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Investor Presentation
July 2017
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Moovly Media (TSXV: MVY) is a cloud-based platform that enables individuals, businesses, schools/universities and Gov’t organizations to create rich engaging multimedia videos. For example:

- Videos to promote your business, product or service
- How to videos that explain a product, process or service
- Engaging presentations with high audience retention rates
- Display adverts
- Dynamic infographics
## Moovly Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Background</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brendon Grunewald</strong></td>
<td>Co-Founder &amp; CEO</td>
<td>Prior to co-founding Moovly, Mr. Grunewald ran E6 Ventures, an early stage venture capital fund, after working for several years doing Corporate Finance, M&amp;A and interim management, turnarounds for Private Equity. During this time Mr. Grunewald Lumitrend arranged the exit to Asurion. Prior to that, Mr. Grunewald co-founded and was CEO of Sinfilo, which was sold to Telenet in Oct 2003. Prior to that, Mr. Grunewald worked for several years at Siemens. Besides that Mr. Grunewald is Executive Professor of Entrepreneurship at the AMS Business School, has an MBA, BSc (Hons) and has spent 14 months in Antarctica as a research scientist in the 1990’s.</td>
</tr>
<tr>
<td><strong>Geert Coppens</strong></td>
<td>Co-Founder &amp; CTO</td>
<td>Prior to co-founding Moovly, Mr. Coppens was founder and CEO of Instruxion, a Brussels-based digital agency focusing on creating state-of-the-art custom multimedia content for Fortune-500 companies. Prior to Instruxion, Mr. Coppens ran the EMEA training organization of Cisco Systems.</td>
</tr>
<tr>
<td><strong>Sean McGrath</strong></td>
<td>CFO</td>
<td>Mr. McGrath is a Chartered Professional Accountant (CPA, CGA) in Canada and a Certified Public Accountant (Illinois) in the United States of America. Mr. McGrath has extensive experience in financial management, providing consulting services to publicly traded companies in the oil and gas, mineral resources and technology industries. Mr. McGrath currently serves as a director and/or officer of several publicly traded companies on the TSX Venture Exchange. He graduated from Memorial University of Newfoundland with a Bachelor of Commerce (Hons) degree.</td>
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Online Video Industry

Moovly Studio

Description:
• Advanced online video editor with digital assets included
  o Digital Assets = sounds, videos and images
• In use by >300 Fortune 500 companies, Small Businesses, Schools and Universities, and freelancers

Key Highlights:
• No software to download and maintain
• Future Proof editor based on HTML5 technology
• >550,000 video clips (worth >$10M), sounds and images included in the platform
• Mobile App to manage, upload and display content
• Advanced API for easy integration with authentication and 3rd party apps
## Competitive Analysis

### Moovly Business Model & Pricing:
- Enterprise / Business (US$300 / Year)
- Unlimited (US$55 / Year, or US$5 / Month)
- Gross Margin >90%

<table>
<thead>
<tr>
<th></th>
<th>Moovly</th>
<th>Powtoon</th>
<th>GoAnimate</th>
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<tbody>
<tr>
<td>Company Type</td>
<td>Public Company</td>
<td>Private Company</td>
<td>Private Company</td>
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<tr>
<td>Business Model</td>
<td>Free trial then pay</td>
<td>Freemium</td>
<td>Free Trial then pay</td>
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<tr>
<td>Pricing/Year</td>
<td>Enterprise/Business: US$300 Individual: US$55/Year, or US$5/Mth</td>
<td>US$296 (all users)</td>
<td>US$258 (all users)</td>
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<tr>
<td>Mobile</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Digital Assets / Libraries</td>
<td>&gt;500,000 (Value &gt;$10M)</td>
<td>&lt;20,000 (Value N/A)</td>
<td>&lt;20,000 (Value N/A)</td>
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<tr>
<td>Technology</td>
<td>HTML5</td>
<td>HTML5</td>
<td>Flash</td>
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Moovly Bots

Description:
• Rich API and tool kit to enable semi and fully automated content creation
  • User or Data based mass customization of videos (MailChimp / Mailmerge for Video)
  • Mass capture and formatting of testimonials
  • Engaging consumer campaigns for Brands and Agencies

Business Model & Pricing:
• Setup fee (US$1,500 - US$10,000)
• Price per video generated/rendered (up to US$5)
Moovly’s Mobile App

Description:
• iOS and Android mobile app
• Used to display videos & presentations
• Capture images, sounds or video clips
• Create videos using pre-formatted clips and templates
• App acts as input device for Bots

Business Model & Pricing:
• Free to download
• Functionality dependent on the type of Studio subscription or Bot being used
Reputable User Base

*Corporations mentioned represent individuals who use(d) Moovly’s product(s)
Moovly Accomplishments

- **Nov 2013** - Launched 1st commercial product
- **Nov 2015** - Awarded Global Top 100 startup by Red Herring Inc.
- **May 2016** - Launched Platform Update
- **July 2016** - Moovly became Moovly Media Inc. (Listed on TSX.V)
- **Sept 2016** - Launched Mobile App
- **Nov 2016** - Passed 1 Million Registered Users
- **Dec 2016** - Launched Moovly Bots
- **Jan 2017** - Integrated with VideoBlocks
- **Mar 2017** - Closed 1st tranche of financing
- **Mar 2017** - Launched 2nd Gen Editor (Studio)
Moovly Growth Strategy / Milestones

- **Q2 2017** - Hire Additional Sales and Marketing Staff to Start Q3 2017
- **Q2 2017** - Launch Referral Program
- **H2 2017** - Launch new libraries of images, sounds and videos
- **H2 2017** - Partner w/ premium content providers (Additional revenue/users)
- **H2 2017** - Partner w/ organizations with large user networks
- **H2 2017** - Utilize Bots to automate Moovly’s own marketing
- **H2 2017** - Achieve 2 million Registered Users
- **Q1 2018** - Reach Cash Flow positive
- **Ongoing** - Strategic acquisitions
**Share Metrics**

*As of July 26, 2017*

<table>
<thead>
<tr>
<th>Exchange</th>
<th>TSX-V : MVY</th>
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<tbody>
<tr>
<td>Share Price</td>
<td>$0.12 CAD</td>
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<tr>
<td>Share Volume (30-day avg)</td>
<td>150,000 shares/day</td>
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<tr>
<td>52-week price range</td>
<td>$0.10 - 0.28 CAD</td>
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<tr>
<td>Market Cap</td>
<td>$14M CAD</td>
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<tr>
<td>Issued and outstanding</td>
<td>117,176,597</td>
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<tr>
<td>Warrants &amp; Options</td>
<td>41,216,618 (Avg Price: $0.25 CAD) &amp; 4,700,000 (Avg Price: $0.24 CAD)</td>
</tr>
<tr>
<td>Total fully diluted shares</td>
<td>163,093,315</td>
</tr>
<tr>
<td>Insider ownership %</td>
<td>24% on fully diluted basis</td>
</tr>
</tbody>
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**52-week Chart**

![52-week Chart](image)
Investor Highlights

• Large & Growing Global Market
• Commercial Product Market Fit
• Sales Traction in Small Businesses and Multinationals
• Capital Efficient & Scalable Business Model
• Experienced Management / Serial Entrepreneurs
• Exit Potential (Markets: Social Media, Content Creation Software, Ad/Mktg Agencies)
More Info:
- [www.moovly.com](http://www.moovly.com) (Try the product)
- [www.moovly.com/investors](http://www.moovly.com/investors) (Investor relations info)

Check out Moovly’s demo videos on corporate website to see what Moovly can do for you.