

## **Moovly Enters OEM Partnership with Acquia to Offer Moovly Video Creation with the Acquia DAM and PIM Platforms**

VANCOUVER, CANADA and BOSTON -- (Aug. 20, 2024) Moovly Media Inc. (TSXV: MVY) ("Moovly" or the "Company") is pleased to announce that it has signed an original equipment manufacturer (OEM) agreement with Acquia, the leader in open digital experience software.

Through the agreement, which expands upon an existing partnership between the companies, Acquia will offer Moovly's advanced AI-powered video creation and generation solutions directly to customers worldwide as an add-on module to the Acquia DAM (digital asset management) and PIM (product information management) platforms. The combined solution will empower Acquia customers to generate brand-aligned, AI-assisted video content directly within their Acquia solutions using existing brand, marketing, and product content.

Brendon Grunewald, co-founder and CEO of Moovly, said: *"We are honored to be selected by Acquia as their exclusive video creation platform. This OEM partnership marks a significant milestone in the history of Moovly, and we are eager to collaborate with Acquia to help joint customers to elevate their digital experiences through our innovative video creation solutions."*

Moovly's cloud-based and AI-fueled video creation platform allows users to produce engaging, professional-quality, and brand-compliant video content without the need for advanced technical skills. With the ability to leverage Moovly's intuitive, drag-and-drop editor directly within Acquia DAM – including a vast library of graphics, animations, and video clips – organizations can streamline workflows and speed time to market for multiple types of video that can be used across websites and e-commerce channels, as well as social media, events, and more.

*"We're excited about the opportunities our relationship with Moovly will open up for customers to expand their use of one of the most effective mediums to drive market visibility, generate leads, and convert customers,"* said Jake Athey, Vice President of Sales and Go-to-Market, DAM and PIM at Acquia. *"Video has become an essential part of any digital marketing strategy, but traditional video production is time consuming and costly. Moovly's versatile video creation solutions enable teams to produce high-value content in minutes, enabling them to leverage video at scale to drive deeper customer engagement and marketing impact."*

### **About Acquia:**

Acquia empowers ambitious digital innovators to craft the most productive, frictionless digital experiences that make a difference to their customers, employees, and communities. We provide the world's leading open digital experience platform (DXP), built on open-source Drupal, as part of our commitment to shaping a digital future that is safe, accessible, and available to all. With Acquia DXP, you can unlock the potential of your customer data and content, accelerating time to market and increasing engagement, conversion, and revenue.

**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 (via a partnership with Getty Images) 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”*

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For additional information about Moovly, please visit [www.moovly.com](http://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 September 30, 2020 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.*

*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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