

Rating/Target	Rev.	Prior
Rating	Buy	-
Target Price (C\$)	\$1.40	-
Revenue F2021E (M)	\$2.5	-
Adj. EBITDA F2021E (M)	-\$0.1	-
Adj. EPS F2021 (M)	\$0.00	-

#### MARKET DATA

Date:	Mar 29, 2021
Current Price (C\$):	\$0.62
Target Price (C\$):	\$1.40
52-Week Range:	\$0.01 / \$1.02
Shares O/S (M):	160.4
Mkt Cap (C\$M):	\$99.5
EV (C\$M):	\$103.0
Avg. Weekly Vol. (M):	1.18

Website: [www.moovly.com](http://www.moovly.com)

#### FINANCIALS

	F2020A	F2021E	F2022E
Revenue (\$M)	\$1.5	\$2.5	\$8.0
Adj. EBITDA (\$M)	-\$1.5	-\$0.1	\$4.9
EPS (\$)	-\$0.01	\$0.00	\$0.02
Cash (\$M)	\$0.0	\$1.3	\$2.2
Current Assets (\$M)	\$0.2	\$1.4	\$2.3
Net Cash (\$M)	-\$3.6	-\$2.1	-\$1.2
Total Assets (\$M)	\$0.7	\$1.9	\$2.8
Debt (\$M)	\$3.6	\$3.4	\$3.4
Total Liabilities (\$M)	\$0.0	\$0.0	\$0.0
Fiscal Year End:	Sept. 30		

Source: Company Reports, S&P Capital IQ, eResearch Corp.

Chris Thompson, CFA, MBA, P.Eng.  
Director of Equity Research

Jay Yi, HBSc, MBA  
Equity Research Associate

## Moovly Media Inc. (TSXV:MVY)

### Video Making in Minutes at the Click of a Button

#### COMPANY DESCRIPTION:

**Moovly Media Inc. (“Moovly” or “the Company”)** is a cloud-based media platform for professional-level video production for businesses, educators and home use. The Company focuses on providing leading-edge software that allows users to easily create professional live-action, animation, motion graphics, screenshots, or whiteboard videos without being an expert in video creation. With over 3.7 million users worldwide, Moovly is a leading provider of web-based video tools for creating videos and video presentations targeting marketing, corporate communications, and storytelling.

#### INVESTMENT HIGHLIGHTS:

- **Advanced feature-rich platform for video creation.** Moovly has developed one of the best-in-class, function- and media-rich, proprietary cloud-based platforms that transforms video creation and is unique in a massively growing marketplace.
- **Video Automator can quickly generate thousands of customized videos.** Moovly’s Video Automator allows users automate the video content-making process, and produce template-based, customized videos in high volumes and distribute them to their target audiences.
- **Robust developer API enables white labeling of Moovly’s platform.** Moovly’s Developer API allows developers to integrate Moovly’s video production capabilities into their own platforms, products, or services.
- **Acquisition target.** Moovly would fill an important gap for any company making or exploiting video content, such as video aggregators or agencies, that does not already have a leading-edge video editor.
- **Experienced management with previous exit.** Moovly’s founders have a deep understanding of the content creation space and a proven track record of creating significant shareholder value and leading a startup to successful exit.

#### FINANCIAL ANALYSIS & VALUATION:

- **We estimate Moovly’s financials as:**
  - **F2021E: Revenue \$2.5 million; EBITDA -\$0.1 million;**
  - **F2022E: Revenue \$8.0 million; EBITDA \$4.9 million.**
- We calculate an equal-weighted price per share of \$1.40 from a multiple of 40x the one-year forward Revenue of \$5.6 million and a DCF from a multiple of 30x the four-year forward terminal EBITDA of \$14.4 million at a 12% discount rate.
- **We are Initiating Coverage with a Buy rating and one-year price target of \$1.40.**

*All figures in CAD unless otherwise stated.*

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[www.eresearch.com](http://www.eresearch.com)

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## INVESTMENT THESIS – Why Invest in Moovly Media

### ADVANCED FEATURE-RICH PLATFORM FOR VIDEO CREATION

Moovly has developed one of the best-in-class, function- and media-rich, **proprietary cloud-based platforms** that transforms video creation and is unique in a massively growing marketplace.



