

eResearch's Chris Thompson on Moovly Media and growing market demand for Videos

In a recent InvestorIntel interview, Tracy Weslosky speaks with Chris Thompson, President of eResearch Corp. about his 18-page Update Report on Moovly Media Inc. (TSXV: MVY).

In this InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Chris stressed the growing demand for videos and how Moovly allows users to create customized videos easily to reach the widest possible target audience. In the interview, Chris highlighted Moovly's initiatives to enhance their cloud-based media technology with new features, functionality, and integration with other platforms from larger players in the media space. He explained how integration with the likes of Mailchimp, Microsoft Excel, HubSpot, and many more enables Moovly to go after large corporate and enterprise clients which represents the largest revenue opportunity.

To watch the full interview, click here

About eResearch Corporation

eResearch Corporation is a respected source for institutional-quality, equity research focused primarily on small- and mid-cap companies. The purpose of the focus is to identify companies that have interesting prospects, sound management, and a significant potential for share price appreciation. eResearch complements its corporate research coverage with a diversified selection of informative, insightful, and thought-provoking research publications from a wide variety of investment professionals. The professional investment research and analysis is provided directly to the subscriber network of

discerning investors, and is done electronically through its website, www.eresearch.com

About Moovly Media Inc.

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To learn more about Moovly Media Inc., [click here](#)

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Eyes on Moovly

The efficient-market hypothesis in financial economics states that asset prices reflect all available information. This implies that it is impossible to "beat the market" consistently on a risk-adjusted basis since market prices should only react to new information. While this may hold some truth on a macro level, many people (including me) believe if you do your homework on less popular, less liquid stocks you can find some hidden gems out there. Now don't jump to the conclusion that I'm about to serve up the hottest stock tip of the year. It's the stock market after all, I could be right and wrong at the same time about the same stock given that if

there aren't enough buyers out there, an equity likely won't go up in price regardless of underlying fundamentals or new information.

Today is more of an examination of the price action of a specific equity and its relative performance over the last six months given the information that has come available over that time and whether or not that seems to make sense. The stock under the microscope is Moovly Media Inc. (TSXV: MVY), the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Their 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. It's a pretty cool technology company but today's focus isn't as much about what they do but what happens after they announce something.

Looking back six months ago to January 29th of this year, Moovly's share price closed the day at \$0.315. News that paid Education subscriptions grew more than 300% year over year on February 9th helped push the stock up to a high of \$0.455 that day with momentum carrying through until the next news release on February 17th where it rallied to an intraday high of \$1.02 on the heels of news that they had signed a reseller partnership agreement with VidiBuzz to accelerate its sales in the US. Makes sense, two pieces of new information for the market that were taken positively given revenue should be up considerably and the partnership essentially expanded the company salesforce and accessibility to new customer sets. Both news items were impactful in their own right and arguably should put the company in a better place than it was at the end of January. Perhaps a triple of the stock price might have been a little overdone so it wouldn't be unusual to see the stock settle back into a more reasonable trading range.

And that's exactly what happened as the stock traded in a

range of \$0.60 to \$0.80 through to the end of March. During that stretch of time, the company released its quarterly results for the period ending December 31, 2020, plus integrations of its software with Wistia, Microsoft, Twitter and Instagram. All of which the market appeared to view with passive indifference even though one can argue the quarterlies confirmed the Company was moving in the right direction and all the integrations further expanded the ability to seamlessly access a larger user base. As well, the Company raised \$3.8 million at \$0.45 which could potentially cause a bit of selling pressure on the stock but provided capital to fund sales and marketing growth.

However, April Fool's Day proved to be no laughing matter for the share price of Moovly as the stock begin a steady journey lower moving from \$0.61 to a low of \$0.155 by June 17th. But here's where the story gets interesting to me. On May 5th The Company announced it had upgraded its platform to support multiple languages, improving translation efficiency and overcoming multilingual challenges. I view this as a step-change in making Moovly's video software available to a much broader, global audience. But what do I know? The stock price was down 8% the day of this news. On June 23rd another reseller and partnership agreement was signed with UAE based SFA Dubai. At least that news rallied the stock a material 35% but only back to \$0.25 and was relatively short lived. Then July 7th one of Moovly's partners, Contenthouse announced it had secured Dipl. Ing. Fust AG's content creation contract using the Moovly platform. This dragged the stock price back up to a high of \$0.28 but again only briefly.

Despite all this information, it's true that the overall market can also have an impact on an equity as well. It's tough for an individual stock to have a prolonged rally in a bearish environment. However, if we look at the TSX Composite over this same time frame we see a February 18th close of 18,274 versus 20,230 yesterday, or a 9.7% gain over that

period. Arguably a stock simply holding its own should at least be flat to positive over that time in light of the underlying market.

So I will now leave it up to you to decide if the market is correct now about Moovly at yesterday's close of \$0.21 (down 33% since Jan 29th), was it right in February or March or perhaps somewhere in between. Regardless, in my opinion, somewhere along the way the market stopped acting efficiently with this stock. I suspect the next quarterly results will help us all decide what the right answer is.

