

**STORYTELLING
HAS NEVER
BEEN EASIER**

**Investor Presentation
July 2017**



your story
begins with **moovly**

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- By their nature, forward-looking statements and financial projections involve numerous assumptions, known and unknown risks and uncertainties, both general and specific, that contribute to the possibility that the predictions, forecasts, projections and other forward-looking information will not occur, which may cause the Company's actual performance and financial results in future periods to differ materially from any estimates or projections of future performance or results expressed or implied by such forward-looking statements and financial projections. Important factors that could cause actual results to differ materially from expectations include, but are not limited to: business, economic and capital market conditions; the heavily regulated industry in which the Company carries on business; current or future laws or regulations and new interpretations of existing laws or regulations; legal and regulatory requirements; market conditions and the demand and pricing for our products; our relationships with our customers, developers and business partners; our ability to successfully define, design and release new products in a timely manner that meet our customers' needs; our ability to attract, retain and motivate qualified personnel; competition in our industry; competition; technology failures; failure of counterparties to perform their contractual obligations; systems, networks, telecommunications or service disruptions or failures or cyber-attack; ability to obtain additional financing on reasonable terms or at all; our ability to manage risks inherent in foreign operations; litigation costs and outcomes; our ability to successfully maintain and enforce our intellectual property rights and defend third party claims of infringement of their intellectual property rights; our ability to manage foreign exchange risk and working capital; and our ability to manage our growth. Readers are cautioned that this list of factors should not be construed as exhaustive.
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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



Brendon Grunewald
Co-Founder & CEO

Prior to co-founding Moovly, Mr. Grunewald ran E6Ventures, an early stage venture capital fund, after working for several years doing Corporate Finance, M&A and interim management, turnarounds for Private Equity. During this time Mr. Grunewald Lunitrend 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.



