



Moovly Teams Up With DAM Solution Provider Aprimo To Enable AI-Powered Corporate Video Creation

VANCOUVER, CANADA - January 11, 2024 - Moovly Media Inc. (TSXV: MVY) (OTCQB: MVVYF) (FRANKFURT: OPV2) ("Moovly" or the "Company") is excited to announce a new partnership with Aprimo, a leading provider in Digital Asset Management (DAM) software. This collaboration brings a straightforward, integrated solution to companies seeking to empower their employees to easily produce video content that aligns with their brand and extract more value from their investment in proprietary assets.

With Aprimo's expertise in visual asset and Marketing Resource Management (MRM), and Moovly's user-friendly video creation platform, the partnership streamlines the process for businesses to produce video adhering to branding and communication guidelines, enabling the expansion of internal video production to the full organization, and allows them to expand their video production capabilities to a broader range of employees and agencies.

Geert Coppens, CTO of Moovly, notes: *"Thanks to the synergy between Aprimo's advanced DAM solutions and Moovly's platform, we're offering a practical path to companies to leverage their digital assets for video creation. Our newest AI-guided creative workflows, integrated with Aprimo's technology, provide an excellent combination for crafting high-quality, brand-aligned videos internally."*

Kevin Souers, Chief Product Officer at Aprimo, adds: *"Digital Asset Management is much more than just organizing assets, it's about providing powerful features that empower users to create at scale. Our collaboration with Moovly makes working with video simple and flexible, giving brands the ability to add immersive elements to every experience."*

This partnership demonstrates the growing demand from clients of both Moovly and Aprimo to have a seamless experience that supports their marketing and communication strategies with effective video content production.

For more information, please visit www.moovly.com and www.aprimo.com.

About Aprimo

Aprimo's AI-powered content operations platform helps your teams spend their time and effort on content and marketing strategies that drive business outcomes and reach customers in the right channels. Recognized by Forrester for its digital asset management and marketing resource management software, Aprimo has been named the leading vendor in the Wave Reports for DAM and MRM due to its continued innovation in AI and vision for generative AI solutions. Aprimo provides customers with a future-proofed 360° view into content strategy, planning, collaboration, and delivery across all teams and locations in real time to help your teams manage, measure, and monetize your digital assets.

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, 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, and 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.
For additional information about Moovly, please visit www.moovly.com.

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This press release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. The use of any of the words "expect", "anticipate", "continue", "estimate", "objective", "ongoing", "may", "will", "project", "should", "believe", "plans", "intends" and similar expressions are intended to identify forward-looking information or statements. More particularly and without limitation, this news release contains forward looking statements and information with respect to Moovly's future business plans and the expected benefits of its products. The forward-looking statements and information are based on certain key expectations and assumptions made by the Company. Although the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information because the Company can give no assurance that they will prove to be correct.

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.sedarplus.ca. 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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