![moovly logo]

12:01am PST, Thursday December 8th, 2016

Moovly announces new product to automatically generate mass customized videos

VANCOUVER, CANADA -- (Marketwired – December 8, 2016) Moovly Media Inc. (TSX VENTURE: MVY) (FRANKFURT: 0PV2) ("Moovly" or the "Company") is pleased to announce the launch of a new product called the Moovly Video Generator, which allows companies, organizations and brands to produce template-based, customized videos in high volumes and distribute these to their target audiences via email, social media or third party applications.

The versatility of the Moovly platform not only enables individual users to easily create their own multimedia content via an editor, but now also allows companies, agencies and brands to mass personalize videos to engage their target audiences.

Geert Coppens, CTO of Moovly commented, "This is the third product that uses our advanced platform API and offers our business customers the ability to not only create content using our editor but also to generate customizable data-driven content. While historically most companies have used one expensive generic video per campaign, Moovly now enables them to generate volumes of individually customized videos at high speed and low costs."

Moovly offers three types of Moovly Video Generators:

1. **Template based customizable user content generation**: offer your users easy, customizable templates that they can turn into personalized videos in literally less than a minute.

2. **Mass generation of customized video content**: automatically merges video templates with data lists to generate a customized video for each list item.

3. **Automated video generation based on data feeds**: automatically generate new videos using data feeds from any source (e.g. Twitter, RSS, news feeds, measurements, etc.)

Moovly's video generators can be used for:

- **Mass video marketing or communication campaigns using personalized videos**: send a unique, personalized video to each consumer, customer, or client, with per person adapted content items such as name, message, picture, or logo.

- **Product video generation:** turn lists of products into customized product videos based on templates, including per product adapted content items such as product name, picture, price, discount, or description.

- **E-commerce website videos:** automatically generate a template-based video for every item for sale.

- **Narrowcasting:** automatically generate videos for narrowcasting including variable content items such as news flashes, stock prices, statistics or measured data (temperature, energy, amounts, etc.).

- **Brand-consumer engagement campaigns:** run creative consumer contests with branded video generators.

- **Unique customer offerings:** offer users the possibility to easily create valuable personalized video content, such as real estate videos, car sales videos, job vacancy videos, video CVs, season's greetings videos, video wishes and more.

This launch of Moovly Video Generators is further evidence of Moovly's technological leadership in the online multimedia content creation industry, and is fully in line with Moovly's vision to become the number one platform for engaging, customizable multimedia content creation.

About Moovly:

Moovly is a cloud based multimedia platform that enables people to create engaging multimedia content by making it affordable, intuitive and simple. Users choose from extensive animated content libraries in various styles and can add their own images, movies and sounds to create captivating videos and presentations. Finished work is published on major social channels like Facebook and YouTube, shared for viewing or editing in the online Moovly User Gallery or downloaded with the click of a button.

Today Moovly is used in education, businesses of any size and government, non-government and non-profit organizations. Moovly is also adopted by private consumers and broadcasters to create videos that explain, promote, engage, inspire, educate and entertain. Videos can be played on mobile devices, TV screens, digital billboards and more.

Moovly makes video content recyclable, easy to edit, fast to update and possible to translate, all in-house. Powerful business features include API access, custom style and brand libraries, total white-label option, custom user interface capability, high-level security, premium support and commercial boost services. The platform is accessible from computers as well as iOS mobile devices.

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

For additional information please contact:

Brendon Grunewald
President, CEO and Director
Office phone: +32 9 398 81 20
Email: bgrunewald@moovly.com

Dan Whittle for investor relations
Phone: +1 604-639-4486
Email: daniel.whittle@moovly.com

Thorsten Strauss

Marketing Director
Mobile: +32 471 343 293
Email: press@moovly.com

- ### -