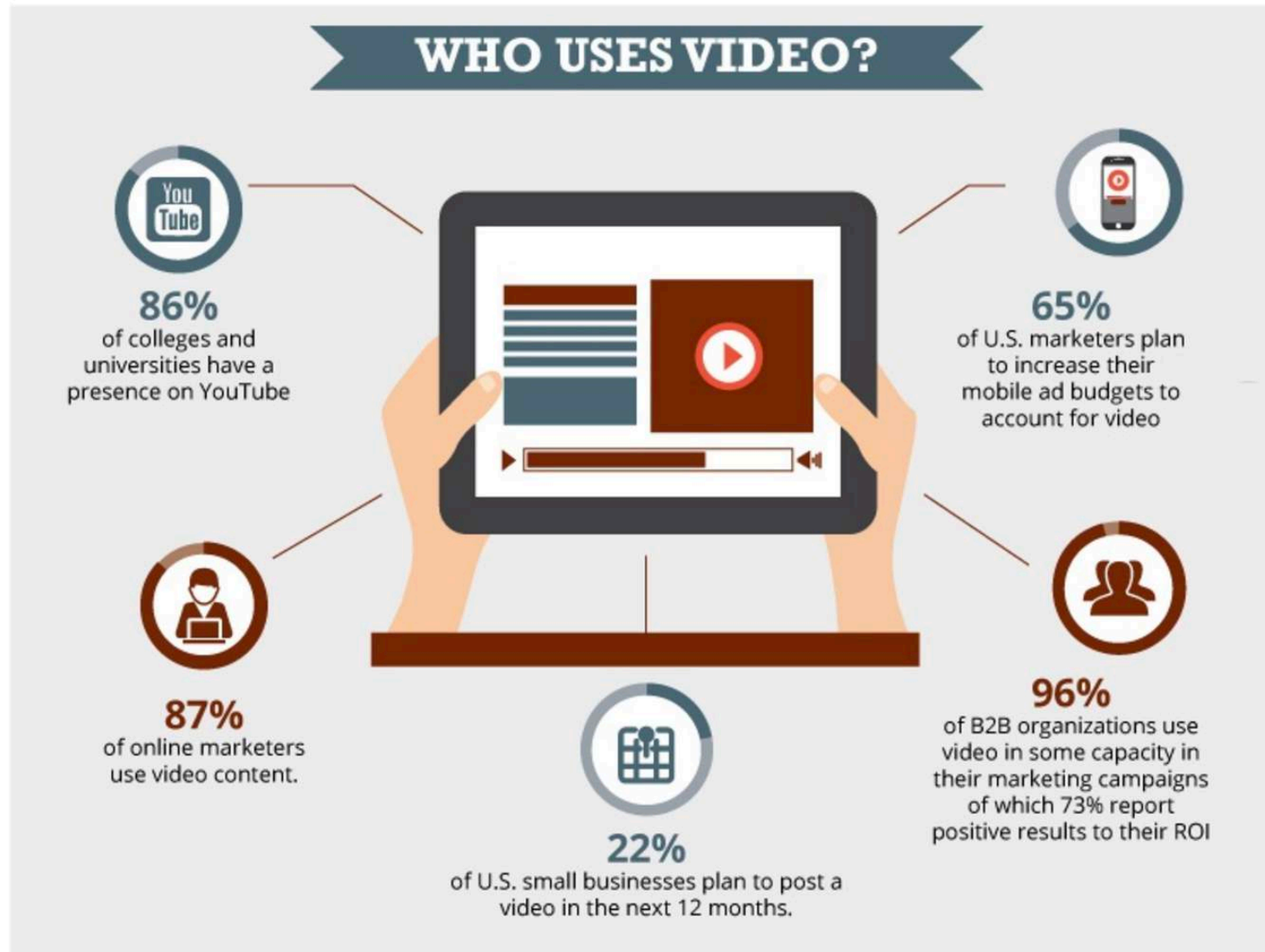
Geert Coppens
Co-Founder & CTO

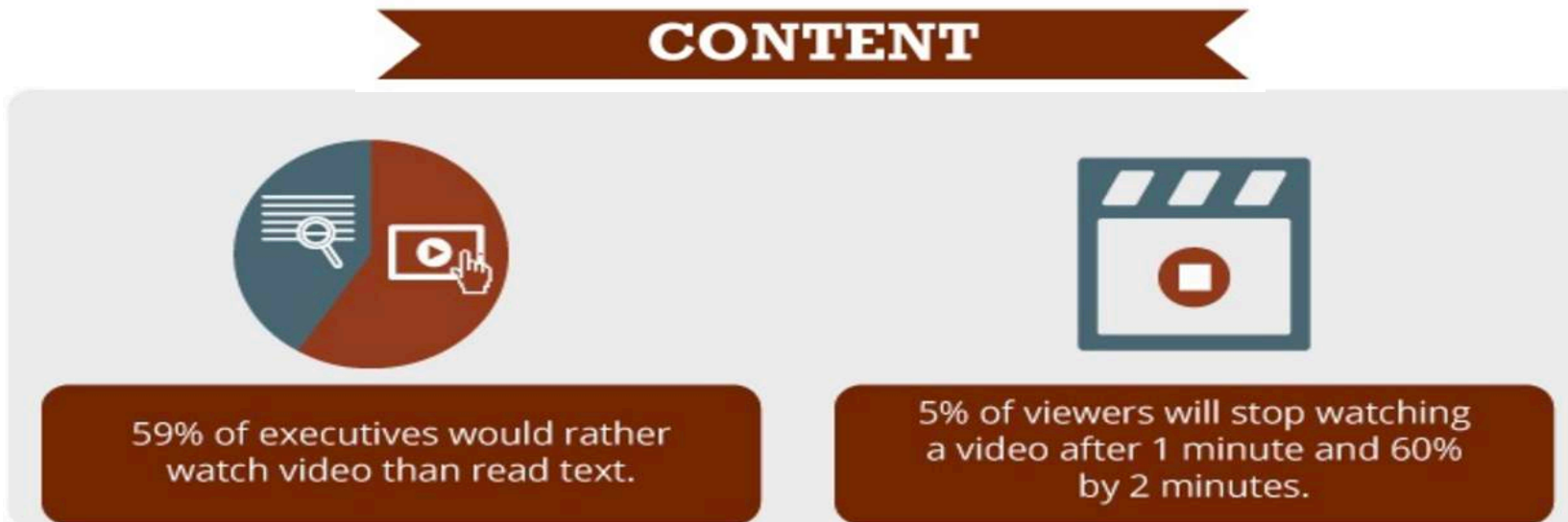
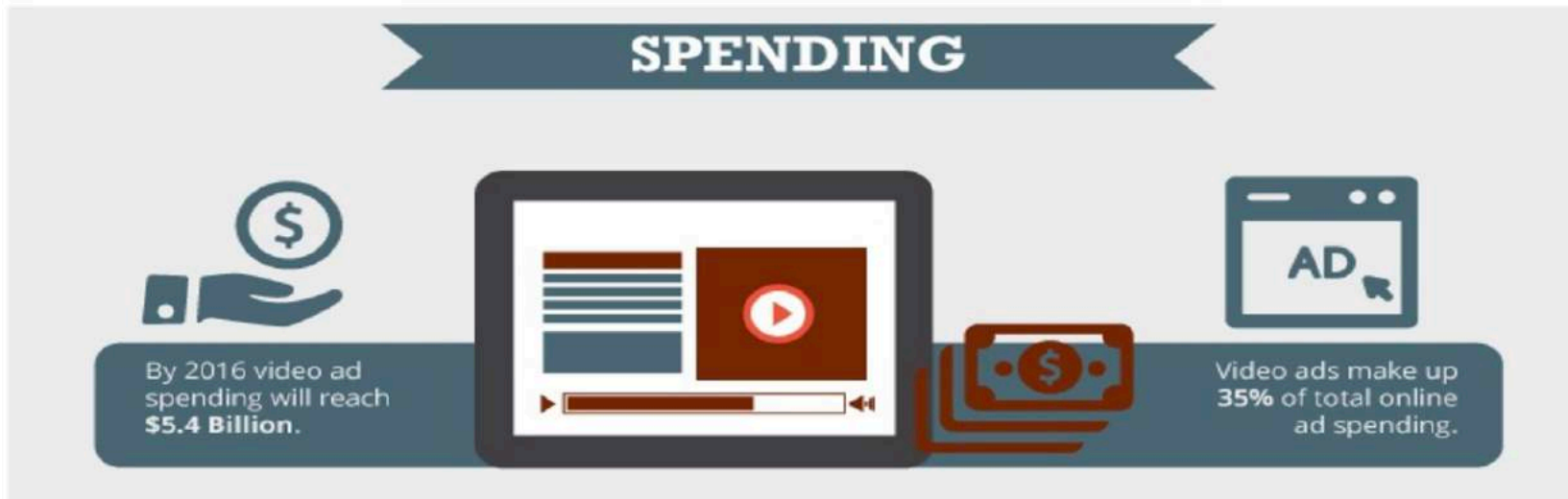
Prior to co-founding Moovly, Mr. Coppens was founder and CEO of Instruxion, a Brussels-based digital agency focusing on creating state-of-the-art custom multimedia content for Fortune-500 companies. Prior to Instruxion, Mr. Coppens ran the EMEA training organization of Cisco Systems.



Sean McGrath
CFO

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.





