

your story begins with
moovly

... then tell the world with the

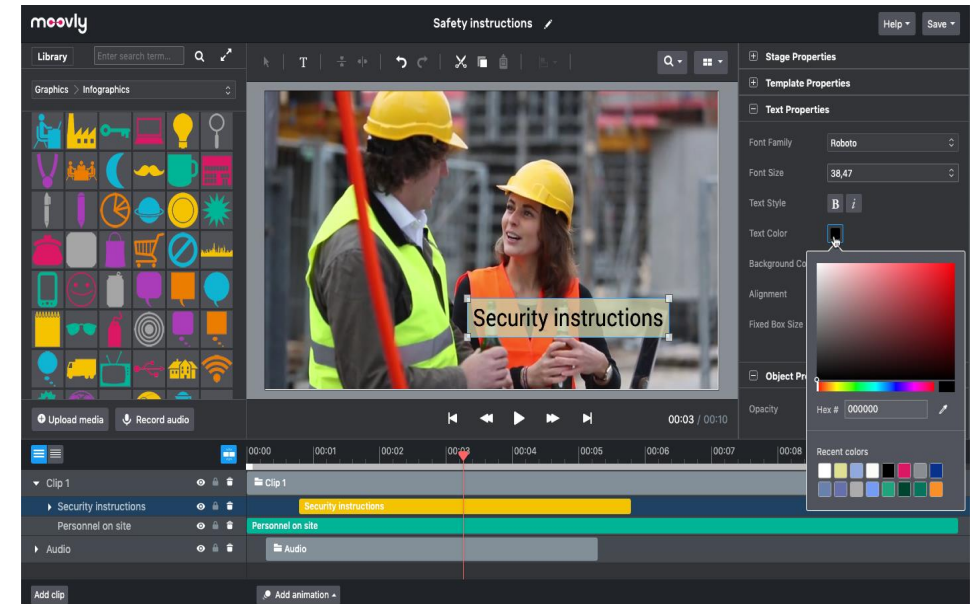


Video Marketing Center

- The VMC is a multi-faceted video distribution platform that enables direct and indirect selling, marketing, training, advertising and corporate communications teams to engage their staff and customers on a local or global scale.
- We have fully integrated the Moovly multi-lingual video creation platform to provide our customers with an easy-to-use tool to create an array of video styles for a multitude of different uses.

What is Moovly?

- An easy to use video creation platform
- Skill level: PowerPoint user
- Browser based – no software installation required
- Including >1.3M royalty free media assets in different styles
- iStock (Getty) integrated (>75M media assets)
- Additional asset libraries:
 - Personal media (images, sounds, videos)
 - Custom libraries (e.g. company assets)
- Applicable as a simple online internet application or as a customized, on-brand corporate video creation tool with many integration options (*“the Wordpress of video creation”*)



Who uses Moovly, and what for?

- **Corporate enterprises** (professionals in Sales, HR, IT, Finance, Training, Internal Communications...): videos for direct sales, indirect sales, communication, e-learning, events, products, explainers, news...
- **SMBs and start-ups** (founders, marcom managers, product marketing): product and company videos, tutorials, support videos...
- **Individual professionals** (self employed): training, consulting, self-promotion...
- **Education**: students, teachers, professors: e-learning, classroom assignments, projects, thesis videos, research videos...
- **Consumers/others**: personal stories, event invitations, hobby videos, wishes, social media videos, testimonials, job applications...

A few Moovly users

Google • Bloomberg • IBM • Siemens • Deloitte • Amadeus IT • Uber • KPMG • Procter&Gamble • BBC • Harvard • Cisco • Unilever • Thomson Reuters • Daimler • Pfizer • BNP Paribas • Umicore • Merck • Amazon • Microsoft • HP • PwC • Philips • Volvo • Coca-Cola • WWF • General Electric • Booking.com • Colgate-Palmolive • Solvay • Toyota • Glaxo SmithKline • Carrefour • Accor Hotels • Walmart • AXA • Vodafone • Telefonica • Ubisoft • Disney • Oracle • EMC • Maersk • Starbucks • American Express • Nokia • Greenpeace • Adidas • SAP • Pearson • Taco Bell • Wiley • European Commission • Fujifilm • Manpower • Arcelor Mittal • AstraZeneca • Cap Gemini • Roche • AkzoNobel • Amnesty • Continental • NHS • ...

Moovly platform

Moovly Studio

Easy cloud-based video creation editor for everyone

Mobile App

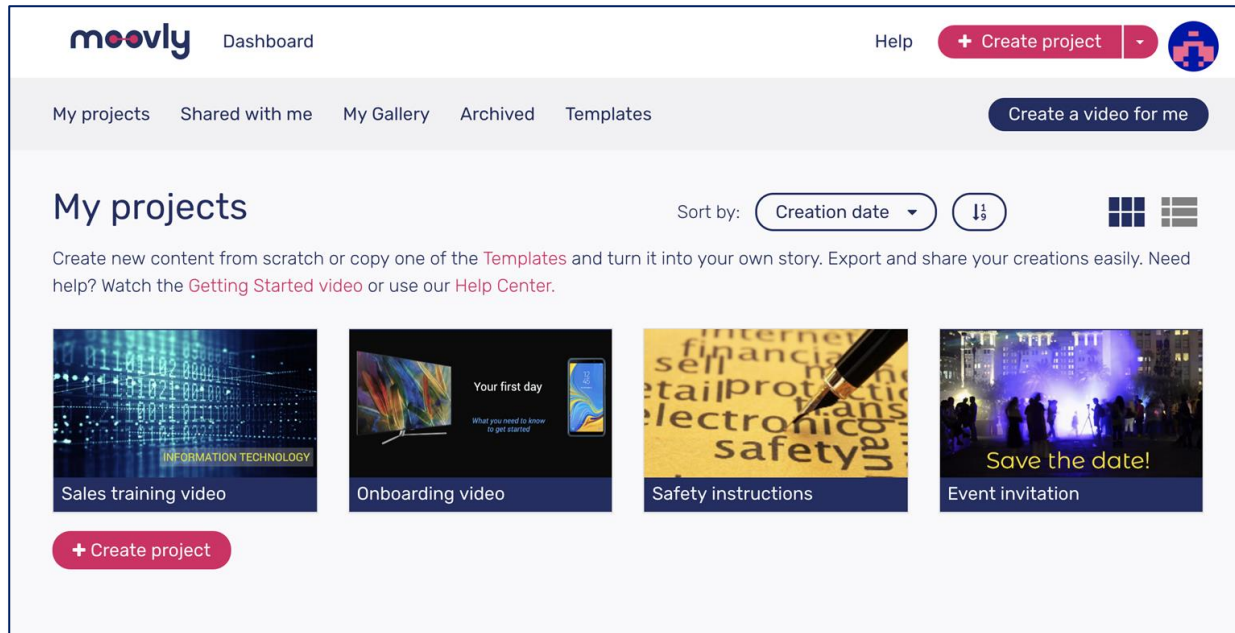
Companion app for Moovly Studio
Template-based