### VIDEO AUTOMATOR CAN QUICKLY GENERATE THOUSANDS OF CUSTOMIZED VIDEOS

Moovly's Video Automator allows users **automate the video content-making process**, and produce template-based, customized videos in high volumes and distribute them to their target audiences.

### ROBUST DEVELOPER API ENABLES WHITE LABELING OF MOOVLY'S PLATFORM

Moovly's Developer API allows developers to integrate Moovly's video production capabilities into their own platforms, products, or services.

### A USER-FRIENDLY VIDEO CREATION PLATFORM

Moovly Studio is an easy-to-use video creation platform with a simple "drag and drop" interface and integration with applications such as AWS, Box, Bynder, Dropbox, Facebook, Getty Images, Google Drive and Sheets, Microsoft Azure and OneDrive, Storyblocks, Twitter, Wista, Vimeo, and YouTube.

### SALES TRACTION WITH LARGE COMPANIES TO SMALL BUSINESSES

**Moovly services corporations, including over 300 Fortune 500 companies**, small and medium-sized enterprises (SMBs), freelancers, educational institutions, and students.

### LARGE & GROWING GLOBAL MARKET

Online video's momentum remained strong in 2020 with over 90% of marketers saying it is an important part of their strategy. According to Magisto, over the next year, **American businesses intend to spend US\$135 billion on digital video**.

### CLOUD-BASED VIDEO EDITING SOFTWARE GAINING IN POPULARITY

Cloud-based video editing software is becoming more popular as there is **no additional software to download and maintain**. It also enables users to upload videos and edit files remotely as well as link different social and web accounts to share their videos.

### LARGE USER BASE

**Moovly has more than 3.7 million customers**. A large customer base allows the flexibility to segment users to maximize revenue and word-of-mouth advertising helps to market the product.

### SCALABLE BUSINESS MODEL

The Company operates as a **SaaS model that is scalable to handle growth**. Earlier this year, to accommodate the growth in demand, Moovly announced an increase in bandwidth and enhanced support to its platform to assist over three million users.

### EXPERIENCED MANAGEMENT WITH PREVIOUS EXIT

Moovly's founders have a deep understanding of the content creation space and a **proven track record of creating significant shareholder value** and leading a startup to a successful exit.

### MOOVLY'S MOBILE APP: A COMPANION FOR THE MOOVLY STUDIO

**Moovly's FREE Mobile App** allows users to upload video clips, images, and sound files directly to their Moovly Studio library and create videos with the quick edit feature.

### ACQUISITION TARGET

**Moovly would fill an important gap for any company making or exploiting video content**, such as video aggregators or agencies, that does not already have a leading-edge video editor.

**COMPANY OVERVIEW**

Moovly Media Inc. (TSXV:MVY | OTC:MVVYF | FSE:OPV2) is a cloud-based media platform for do-it-yourself, professional-level video production for businesses, educators and home use.

The Company provides leading-edge software that allows users to easily create videos, picture-based videos, or whiteboard animation videos without being an expert in video creation.

With over 3.7 million users around the world, Moovly is a leading provider of web-based video tools for creating videos and video presentations targeting marketing, corporate communications, and storytelling.

In 2020, in the article *12 Impressive Online Video Maker for Your Business* by techstorify.com, Moovly was ranked #1 as the Best Online Video Maker.

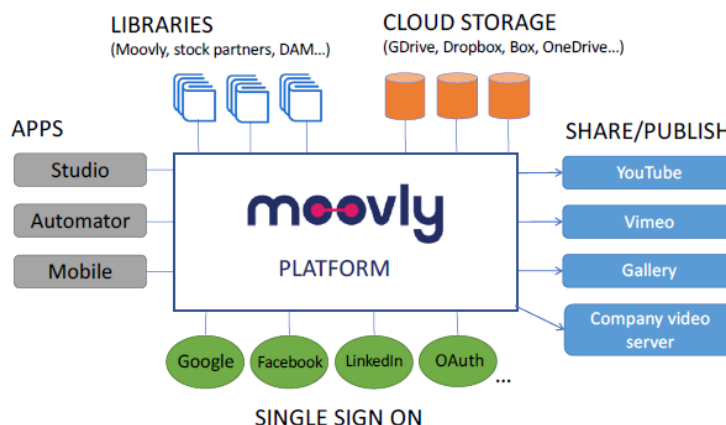
**Platform Overview**

Moovly’s flexible platform architecture and open API enables rapid and cost effective feature development, third-party integrations and platform integration.

