

Could video production be as simple as a better Moovly?

Did you know that revenue generated from online video content is forecast to increase from US\$20.68 billion in 2016 to US\$43.6 billion in 2027? With video becoming a key medium for advertising and communication, could the days of the redundant PowerPoint finally be replaced with something more engaging – entertaining even perhaps? Youtube or Facebook show just how popular video content has become with millions of new videos posted online each month. Social media, blogging, branded videos and informational presentations are all commonly presented using some form of video but what if you could do it yourself and faster than you could create (yet another) marketing deck? Or just as ‘cool’, you can slide your marketing deck into a production system that will add a soundtrack and make it come alive?

One way for investors to invest in this boom in online video content is by buying shares of the companies that offer the tools to produce the best video content.

One such company is [Moovly Media Inc.](#) (TSXV: MVY | OTCQB: MVVYF). Moovly provides a cloud-based platform (SaaS) that enables users to create and generate multimedia content such as animated videos, video presentations, animated infographics and any other video content that includes a mix of animation and motion graphics.

Moovly has created an intuitive and simple video creation software. It is an easy online tool to create professional-looking videos or video presentations for social media or other personal or business needs. Using a combination of uploaded images, videos and sounds, as well as a pre-defined library of objects, users are able to quickly assemble new animated content. The final videos or presentations can be

downloaded as an MP4 for example, or published on a variety of video platforms. The software uses a simple drag & drop application with access to a library with millions of images, videos and sounds enabling users to build videos without any expert video making skills.

Video made easy with Moovly



Moovly is improving their product to stand out from the competition

A [number of market leading features](#) have been added recently to the Moovly product such as subtitling, screen recording, webcam recording, green screen removal. The Company has designed the new features to meet the demand and requests of the increasing number of large organizations and educational institutions choosing Moovly. Moovly has also made its software integrate with Powerpoint, Google and PayPal. All of these features help differentiate Moovly from the competition and add significant value.

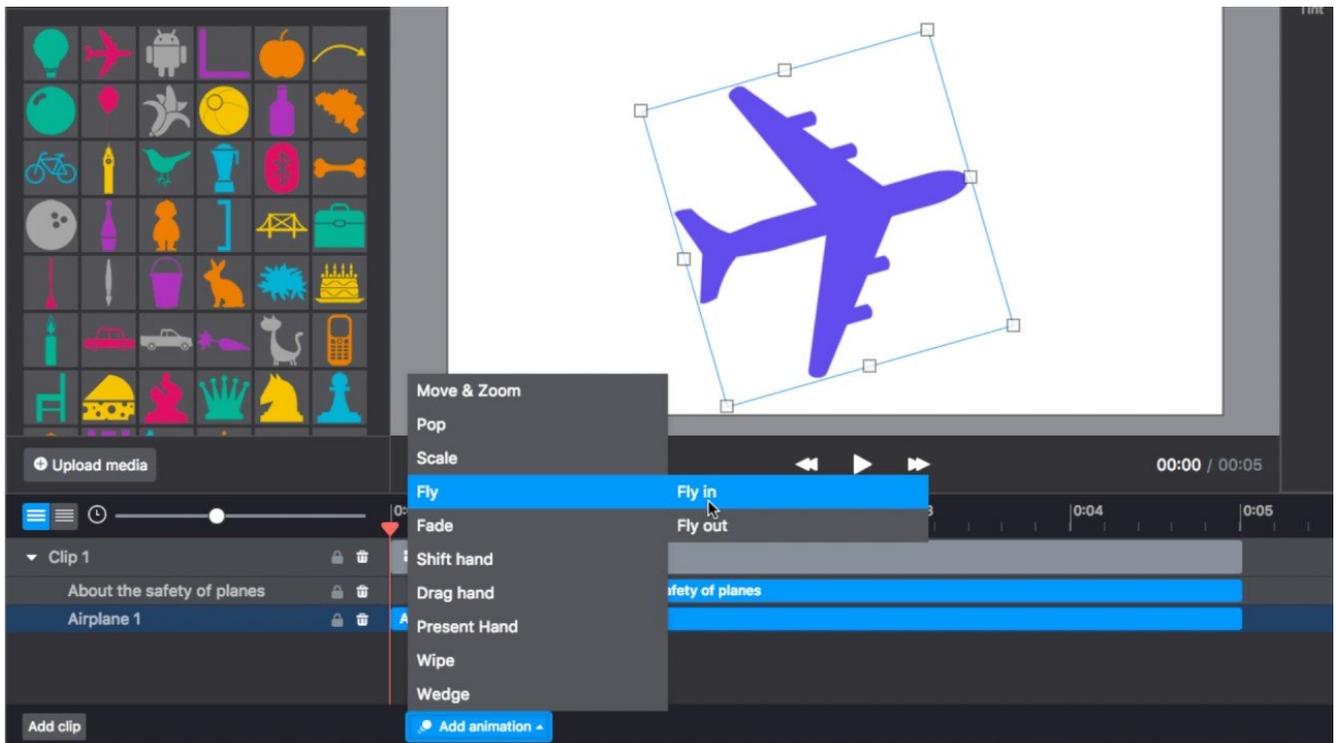
Moovly has also expanded its target market with new offerings "Business" and "Edu Max" subscriptions. The later was designed to cater to the needs of the growing number of educational