Automator

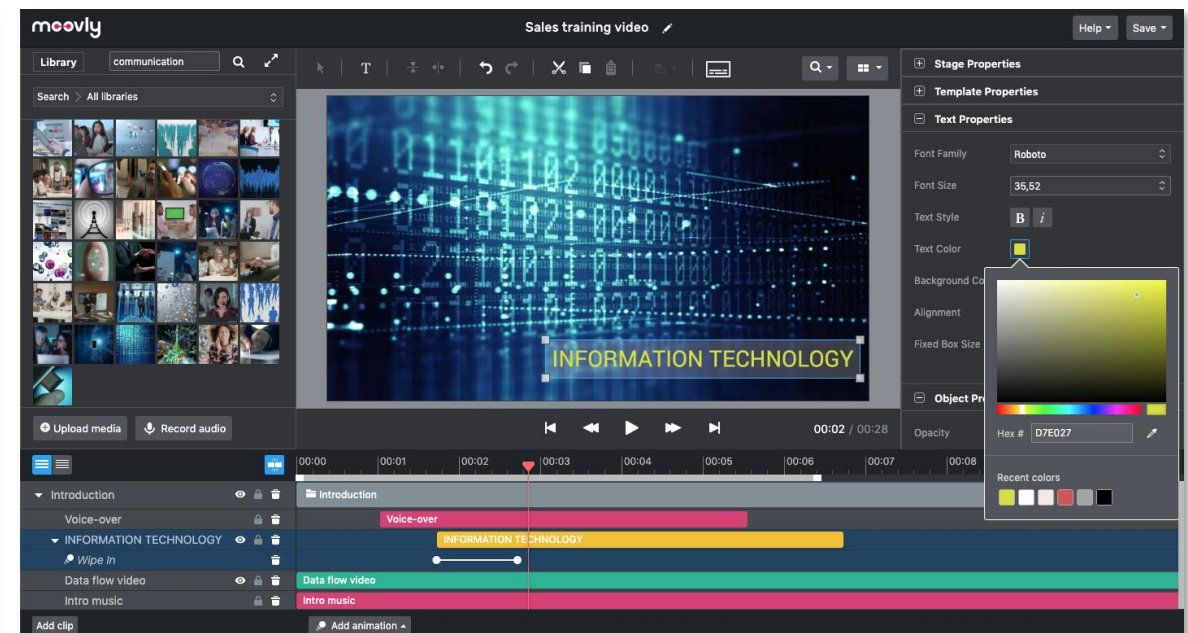
Automated video generation via API solutions

The Moovly Platform

The Moovly Studio interface: 2 main components



The Dashboard
Manage your video projects



The Editor
Create and edit your videos

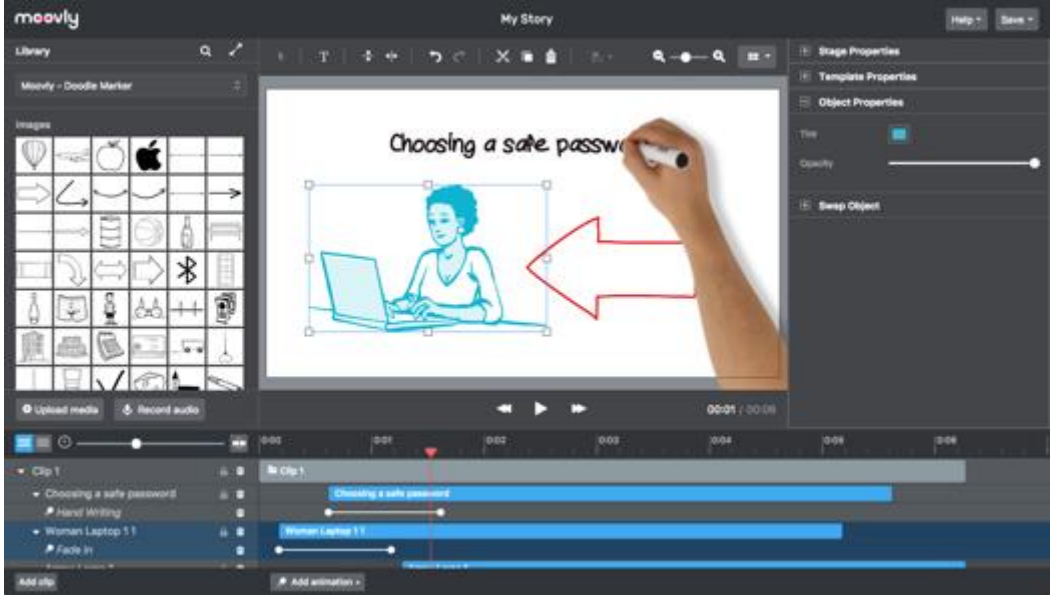
The Moovly Editor: easy and straightforward

The screenshot displays the Moovly video editor interface. At the top, the title "Safety instructions" is visible. The main workspace shows a video clip of two construction workers in hard hats and safety vests. A text box with the words "Security instructions" is overlaid on the video. A pink callout box with the text "1. Drag and drop media objects" has a pink arrow pointing from the graphics library on the left towards the text box. Below the video, a timeline shows the video clip and the text box. A pink callout box with the text "2. Animate and synchronize" has a pink double-headed arrow pointing to the timeline. The right side of the interface features a properties panel with sections for Stage Properties, Template Properties, Text Properties, and Object Properties. The Text Properties section is expanded, showing settings for Font Family (Roboto), Font Size (38,47), Text Style (Bold and Italic), Text Color (black), and Background Color (a color picker showing a gradient from black to red). The timeline at the bottom shows a duration of 00:03 / 00:10. The bottom left corner has the text "your story begins with" and a button "Add clip". The bottom right corner has a button "Add animation".

1. Drag and drop media objects

2. Animate and synchronize

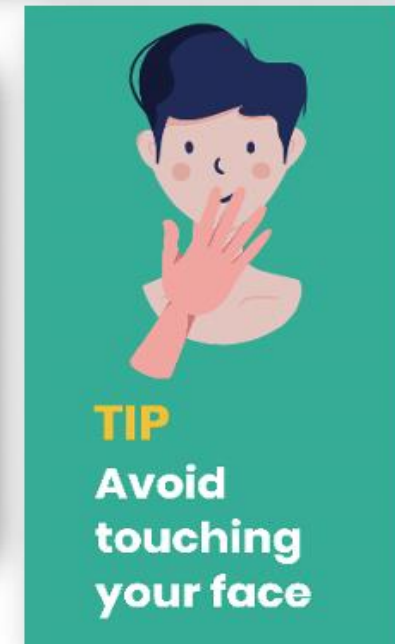
Create videos in any style – including yours



your story begins with

Create videos in any format

- Horizontal, square, vertical
- Social media and smartphone presets
- Easily rearrange your content from one format to the other



