



## Moovly announces E-Commerce Video Maker product

VANCOUVER, CANADA - October 12, 2022 - Moovly Media Inc. (TSXV: MVY) (OTCQB: MVVYF) (FRANKFURT: OPV2) ("Moovly" or the "Company") is pleased to announce the launch of a new product called the **"E-Commerce Video Maker"**, focused on online commerce platforms.

Based on the Moovly Automator and templating technology, the Moovly E-Commerce Video Maker, when integrated with e-commerce platforms, allows store owners to produce product or advertising videos with a simple click, as follows:

1. Selecting a Template;
2. Selecting the product to promote;
3. Selecting the destination of the video;
4. Clicking "Make Video".

Via the integration, the Moovly platform fetches all the digital assets (photos, product details etc) from the partner e-commerce platform and uses those assets and details to automatically produce the video. The resulting video can then be used on the e-commerce platform itself as well as on social media and third party advertising networks.

E-commerce Platforms where this product is applicable include:

- E-commerce platforms and marketplaces
- Online auction sites
- Classified advert platforms
- Crowdfunding platforms
- Corporate e-commerce platforms

Moovly CEO Brendon Grunewald said, "Moovly is excited to announce the launch of this product based on our Automator, which is seeing more and more interest from the market. We know that products sell better online with a video than without. Our new E-Commerce Video Maker helps product marketers, shop owners and anyone looking to promote their products via video in an extremely easy and affordable way, potentially saving thousands of dollars."

More info:

- Moovly E-Commerce Video Maker: <http://www.moovly.com/ecommerce-video-maker/>
- Moovly: [www.moovly.com](http://www.moovly.com)

### 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 partnerships with Getty Images & Storyblocks) 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, 2022 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.*



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