



## **Moovly Amplifies its Partnership with Acquia with Enhanced DAM and PIM Integrations**

VANCOUVER, CANADA – November 15, 2023 - Moovly Media Inc. (TSXV: MVY) (OTCQB: MVVYF) (FRANKFURT: OPV2) ("Moovly" or the "Company") is pleased to announce a significant reinforcement of its partnership and collaboration with Acquia, a digital experience leader and provider of award-winning digital asset management (DAM) and product information management (PIM) solutions.

Acquia's DAM platform empowers organizations to manage all their brand, marketing, and product content, including images, audio files, and videos. The existing integration enabled companies to access their digital assets within Moovly and seamlessly create new videos that are fully aligned with company brand guidelines. As announced this week at the Partner Summit taking place at Acquia Engage Boston, Moovly extended this integration with major enhancements.

Geert Coppens, co-founder and CTO of Moovly, explains: "Enterprises can now not only access and utilize DAM assets for video creation but also directly publish these videos back into their DAM system. Our enhanced integration also enables them to use Moovly's AI-powered features, such as generating subtitles and translations, for videos hosted in their DAM. Additionally, our platform now also features an integration with Acquia's PIM solution, enabling e-commerce stores to swiftly create videos based on PIM assets for their entire product catalog."

"This enhanced integration allows Acquia's customers to repurpose their assets, generate more relevant content, save them time, and broaden their reach," said Deanna Ballew, Senior Vice President, Product DXP at Acquia. "Our partnership with Moovly and the extension of the AI-powered video creation and generation capabilities underscores how AI is fueling the content lifecycle and delivering AI-crafted digital experiences."

For more information, please visit [www.moovly.com](http://www.moovly.com) and [www.acquia.com](http://www.acquia.com).

### **About Acquia:**

Acquia empowers ambitious digital innovators to craft the most productive, frictionless digital experiences that make a difference to their customers, employees, and communities. We provide the world's leading open digital experience platform (DXP), built on open-source Drupal, as part of our commitment to shaping a digital future that is safe, accessible, and available to all. With Acquia DXP, you can unlock the potential of your customer data and content, accelerating time to market and increasing engagement, conversion, and revenue.

### **About Moovly:**

Moovly is the leading provider of AI-powered creative 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).

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*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 June 30, 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.*

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