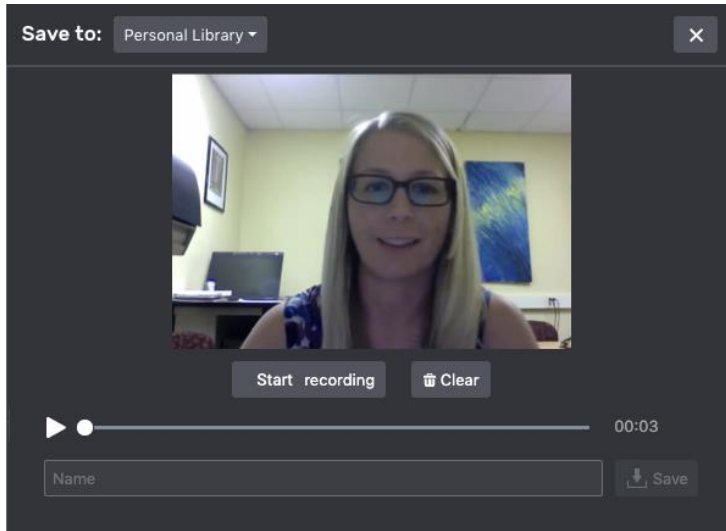
The iStock library*: >75 million purchasable objects

The screenshot displays the iStock library interface. At the top, the search bar contains the word "child". The left sidebar is divided into "Graphics" and "Stock Media" sections. The "Graphics" section includes categories like Business Clips, Business Graphics, Clips, Doodle Marker, Graphs and Charts, Infographics, Motion Graphics, Stamps, and Web Icons. The "Stock Media" section includes Bynder, iStock by Getty Images, Personal iStock by Getty Images, and Storyblocks (Free), with sub-categories for Photos, Videos, Backgrounds, Sounds, and Music. The main content area shows a grid of video thumbnails under the heading "iStock by Getty Images". A video is selected and previewed on the right. The video shows a female doctor in blue scrubs with her arm around a young girl wearing a pink headscarf, who is holding a large teddy bear. The video player shows a progress bar at 00:02. Below the video, the following details are provided:

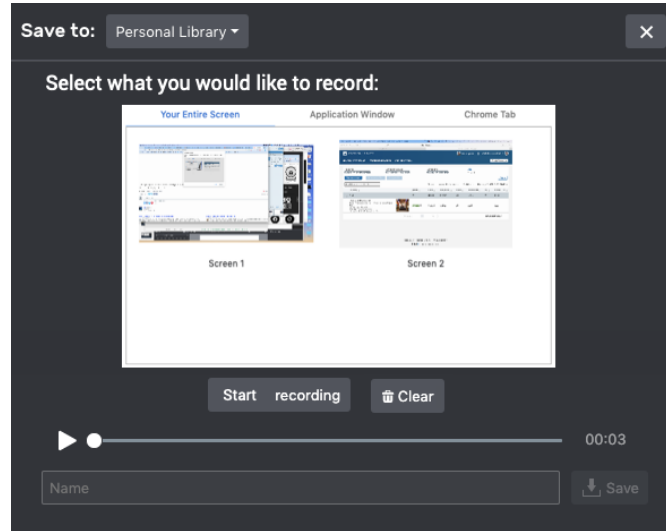
name	Kind doctor comforts girl with cancer
Description	An ethnic doctor sits with child patient. The child is fighting cancer and is wearing a pink scarf on her head. The doctor has her arm wrapped around the girl's shoulder. The girl is holding a large teddy bear. The two individuals are looking at each other and smiling.
Price	\$30

At the bottom of the interface, there is a "Delete" button and an "Insert in Project" button. The page number "Page 1" is also visible.

