

Moovly Integrates ChatGPT Functionality Enabling AI-Based Video Content Creation

VANCOUVER, CANADA - February 7, 2023 - Moovly Media Inc. (TSXV: MVY) (OTCQB: MVVYF) (FRANKFURT: OPV2) ("Moovly" or the "Company") is pleased to announce a major breakthrough in video creation technology, integrating the Moovly platform with OpenAI GPT-3 to bring customers next generation AI (Artificial Intelligence) capabilities.

As ChatGPT uses natural language processing and GPT-3 technology to generate texts from user input, it can also create scripts for video content within Moovly. The initial integration within Moovly applies these capabilities for video script generation, enabling smart, AI-based automated video content creation, representing the first step to building an end-to-end automatic video generation solution. In combination with Moovly's existing AI-based integrated solutions from Amazon, Google and Microsoft, it will become possible for users of all skill levels to create affordable professional quality content "from idea to final video" in a matter of minutes, an industry first.

Some unique features include:

- Auto-selection of script-based illustrating images, keywords, and video clips from a library of over 100 million digital assets;
- Automated voice-over generation of the GPT-generated script;
- Automatically preselect suitable background music; and
- Auto-population of specifically designed templates to produce videos fully automatically.

For more information visit www.moovly.com/features/gpt/.

Moovly CTO Geert Coppens commented, "The architecture of Moovly's platform and its powerful API makes it a perfect fit for integration with revolutionary AI tools like ChatGPT. The combination of the text generation capabilities of the ChatGPT technology with the already available AI-based Moovly tools, such as Text-to-Speech conversion, subtitle generation and translation capabilities, is yet another example of Moovly adding incredible value through integrations, as we continue to build the world's leading online content creation platform".

Looking for more info? Check out:

- ChatGPT: <https://openai.com/blog/chatgpt/>
- Moovly: www.moovly.com

About ChatGPT

ChatGPT is a natural language processing (NLP) chatbot powered by OpenAI's GPT-3 language model. It is designed to generate realistic, human-like conversations from a given prompt. ChatGPT, short for Chat Generative Pre-Trained Transformer, was launched by



OpenAI in November 2022. It is fine-tuned with both supervised and reinforcement learning techniques. Following the release of ChatGPT, OpenAI was valued at \$29 billion.

About Moovly:

Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Moovly's advanced Studio Editor with over 100 million stock digital assets seamlessly integrated (via partnerships with Getty) is all you need to create 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"

Files are available for download in our press room at www.moovly.com/pressroom.
For additional information about Moovly, please visit www.moovly.com.

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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 Discussion and Analysis dated September 30, 2022 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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