Description:

- Advanced online video editor with digital assets included
 - 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%



	<u>Moovly</u>	<u>Powtoon</u>	<u>GoAnimate</u>
<u>Company Type</u>	Public Company	Private Company	Private Company
<u>Business Model</u>	Free trial then pay	Freemium	Free Trial then pay
<u>Pricing/Year</u>	<i>Enterprise/Business: US\$300 Individual: US\$55/Year, or US\$5/Mth</i>	US\$296 (all users)	US\$258 (all users)
<u>Mobile</u>	Yes	No	No
<u>Digital Assets / Libraries</u>	>500,000 (Value >\$10M)	<20,000 (Value N/A)	<20,000 (Value N/A)
<u>Technology</u>	HTML5	HTML5	Flash

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

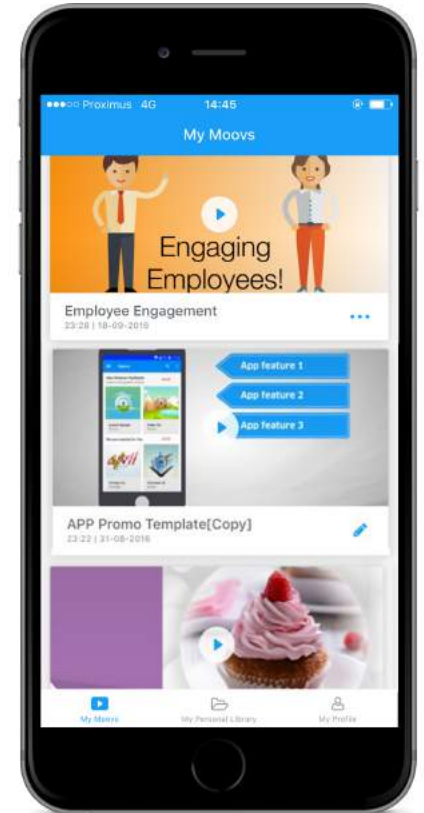


Description:

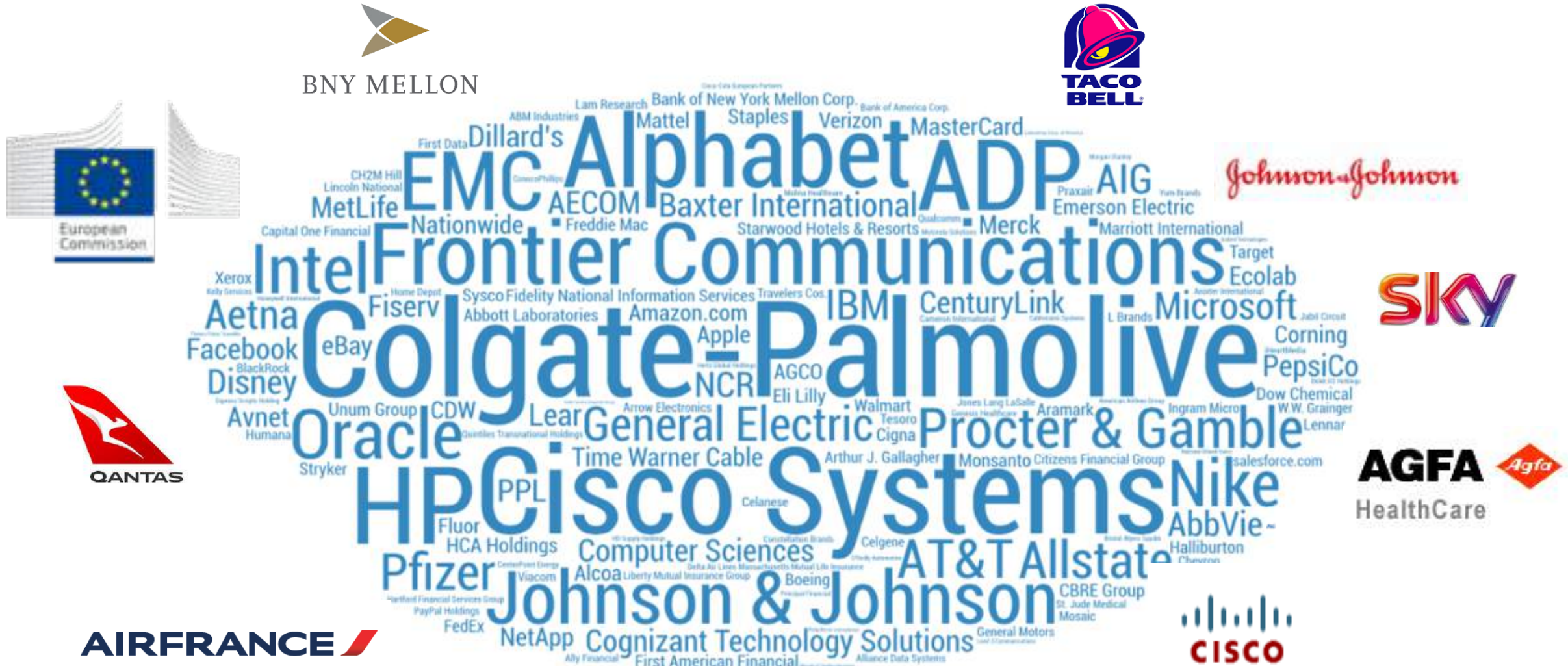
- iOS and Android mobile app
- Used to display videos & presentations
- Capture images, sounds or video clips
- Create videos using pre-formatted clips and templates
- App acts as input device for Bots

