



## **FRANKLY COMPLETES ASSET PURCHASE OF MUZY**

35 Million Users on Photo Blogging App Muzy to Receive Chat Functionality

**SAN FRANCISCO, CA, MARCH 12, 2015** – Frankly Inc., a leading provider of messaging technology, has announced that it has completed the acquisition of the assets of Muzy Inc., a San Francisco-based microblogging platform focused on mobile content creation with over 35 million users worldwide.

Founded in 2011, Muzy's global network is centered around creating and sharing content, with more than 50 publishing tools on Android, iOS, and web. Users create, post, and share their photos, thoughts, drawings, and more.

The Muzy acquisition will allow Frankly to showcase its Chat SDK technology on Muzy's mobile and web properties, reaching over 35 million users globally. Frankly will explore the introduction of a variety of chat features to enable passionate conversations around users' interests and increase loyalty on the highly popular content sharing network. Muzy will be a showcase of the positive impact of the chat function on a brand's digital platform, improving engagement and creating innovative monetization opportunities.

"The combination of our chat technology with Muzy's massive user base will show how messaging can bring new life to a community," says Steve Chung, Frankly's CEO. "We are excited to work with an established, high-octane community to show how messaging augments digital experiences and empowers companies to cultivate loyal, engaged users."

Frankly plans to introduce chat features to Muzy later this year and explore various monetization models inside of the app. The San Francisco-based company continues to work with strategic beta partners to implement the Frankly Chat SDK. To learn more about partnering with Frankly, please visit [www.franklyinc.com](http://www.franklyinc.com) or contact [partners@franklyinc.com](mailto:partners@franklyinc.com).

### **About Frankly Inc.:**

Frankly is a next-generation chat-as-a-service platform that lets consumer brands build fan communities, engage their users directly, and join the conversation—right in their mobile app experiences.

With Frankly's Chat SDK, brands can quickly plug in powerful, customizable technology to unlock the power of mobile messaging on their own platforms and access conversations that matter to their business and their users.

Based in San Francisco, California, Frankly was founded in 2013 and is publicly traded under ticker TLK on Canada's TSX Venture Exchange. To learn more, please visit [www.franklyinc.com](http://www.franklyinc.com) or email [press@franklyinc.com](mailto:press@franklyinc.com).

**About Muzy:**

Muzy (pronounced "Muse-zee") is a blog for your creative side. Over 35 million users post, enhance, create and share photos, thoughts, drawings, animations, collages and all kinds of fun content. Muzy offers more than 50 publishing tools on Android, iOS, and web, and a global network for sharing content. Muzy is a Top 10 app in the Photo & Video Category in over 100 countries. Muzy launched in 2011 and is based in San Francisco, CA. For more information, visit [www.muzy.com](http://www.muzy.com).

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

**Notice regarding forward-looking statements:**

This release includes forward-looking statements regarding the Muzy assets, Frankly and their respective businesses. Forward-looking events and circumstances discussed in this release, such as user engagement, may not occur by certain specified dates or at all and could differ materially as a result of known and unknown risk factors and uncertainties affecting the parties. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and Frankly undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

**Contact Information:**

Frankly Inc.  
Steve Chung  
Chief Executive Officer  
415.861.9797