

Moovly's E-commerce Video Maker now available on Shopify

VANCOUVER, CANADA – March 16, 2023 - Moovly Media Inc. (TSXV: MVY) (OTCQB: MVVYF) (FRANKFURT: OPV2) ("Moovly" or the "Company") is pleased to announce the integration of Moovly's E-commerce Video Maker into Shopify (NYSE: SHOP), enabling Shopify-based web shops, their users and agencies to easily create product videos and video ads based on product data and visuals in their Shopify account.

This integration provides Shopify customers and agencies with the tools needed to increase their e-commerce sales using video. Based on Moovly's E-commerce Video Maker, videos can now easily be made using the product information and media present in the Shopify platform, and video templates already available in Moovly. Subscribers get access to the full Moovly feature set (including advanced features like AI translations, text-to-speech, subtitling, etc.) and are able to make their own video templates.

When combined with the Moovly Automator, users can produce large volumes of product adverts or product videos automatically. This way, companies can update or make seasonal or event-based videos for a large number of products within minutes. This capability is particularly important for brands with multiple products and their content creation agencies. When combined with Moovly's GPT based AI Video Generation tool, video creation becomes effortless.

Brendon Grunewald, CEO and Co-Founder of Moovly, said: "Shopify is a major online e-commerce platform with millions of clients selling products online. Importantly, many of the agencies we are working with have clients that sell using Shopify. Some sellers have webshops on multiple platforms including those based on our existing integrations like Amazon and BigCommerce, hence it's important for us to be integrated with as many as possible. With our partner-centric strategy, we continue to actively seek integration partners, both with the agencies creating content for brands as well as direct sellers."

For more info:

- Moovly: www.moovly.com
- [Shopify E-Commerce Video Maker: https://www.moovly.com/ecommerce-video-maker/shopify](https://www.moovly.com/ecommerce-video-maker/shopify)
- Moovly E-Commerce Video Maker: <https://www.moovly.com/ecommerce-video-maker>
- Moovly Automator: <https://www.moovly.com/automator>
- Moovly GPT based AI Video Generation: <https://www.moovly.com/features/gpt>

About Shopify

Shopify (www.shopify.com) is a leading provider of essential internet infrastructure for commerce, offering trusted tools to start, grow, market, and manage a retail business of any size. Founded in Ottawa, Shopify powers millions of businesses in more than 175 countries. Shopify makes commerce better for everyone with a platform and services that are



PRESS RELEASE

engineered for reliability, while delivering a better shopping experience for consumers everywhere.

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 millions of assets seamlessly integrated (via a partnership with Getty Images) 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.

Brendon Grunewald
President, CEO and Director
Email: press@moovly.com

Reader Advisory

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 December 31, 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



PRESS RELEASE

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.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.