the number one video communication platform. This, combined with clients like Amadeus (see website for case study) and numerous other 3rd party reviews stating that Moovly has the best product on the market validates Moovly’s commitment to being the best solution on the market.

Brendon Grunewald, President, provided the following comment: “The worldwide COVID-19 pandemic has affected almost every aspect of people’s lives, including the way they communicate professionally in work and school. More and more people are relying on multimedia tools and platforms to continue working and teaching, this has led to an increase in the need for online tools to make and distribute content. Our offering is also getting increasingly known as best in the market”.

About Moovly:

Moovly is the leading provider of creative cloud-based tools to tell marketing, communications and training stories using videos and video presentations. Moovly’s advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to make engaging video content to promote, communicate or explain your product, service or message.

Moovly’s API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video- based content.

“Your story begins with Moovly”

For additional information about Moovly, please refer to www.moovly.com.
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Reader Advisory

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PRESS RELEASE

This press release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. The use of any of the words “expect”, “anticipate”, “continue”, “estimate”, “objective”, “ongoing”, “may”, “will”, “project”, “should”, “believe”, “plans”, “intends” and similar expressions are intended to identify forward-looking information or statements. More particularly and without limitation, this news release contains forward looking statements and information with respect to Moovly’s future business plans and the expected benefits of its products. The forward-looking statements and information are based on certain key expectations and assumptions made by the Company. Although the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward looking statements and information because the Company can give no assurance that they will prove to be correct.

By its nature, such forward-looking information is subject to various risks and uncertainties, which could cause the actual results and expectations to differ materially from the anticipated results or expectations expressed. These risks and uncertainties, include, but are not limited to, Moovly’s inability to continue to commercialize its products or demand

for its products decreases or disappears. Other risk factors are set forth in detail in the Company's Management Information Circular dated December 31, 2019 which is available for review under the Company's corporate profile at www.sedar.com.

Some other risks and factors that could cause the results to differ materially from those expressed in the forward-looking information also include, but are not limited to: general economic conditions in Canada, the United States and globally; industry conditions, unanticipated operating events; failure to obtain any necessary third party consents and approvals, if and when required; the availability of capital on acceptable terms; the need to obtain required approvals from regulatory authorities; stock market volatility; competition for, among other things, capital and skilled personnel; changes in tax laws; and the other factors. Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. Readers are cautioned not to place undue reliance on this forward- looking information, which is given as of the date hereof, and to not use such forward-looking information for anything other than its intended purpose. The Company undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable law.

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