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**Moovly Completes VideoBlocks Integration Adding \$10M USD
in Digital Assets to its Platform**

VANCOUVER, CANADA -- (Marketwired – February 8, 2017) Moovly Media Inc. (TSX VENTURE: MVY) (FRANKFURT: OPV2) ("Moovly" or the "Company") is pleased to announce that the integration of over 500,000 digital assets in the form of videos, animations, sounds and graphics into the new HTML5 based Editor has been successfully completed.

In October 2016, Moovly announced a partnership with stock media provider VideoBlocks, to add over half a million multimedia content assets, valued at over \$10 million USD, to the Moovly platform. These digital assets are now live and available in the new HTML5 based editor, providing Moovly with a magnitude of digital assets for its users compared to other online video creation solutions.

Geert Coppens, CTO of Moovly commented, "This announcement shows Moovly's leadership and ability to execute. The combination of available media assets with new functionality allows users to tell their story in a far more engaging and impressive way. The addition of VideoBlocks via the API is proof of Moovly's capability to easily add third party content, thus strengthening the Moovly offering to its users and offering additional monetization opportunities to digital asset owners."

The HTML5 based Editor is evolving rapidly, with access for the general public planned for the near future. Currently, access is exclusive to Moovly users upon request.

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

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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 Information Circular dated January 27, 2017 which is available for review under the Company's corporate profile at 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-



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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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