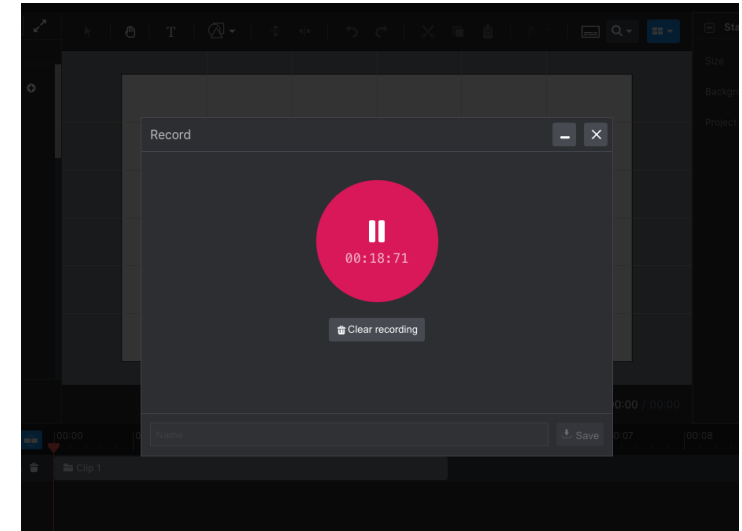
Advanced features



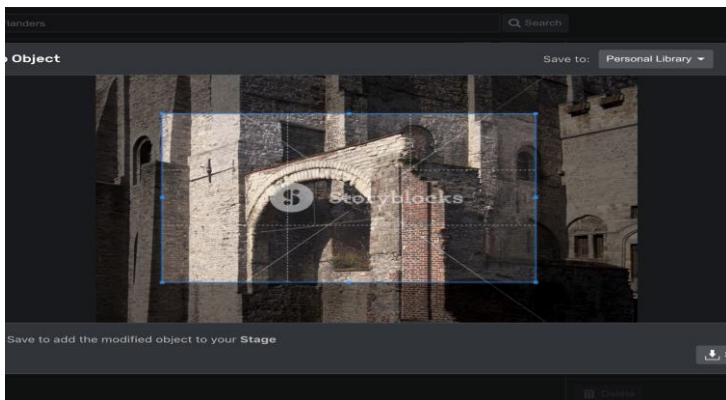
Webcam recording



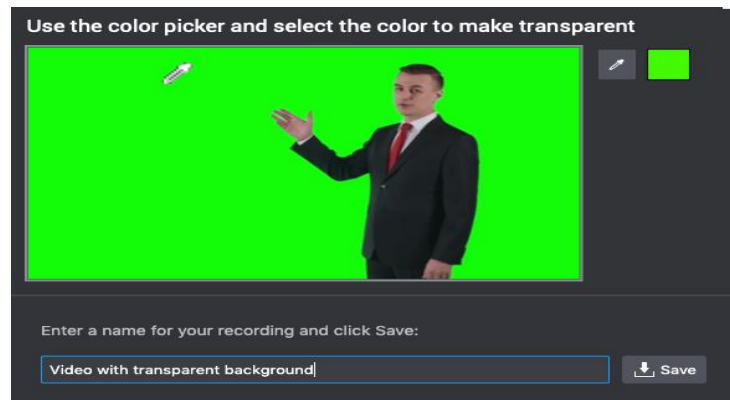
Screen recording



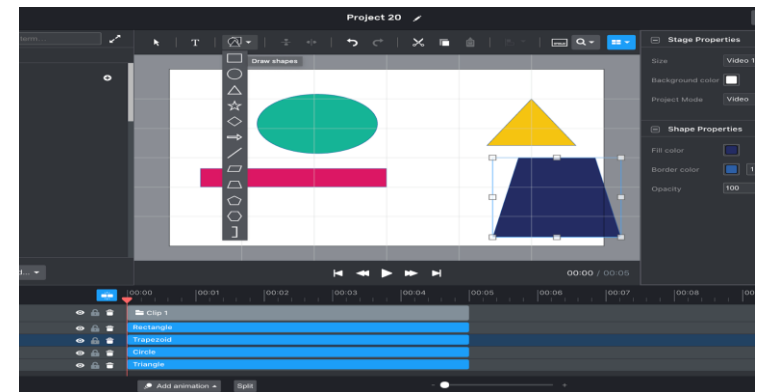
Audio recording



Crop and edit images

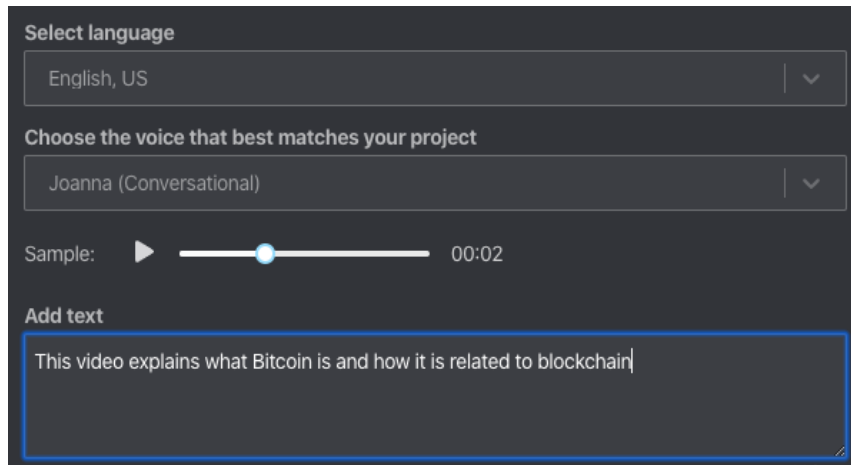


Color removal

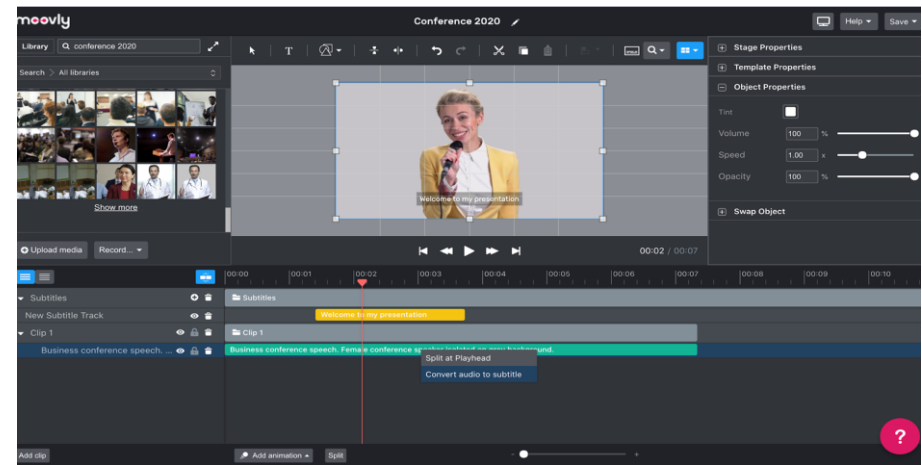


Draw and animate shapes

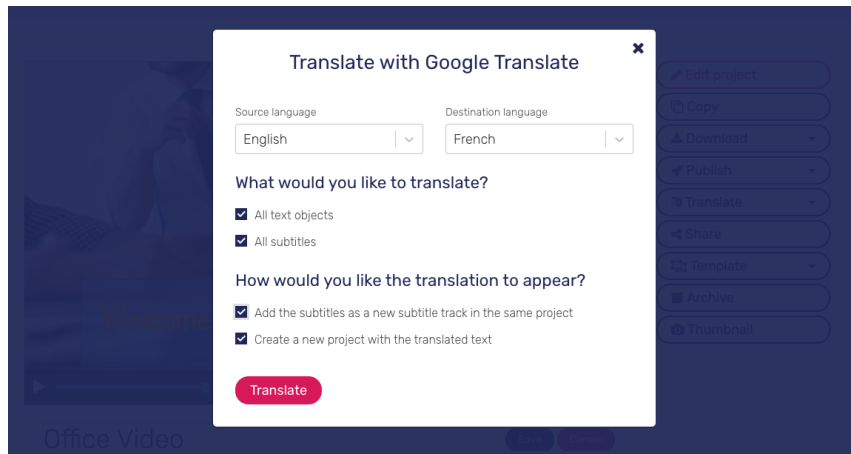
Advanced AI features



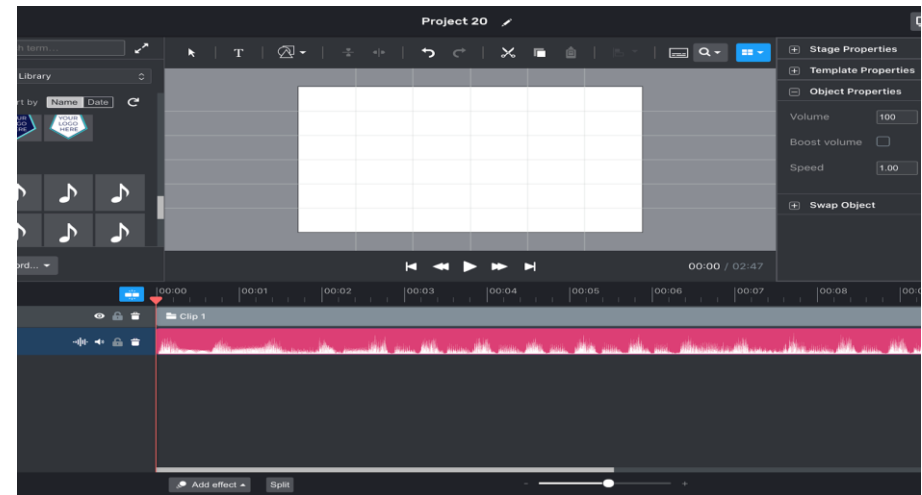
Text-to-speech



Automatic subtitling



Google Translate integration for automatically translating videos



Waveforms for audio



Preview
Export
Share
Create
template

Shared with me My Gallery Archived Templates



- Edit project
- Copy
- Download
- Publish
- Share
- Template
- Archive
- Thumbnail