users on Moovly's platform. The Business subscription is available at \$599 per year, while the Edu Max version comes at an introductory price of \$249 for users with an approved educational email domain.

Moovly wins Amadeus contract

After a [competitive evaluation process](#), Moovly was selected as the best solution to provide Amadeus IT Group, a leading technology provider for the global travel industry, with a corporate video creation platform for its 15,000 employees worldwide.

Moovly is now creating video content for Amadeus IT Group



Fernando Diez, Senior Platform & Project Manager at Amadeus stated: "We did a thorough evaluation of the market through a tender process and after a detailed evaluation of Moovly and competitors, selected Moovly. Our experience since signing has been excellent and have found Moovly to be both responsive and flexible to our needs."

Moovly offers access to Getty images

Moovly Media Inc. has also partnered with the world leader in visual communications, [Getty Images](#), in opening up access to tens of millions of digital assets from within the Moovly platform. This integration allows Moovly users to access the impressive digital asset stock libraries (sounds, images, videos) from Getty Images and iStock seamlessly inside the Moovly Studio Editor.

Brendon Grunewald, Co-Founder and CEO of Moovly, stated: "Moovly is excited to be working with Getty Images, as it will provide millions of world-class stock media to customers of Moovly. This is an important step in our partner integration strategy, which has started to show results."

Moovly business model and financials

Revenue is primarily generated from subscription fees with over 90% gross margin, and charges a monthly pro rata [subscription price](#) or an annual fee. As of 30 September 2018 Launch Pro subscriptions cost [US\\$49/month](#) or US\$299/year. As discussed earlier there are also tailored offerings such as "Business" and "Edu Max" charging at \$599/year and \$249/year.

Revenue for the year ending 30 September 2018 was [\\$892,751](#) compared to \$559,185 the previous year, representing a 37% YoY increase. Earnings were negative \$0.03 per share. As Moovly grows revenue the high gross margin will mean profits will also grow in line with revenue, making for a very profitable company if all goes to plan.

Moovly's vision is to become the number 1 platform for engaging, customizable multimedia content creation by making it affordable, intuitive and simple.

The recent Amadeus contract (15,000 employees) shows Moovly is moving up in the world. It will help Moovly access other large travel or tourism companies. Also, their new business and educational offerings will open up huge new marketplaces. Moovly clients already include users from >300 of the Fortune

500, small businesses, freelancers and Ivy league universities.

Moovly is now moving in the right direction, and still has a low market cap of just C\$ 5.3 million. Huge potential if they can continue to pick up more large contracts.