



Moovly Signs White-label partnership with Macarta

VANCOUVER, CANADA - February 15, 2024 - Moovly Media Inc. (TSXV: MVY) (OTCQB: MVVYF) (FRANKFURT: OPV2) ("Moovly" or the "Company") is pleased to announce that it has signed a White-Label partnership agreement with Macarta, a marketing agency specializing in e-commerce consultancy services.

Macarta is renowned as a global leader in the retail media and e-commerce marketplace industry. Macarta leverages its global footprint, and local expertise, to drive profitable growth for brands on global marketplaces such as Amazon, Target, Walmart & Mercado Libre.

Through this partnership, Macarta will offer Moovly's innovative video content creation capabilities under the Macarta brand to their brand clients. This collaboration allows brands to produce video content in multiple languages at unprecedented speeds, leveraging Moovly's AI and quick tools like the e-commerce Ad maker.

Carlos Corona, Vice President LATAM and EU says: "Macarta is bullish about video and the opportunities for video within Amazon Ads, Amazon Prime Ads, etc. We showed the Moovly based solution to several of our brand customers including 3M™ and Mattel™ before selecting Moovly and some of those clients will be lead reference customers for our Moovly based solution. Moovly enables us to produce videos in volumes, in multiple languages, in time frames and at costs that were not possible before."

Moovly CEO Brendon Grunewald is excited to partner with Macarta, commenting, "Moovly is delighted to have been selected by such a fast-growing, global leader like Macarta, especially given their impressive list of brand clients and reach in the US, Latin America, and Europe. We see this partnership as proof from the market for Moovly's white label / OEM offering of easy-to-use and easy-to-access video content creation solutions. Partnering with Macarta presents an opportunity to expand our white-label offerings. It aligns with our strategic vision, and we're eager to support Macarta in serving their clients."

Looking for more info.

- Macarta: <https://www.macarta.com>
- Moovly: www.moovly.com

About Macarta:

Macarta is a leading marketing agency specializing in e-commerce consultancy and retail media strategies, with a strong foothold in key regions such as the United States, LATAM, and Europe. With a strong global presence and expertise in over 70 marketplaces such as Amazon, Target, Walmart, and Mercado Libre, Macarta drives profitable growth for brands through innovative solutions and a data-driven approach.

About Moovly:



Moovly is the leading provider of cloud-based tools to create compelling marketing, communications and training videos and video presentations. Moovly's advanced Studio Editor with AI features, millions of assets seamlessly integrated (via partnerships with Getty Images) and automation technologies is all you need to create engaging video content to promote, communicate or explain your product, service or company. 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 companies and agencies seeking to make 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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