Safety instructions
Mary Taylor

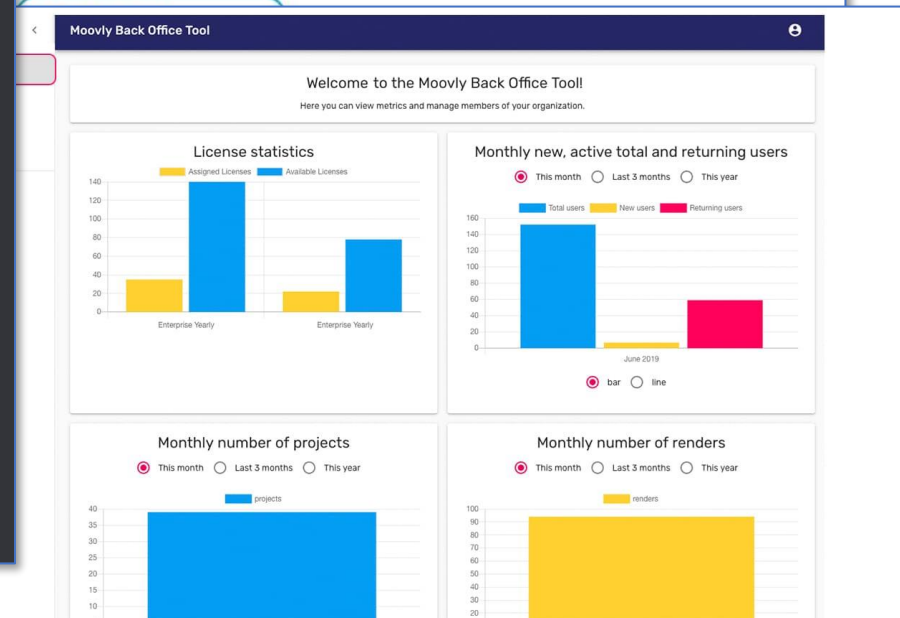
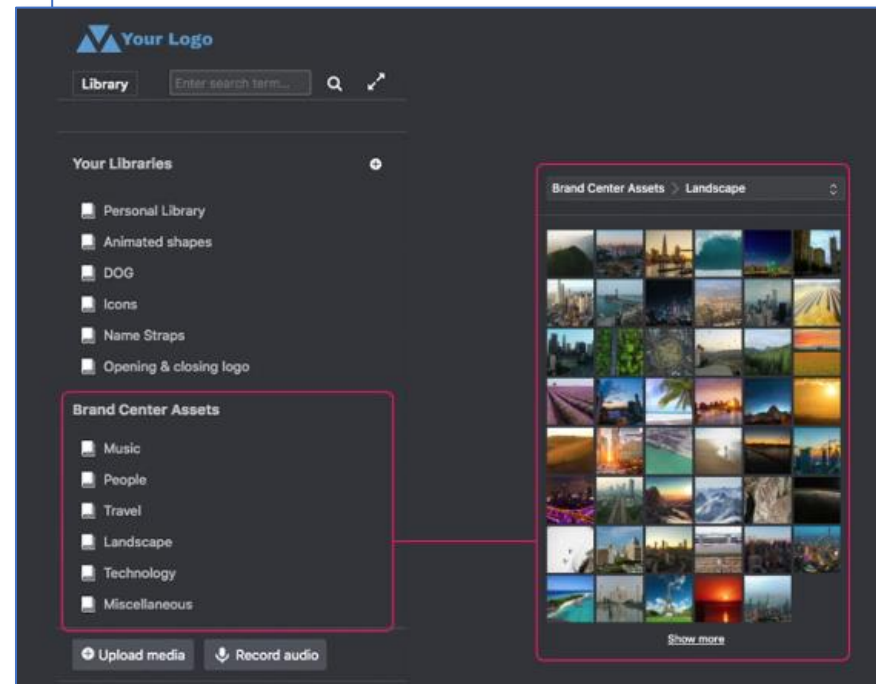
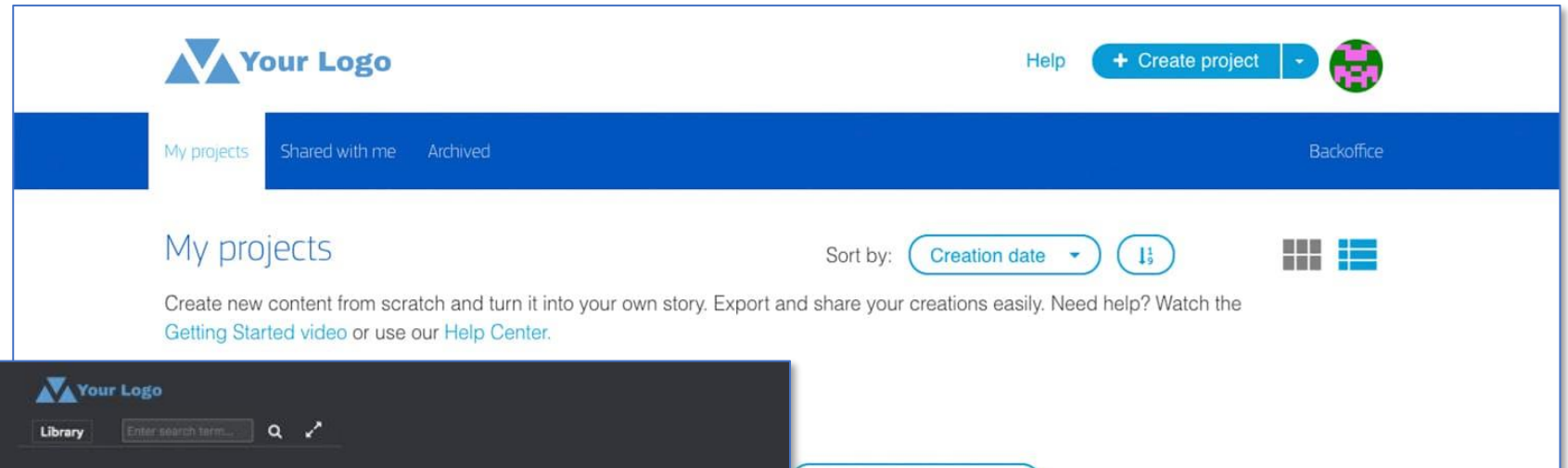


your story
begins with



Customize Moovly to your own Corporate Video Creation tool

- Your logo
- Your colors and fonts
- Your video templates
- Your selection of features
- Your media libraries
- Only accessible by your employees
- User management backoffice



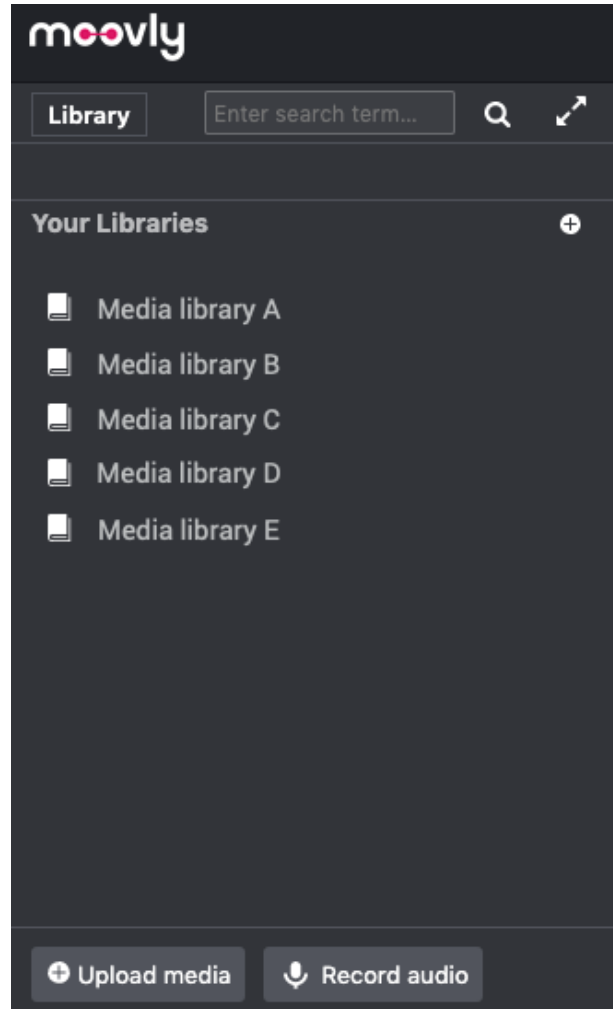
User Groups

- User Groups can be set-up with specific access configuration:
 - Access to certain media libraries, fonts, templates...
 - Access to certain features (e.g. publishing, uploading, sharing, downloading...)
- Managed by a designated Back-office administrator
 - Manages users and licenses
 - Manages custom libraries

Moovly customizations and integrations

1. Customized libraries
 - = special libraries for companies or organizations
 - Containing objects in organization brand style and covering own subject matter areas: logos, illustrations, visuals, animations, symbols...
 - Only accessible by approved users
2. Custom fonts and colors
3. Custom templates and clips
4. User management
 - Back office application
 - Usage dashboard
 - User creation, deletion, floating licenses
5. External connections/integrations: Single Sign On, DAM servers, cloud storage
6. White labeling: logo, brand colors, feature control, domain masking...