Business Model & Pricing:

- Free to download
- Functionality dependent on the type of Studio subscription or Bot being used



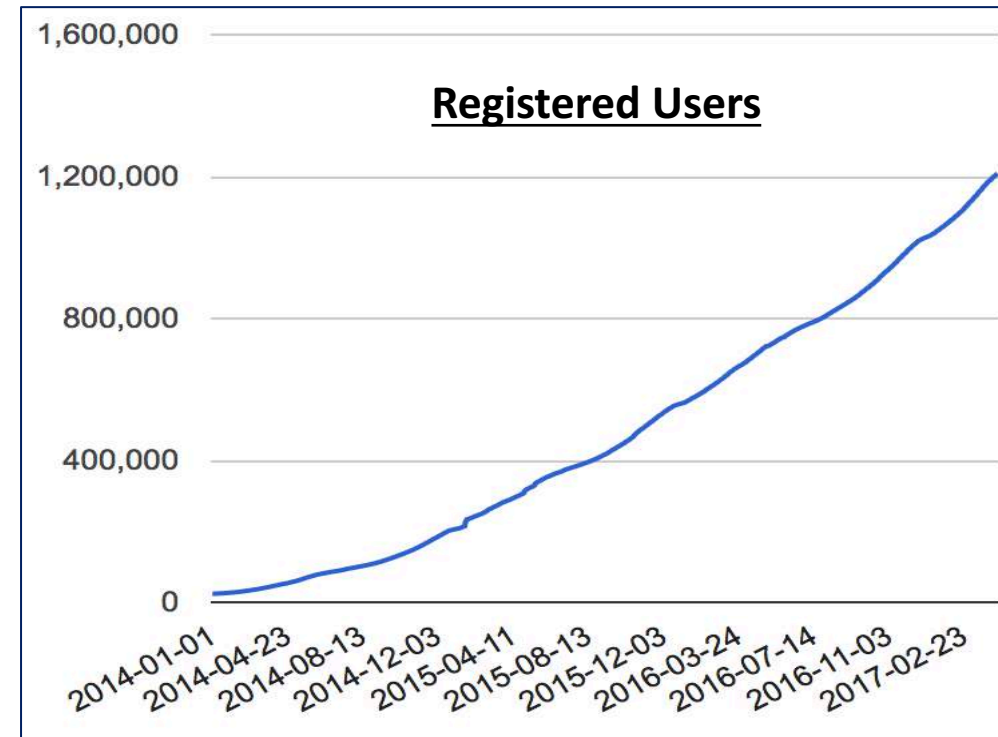
Reputable User Base



Moovly Accomplishments



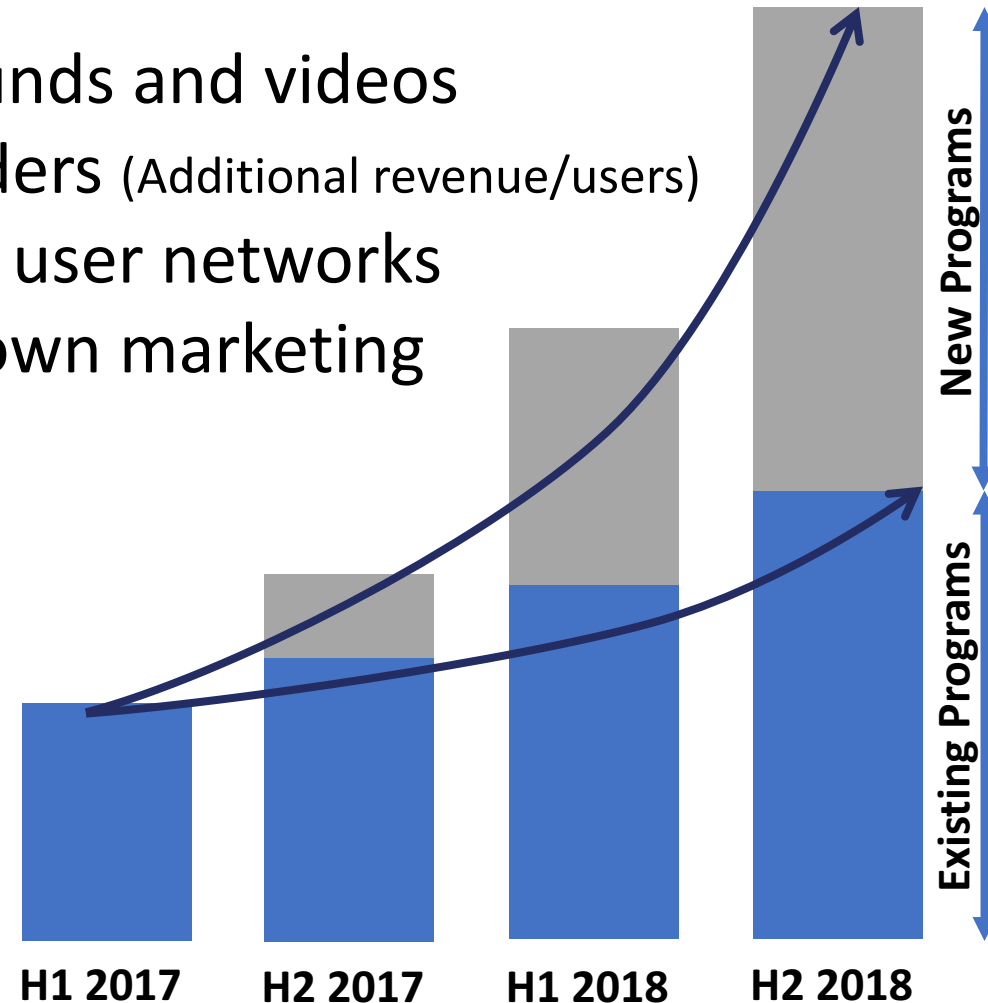
- ✓ **Nov 2013** - Launched 1st commercial product
- ✓ **Nov 2015** - Awarded Global Top 100 startup by Red Herring Inc.
- ✓ **May 2016** - Launched Platform Update
- ✓ **July 2016** - Moovly became Moovly Media Inc. (Listed on TSX.V)
- ✓ **Sept 2016** - Launched Mobile App
- ✓ **Nov 2016** - Passed 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)



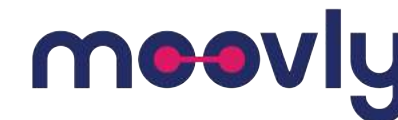
Moovly Growth Strategy / Milestones



- ✓ **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

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



15 TSX-V: MVY

- 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)

your story
begins with **moovly**

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More Info:

- www.moovly.com (Try the product)
- www.moovly.com/investors (Investor relations info)

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