PRESS RELEASE

12:05 am PST, Tuesday November 21st, 2017

Moovly's Growth Results in Accelerated Adoption of New Subscription Pricing

VANCOUVER, CANADA -- (Nov 21, 2017) Moovly Media Inc. (TSX VENTURE: MVY) (OTC: MVVYF) (FRANKFURT: 0PV2) ("Moovly" or the "Company") is pleased to announce that, as a result of the swift adoption of its Studio editor, the Company is ahead of schedule, moving to its next monetization step, a new subscription pricing model.

When launched in April 2017, Moovly Studio editor's early adopters were offered preferred pricing. Moovly's value proposition has grown dramatically since then, adding over 150 million Shutterstock assets, as well as hundreds of features to its Studio editor.

As such, Moovly is now in a strong competitive and strategic position to move to a new subscription pricing, which will take effect at 00:00 PST on November 28th, and include:

- Monthly: US$49.99 per month;
- Yearly: US$299.99 per year; and
- Enterprise: US$1,500 per year, including 5 Yearly subscriptions and additional features and content, unique for Enterprise users.

Brendon Grunewald, co-founder and CEO of Moovly commented, "We are extremely proud to make this transition. The decision to launch early and have our clients work with us to develop a world class product has proven to be a good decision. Not only have we built the most advanced video editor online, we have built a committed and dedicated community of users. The new pricing better reflects our leading position in the market and is based on months of research and feedback from important partners and industry experts."

About Moovly:
Moovly is the leading provider of Cloud based tools to tell Marketing Communications and Training stories using videos and presentations.

Moovly's advanced Studio editor with over 150M digital assets seamlessly integrated (via our partnerships with Shutterstock & Videoblocks), is all you need to make engaging videos to promote or explain your product and service.

Moovly's API and BOTs technology allow ourselves and 3rd parties to automate some or all of the content-making process, whether that be mass customization / personalization (Video version of MailMerge), automatic content creation or updating by connecting data sources.

With clients including users from >300 of the Fortune 500, Small Businesses, Freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice in creating engaging video content.

"Your Story begins with Moovly"

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

Files are available for download in our press room at www.moovly.com/pressroom.

For additional information please contact:

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

Dan Whittle
Phone: +1 604-639-4486
Email: Daniel.whittle@moovly.com

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<u>Reader Advisory</u>

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 June 30, 2017 which is available for review under the Company's corporate profile at <u>www.sedar.com</u>. 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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