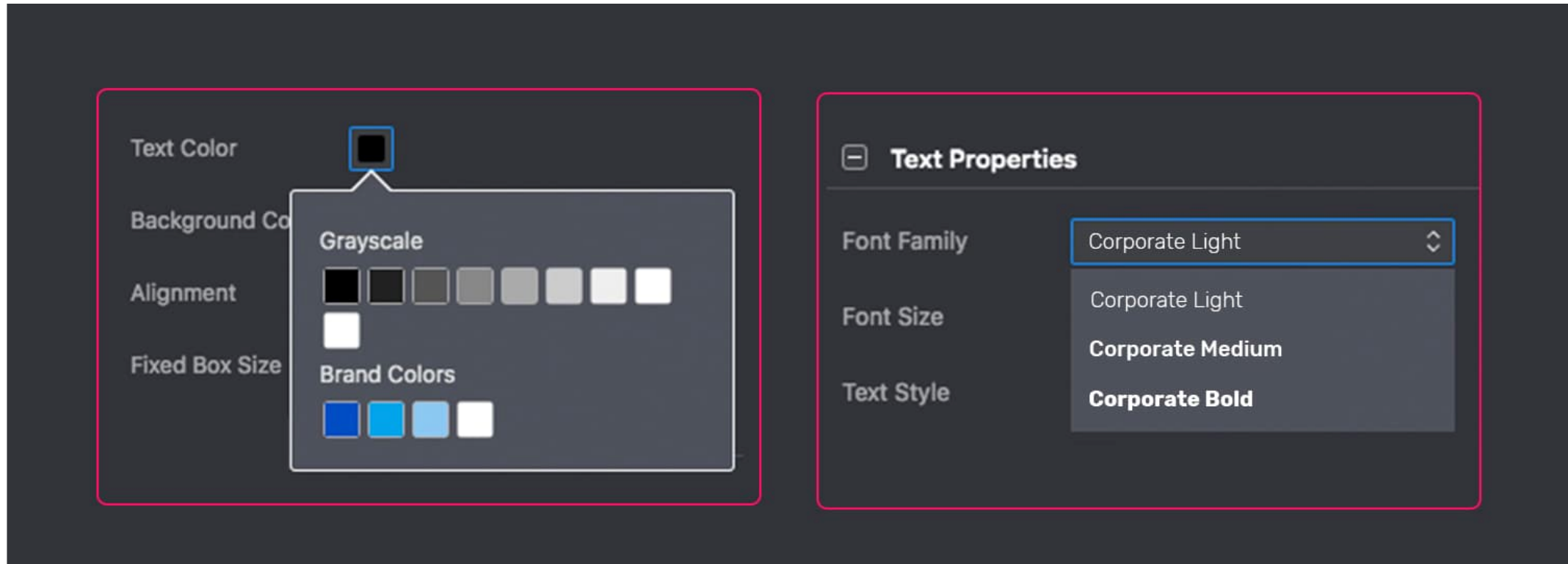
1. Customized Libraries



- Your own set of media libraries in Moovly
- Either:
 - Containing selected uploaded media objects
 - Synchronized with your own media server(s)
 - A selected subset of the Moovly libraries
 - Or a combination of the above
- Only accessible to your group of users

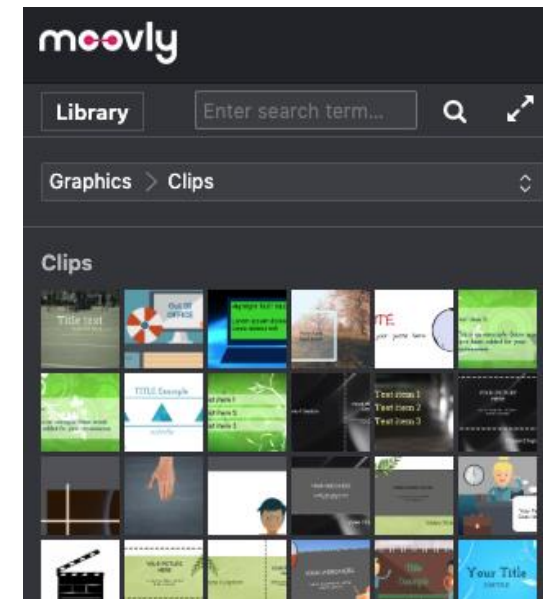
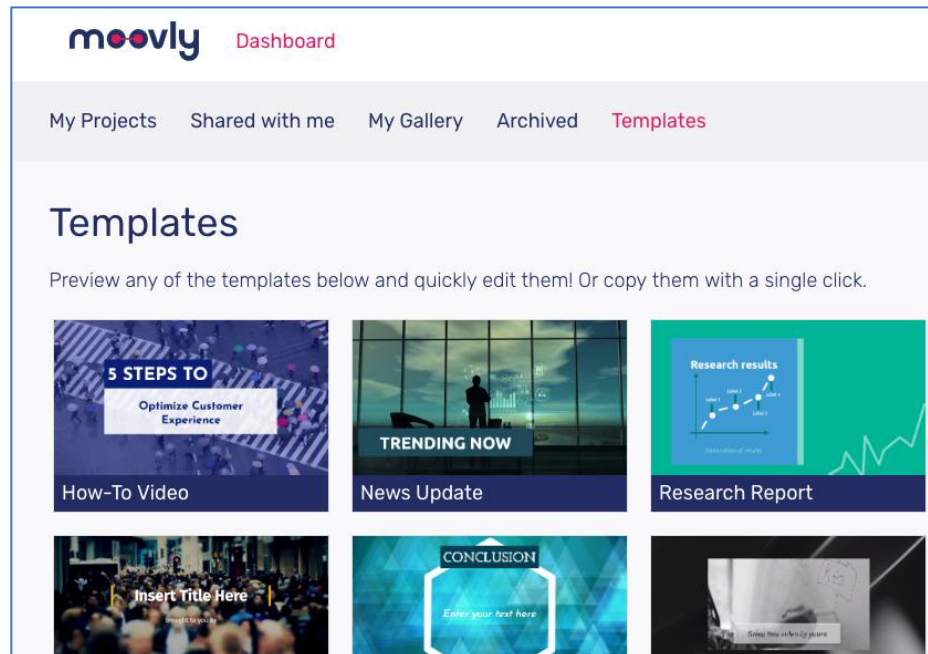
2. Custom Fonts and Colors