Brendon Grunewald on the Moovly HubSpot integration and the value of outbound video messaging for sales and marketing

In a recent InvestorIntel interview, Tracy Weslosky speaks with Brendon Grunewald, CEO and Director of Moovly Media Inc. (TSXV: MVY), about their recent announcement that Moovly has built an integration to HubSpot and how they are being featured in a collection of media apps.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to say that their integration with HubSpot addresses the growing demand for using Moovly's multimedia creation platform for outbound video messaging for sales and marketing. Brendon further explained how the

partnership with ARichGlobe will allow Moovly to accelerate growth internationally. With a long list of satisfied customers and consistently winning deals, Brendon reinforces his commitment to the user with “Moovly provides a platform to create large volume of videos that are appealing and affordable.”

To watch the full interview, [click here](#)

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Drolet Stock Notes on Moovly Media: Leading Provider of Cloud Based Video Tools

Mario Drolet, President of MI3 Communications Financières Inc. (MI3), released his Drolet Stock Notes on Moovly Media Inc.

(TSXV: MVY) on May 31, 2021, for exclusive distribution on InvestorIntel. Highlights include:

- Moovly is the leading provider of Cloud based tools to produce Marketing, Communications and Training videos and presentations.
- In use by >300 Fortune 500 companies, Small Businesses, Schools and Universities, and freelancers.
- Moovly users can seamlessly publish videos made in Moovly's Studio editor or via its Automator technology to the Instagram platform.
- MVY in the oversold territory ... RSI; 31 ... the stock sitting on 200DMA ... Expecting a rebound ... MI3 short term target \$0.44
- Support: S2; \$ 0.15 S1; \$0.25 Resistance: R1; \$0.30 R2; \$0.44



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Brendon Grunewald on rising demand for Moovly's cloud-

based video tools and the partnerships driving sales forward

In a recent InvestorIntel interview with host Peter Clausi, Brendon Grunewald CEO and Director of Moovly Media Inc. (TSXV: MVY) discuss Moovly's recent financing and how they are fueling growth and meeting the demand for their creative cloud-based video tools through marketing and sales partnership deals.

In this InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Brendon went on to say that Moovly has integrated with several third-party platforms like Mailchimp, Instagram, Twitter, and Microsoft AI. Having recently announced that their cloud-based tools are now multilingual, Brendon sums it up simply with: "The more integrated we are the more value our platform has."

To watch the full interview, click here

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InvestorIntel Interviews Chris Thompson of eResearch on Initiating Coverage of Moovly Media Inc.

Peter Clausi with InvestorIntel interviews Chris Thompson, President of eResearch Corp. about his latest analyst report on Moovly Media Inc. (TSXV: MVY).

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Peter has Chris discussing his latest price target for Moovly, the catalysts behind the stock's continued growth and why he thinks you should consider becoming a shareholder. Chris evaluates the company using revenue projections and a discounted cash flow with the steady stream of news and Moovly's focus on larger Enterprise Customers to validate his position.

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Moovly continues moving forward with cloud-based video technology

By now Moovly Media Inc. (TSXV: MVY) ('Moovly') should be no stranger to readers of InvestorIntel. Matthew Bohlsen first wrote about Moovly back in November 2019 when the stock was trading at C\$0.05. Closing yesterday at C\$0.67 would have been a pretty good ride but the story doesn't appear to be over any time soon. The good news is that Moovly is continuing to make progress on growing its business with further integrations with new software partners.

On March 3rd, the company announced it had successfully integrated with Wistia, a leader in the video marketing software space. Then on March 11th, the Company press released another deal launching two new integrations into the suite of Microsoft products – Microsoft AI (featuring Neural Text To Speech) as well as Microsoft’s OneDrive (cloud storage).

I’m sure most people are familiar with Microsoft and what it brings to the table, so focusing on the Wistia deal, CEO Brendon Grunewald said, “Moovly has recently focused on integrations to optimize our business, reduce costs and leverage our technology in order to add value to our clients, and our business as a whole. Moovly’s users can easily create and publish captivating videos along with the marketing tools and analytics that help any company grow and succeed.”

Imagine all the companies that have recently found tools like Shopify, allowing them to survive the Covid pandemic, now being able to make a quality, low-cost video (commercial) to sell their product and drive more traffic to their new e-commerce platform(s).

This intuitive, easy to make video can then be posted to any number of social media outlets and even translated or captioned to almost any language on the planet utilizing the many innovative tools that Moovly can provide. Companies big and small can all benefit from this technology but keep in mind that users from over 300 of the Fortune 500 are already existing Moovly clients.

Another major market for the company is the education technology space where last month the company announced a 302% increase in paid subscribers. Moovly recently added a Zoom-style collaboration and communication tool which has proven to be a key element of the growth in the education sector.

Clients can use this communication tool in conjunction with their existing Moovly subscription, thereby dispensing with

the need for a second, separate service. Again, ease of use is at the core of Moovly's success at expanding its business lines with approximately 3.7 million total registered users now accessing its platform.

It's encouraging to see that Moovly is advancing the business but still being mindful of the bottom line. The company recently announced its second capital raise of 2021 (approx. C\$3.8M) in order to fund its future growth and remove any financial stress from interfering with the company's focus.

Based on recent cash burn rates, this should give the company ample breathing room to continue to increase paid subscribers and transition to growth from internally generated cash flow or perhaps even look at an acquisition. We continue to watch this stock with interest.