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Moovly Media Reports Subscriber Growth Following Studio Editor Launch

VANCOUVER, CANADA -- (Nasdaq – August 29th, 2017) Moovly Media Inc. (TSX VENTURE: MVY) (FRANKFURT: 0PV2) ("Moovly" or the "Company") is pleased to report that it has experienced a significant growth in both paid and educational subscribers subsequent to the launch of its HTML5 based editor product, branded "Moovly Studio".

Moovly is currently enjoying a 60% annualized growth rate in registered users (with a current monthly growth rate of 4%, during the first 6 months of 2017).

Moovly Studio HTML5 was launched in the second fiscal quarter ("Q2") and the result has been a 64% increase in quarter-on-quarter paid subscriptions.

Brendon Grunewald, CEO of Moovly, commented, "Our results to date from Q2 validate the Company's decision to be an early mover in the HTML5 based Video Editor space. Many of our competitors are still reliant on Flash technology, which is being discontinued. This immediate and enthusiastic adoption by our users gives us great confidence that Moovly is primed to become a leader and innovator in this industry."

About Moovly:

Moovly the leading SAAS, cloud based, online platform provider offering a suite of products and services for multimedia video content creation. Moovly solutions include the industry's leading feature and asset rich editor called Moovly Studio for manually making content, video generators called Moovly Bots which automatically generate content based on templates and client data and a mobile app for capturing and presenting content on the go.

Moovly Studio differentiates itself from its competitors in three critical dimensions: industry vision and technological leadership, vastly superior digital asset libraries, and flexible API based third party integration capability, thus providing users with everything they need to create content within one platform.

Moovly is affordable, intuitive and simple to use thus making it the leading choice to create great promotional or explainer videos, engaging presentations, interactive infographics and communications materials for businesses of any size, educational, government and non-profit organizations. Moovly's certified security and privacy standards meet government, financial service and large enterprise requirements. At the same time, its ease of use, democratic pricing and social media integration make Moovly suitable for small businesses, entrepreneurs, freelancers and consumers alike.

Moovly Bots are easily customizable web applications suitable for agencies, brands and large membership organizations seeking to automate, customize and mass personalize engaging video based communications to their users, clients, fans, followers or members.

For additional information regarding Moovly, please refer to its website at www.moovly.com

Files are available for download in press room

Please visit our press room for images of founders, logo files, screen shots and other materials at www.moovly.com/pressroom.

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Reader Advisory

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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 Information Circular dated March 30, 2016 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 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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