- Your own organization's fonts and colors available to your users
- Restricted to those only – or in combination with Moovly's



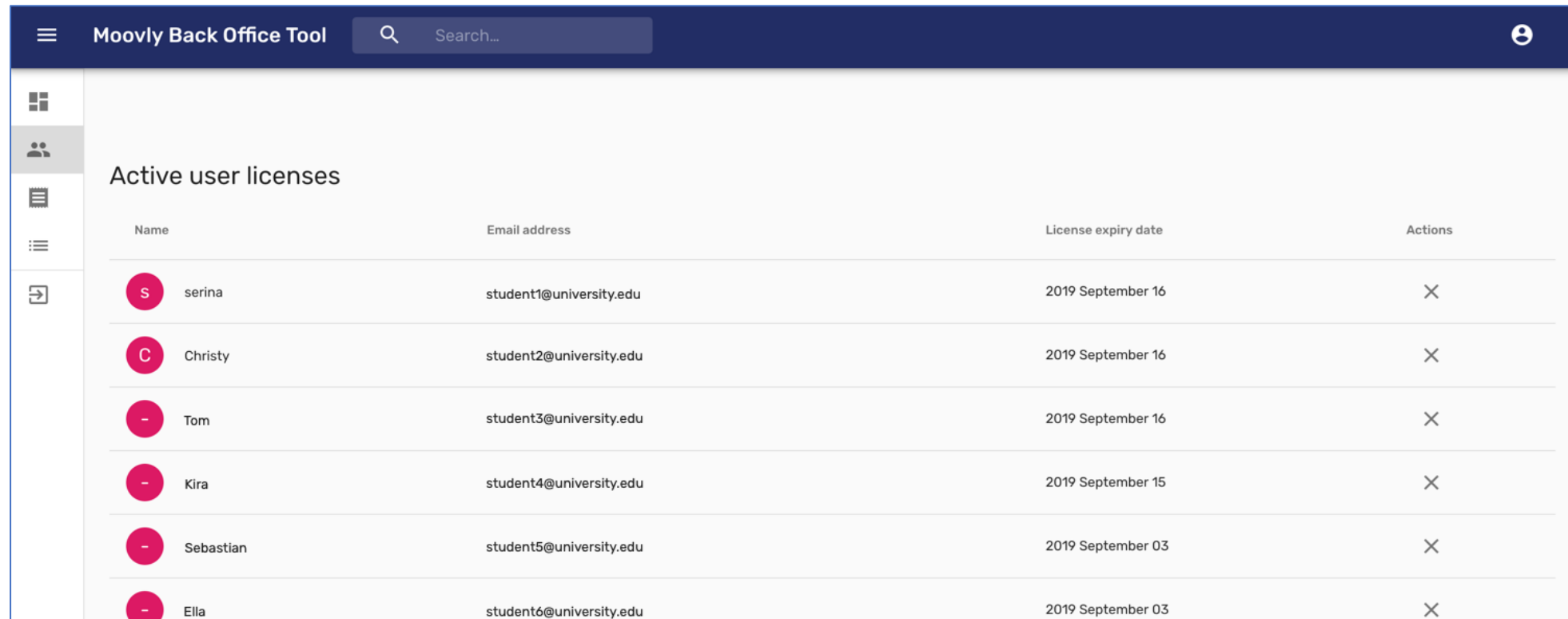
3. Custom Templates and Clips

- Your own set of standard Clips (= “mini-templates”, animated structures)
- Your own set of adaptable video templates, premade in your style
- Only accessible to your group of users









4. User Management Backoffice

- Manage your own users and put them in Groups
- Group settings determine which libraries and features they have access to

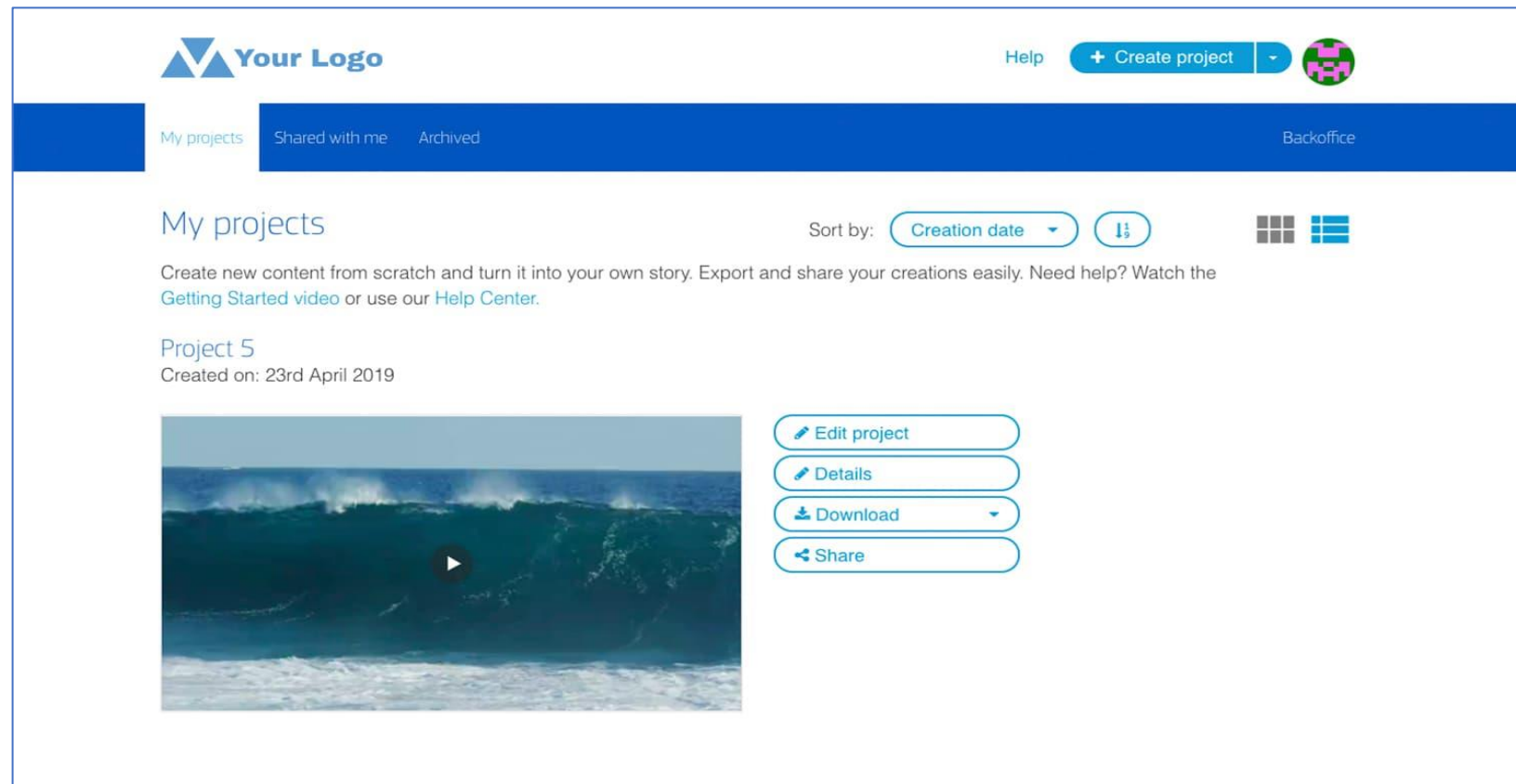


The screenshot displays the 'Moovly Back Office Tool' interface. At the top, there is a search bar and a user profile icon. The main content area is titled 'Active user licenses' and contains a table with the following data:

