

## Moovly Launches News Video Maker with Leading News Publisher

VANCOUVER, CANADA - July 20, 2023 - Moovly Media Inc. (TSXV: MVY) (OTCQB: MVVYF) (FRANKFURT: OPV2) ("Moovly" or the "Company"), a leading SaaS platform for video creation, is pleased to announce the launch of its cutting-edge tool, the "News Video Maker." Developed in collaboration with a prominent news publishing and content platform company in the USA. This innovative tool empowers journalists to effortlessly produce captivating "teaser" videos for their websites and social media channels. The News Video Maker aims to boost traffic, advertising revenue, and subscriptions, revolutionizing the news media sector.

### Revolutionary News Media Content Creation

The News Video Maker allows users to create eye-catching "teaser" videos with just a few clicks, in a matter of minutes, and at affordable prices – all without requiring any video making skills. This powerful tool is set to benefit a wide range of organizations, including:

- Newspapers and News Agencies
- Press Agencies and PR departments
- Bloggers and other content syndication organizations
- RSS Syndication and Feed Aggregation companies

### Dynamic Templating Technology

Moovly's News Video Maker leverages the Company's latest "Dynamic Templating Technology" enabling subscribers to build advanced dynamic templates for various application-specific Video Maker tools. This technology offers enhanced template design flexibility, allowing the same template to be utilized for multiple news articles automatically. By adapting to the volume of media content received from different sources (rss-feeds, content management systems, etc.), Moovly's dynamic templates optimize efficiency and convenience for users.

### Comprehensive Set of Tools for the News and Publishing Sector

When combined with Moovly's GPT and other AI features, like the Company's Text-to-Video capabilities, Moovly becomes a comprehensive solution for the News and Publishing sector. Moovly continues to deliver on its commitment to innovation and providing clients with the tools they require swiftly and cost-effectively.

The News Video Maker is now available to all Moovly users. For more information, visit:

- News Video Maker: <https://www.moovly.com/news-video-maker>
- AI / GPT Video Generator: <https://www.moovly.com/features/gpt>
- Moovly: <https://www.moovly.com>

Moovly CEO, Brendon Grunewald said "We are delighted to have been chosen by a leading company in this space to drive their revenue by using our platform to create videos through the automation of video content creation. Our clients continue to inspire us, and



together with our exceptional engineering staff, we consistently deliver fast and cost effective video functionality to meet our clients' needs."

The Company also announces the resignation of Michelle Gahagan as director, effective immediately. The board of directors thanks Michelle for her services to the Company over the years, and wishes her well in her future endeavors. The Company intends to commence a search for a new director to fill the resulting casual vacancy.

#### **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](http://www.moovly.com/pressroom).  
For additional information about Moovly, please visit [www.moovly.com](http://www.moovly.com).

Brendon Grunewald  
President, CEO and Director  
Email: [press@moovly.com](mailto: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 March 31, 2023 which is available for review under the Company's corporate profile at [www.sedar.com](http://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.*

*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.*