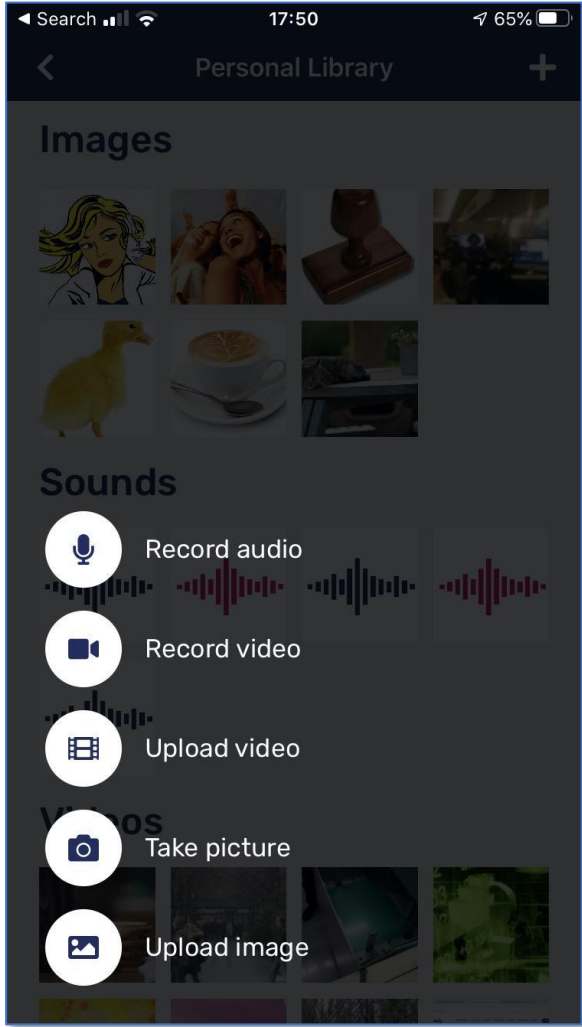
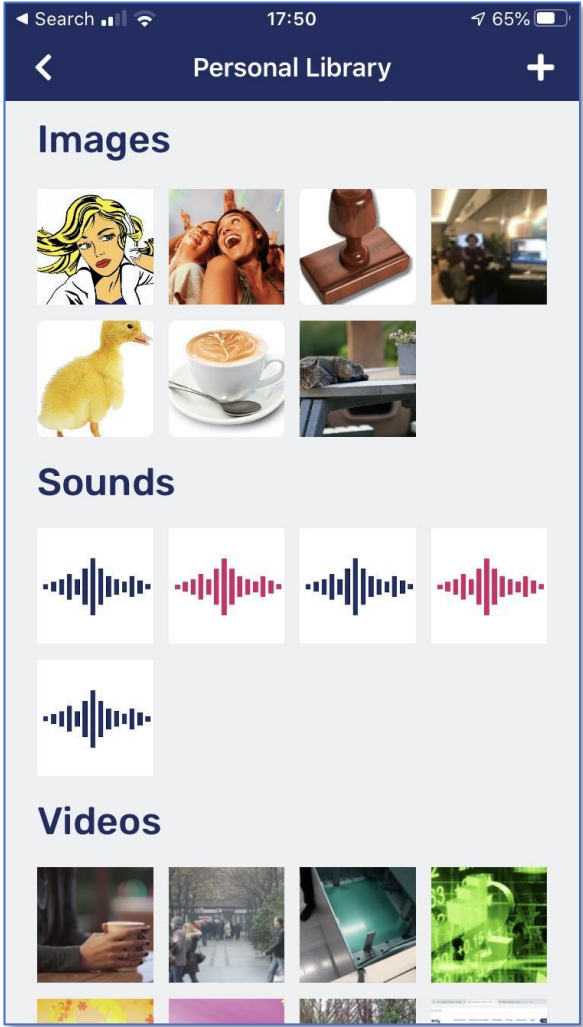
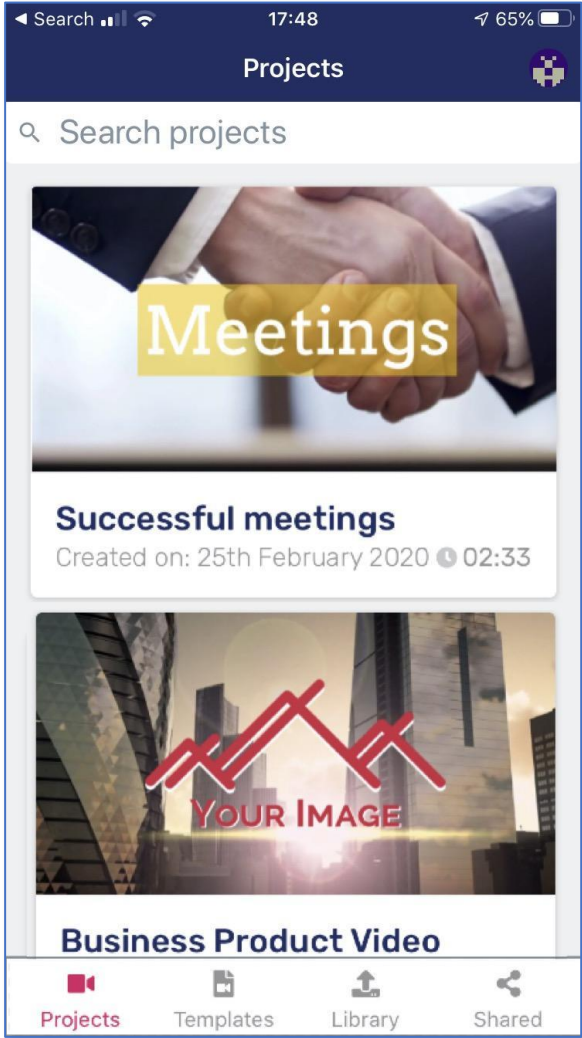
Name	Email address	License expiry date	Actions
 serina	student1@university.edu	2019 September 16	×
 Christy	student2@university.edu	2019 September 16	×
 Tom	student3@university.edu	2019 September 16	×
 Kira	student4@university.edu	2019 September 15	×
 Sebastian	student5@university.edu	2019 September 03	×
 Ella	student6@university.edu	2019 September 03	×

5. White Labeling

- Turn Moovly into your own, branded tool and rename it
- Mask the domain name and turn it into yours



The Moovly App: a companion app for Moovly Studio



About Moovly

- Canadian-Belgian company founded in 2012
- Offices in Vancouver and Belgium
- Listed on Toronto Stock Exchange since 2016
- More than 3M users worldwide
- Users from >60% of the Fortune 500 companies

Mission

Enable everyone to create engaging multimedia content
by making it affordable, intuitive and simple

your story begins with
moovly

And then tell the world with the