The Company’s main products and features include (1) Moovly Studio, (2) Video Automator, (3) Mobile App, (4) Developer API, (5) WordPress Plugin, and (6) Platform Integrations. (See [Figure 1.](#))

1. **Moovly Studio:** Moovly Studio is a professional-level, easy-to-use, feature-rich video creation editor that enables users to upload their own media (photos, images, videos or sounds) and combine it with thousands of media objects from various media libraries to create videos and share them through social media, e-mail, and on third-party applications.
2. **Video Automator:** Moovly’s Video Automator allows users to produce template-based, customized videos in high volumes and distribute them to their target audiences.
3. **Mobile App:** Moovly’s free Mobile App allows users to upload video clips, images, and sound files directly to their Moovly Studio library.
4. **Developer API:** Moovly’s Developer API allows developers to integrate the Company’s video production capabilities into their own platforms, products, or services.
5. **WordPress Plugin:** Moovly’s WordPress Plugin allows WordPress websites to easily integrate videos and templates made in Moovly.
6. **Platform Integrations:** Third-party integrations connect the platform to provide a seamless workflow to applications such as AWS, Box, Bynder, Dropbox, Facebook, Getty Images, Google Drive and Sheets, Microsoft Azure and OneDrive, Storyblocks, Twitter, Wista, Vimeo, and YouTube.

*Figure 1: Moovly Platform*



Source: Company Presentation (2020)

## End-User Overview

Moovly services corporations, including over 300 Fortune 500 companies, small and medium-sized enterprises (SMBs), freelancers, educational institutions, and students.

Corporations use it to brand and create marketing content for their products and services; educational institutions use the software to create curriculum content for students.

Enterprise clients and Third-Party Partners are integrating Moovly's platform into their corporate platforms or offerings through multi-user and multi-year contracts. In addition, to add to Moovly's product "stickiness", Moovly's offers customer application development and third-party integrations to its platform.

The Company also offers its software through monthly and yearly subscriptions with different pricing packages. With a wide range of user segmentation and tiered pricing, Moovly is a cost-effective choice for the Do-It-Yourself (DIY) and Do-it-Better market of people creating engaging video-based content.

## Corporate Overview

Moovly is a Canadian-Belgian company, founded in 2012 by Brendon Grunewald and Geert Coppens, and listed on the Toronto Venture Exchange in 2016.

Although originating in Belgium, Moovly Media is currently incorporated in Vancouver, Canada, and headquartered at 1558 West Hastings Street, Vancouver, British Columbia, V6G 3J4, Canada. However, all of the Company's intangible assets are located in Belgium and all sales, which include software licenses and professional services consulting, are generated out of Belgium.

The Company trades on the Toronto Venture Stock Exchange under the symbol TSXV:MVY, over-the-counter in the United States on the OTC Exchange under the ticker symbol OTC:MVVYF, and on the Frankfurt Stock Exchange under the ticker symbol FSE:OPV2.

## Key Executives

Moovly has an experienced management team supported by a skilled and dedicated technical group driving the innovation.

- **Brendon Grunewald, Co-Founder, President, and Chief Executive Officer (CEO)**

- Brendon Grunewald has widespread experience in start-ups, venture capital management, and spin-offs. Mr. Grunewald has over 25 years of experience as an entrepreneur and executive focused on finance and technology. Prior to starting Moovly, he was Head of E6 Ventures, a venture capital fund for early stage investments, and CEO of Sinfilo, which was sold to Telenet (EBR:TNET) in 2003.



- **Geert Coppens, Co-Founder and Chief Technology Officer (CTO)**

- Geert Coppens has over 25 years of experience focused on multimedia technologies. Prior to Moovly, Mr. Coppens was the Founder and CEO for Instruxion, which focused on state-of-the-art multimedia content creation. Prior to Instruxion, he held various positions with Cisco Systems (NASDAQ:CSCO).



For full biographies of Brendon Grunewald, Geert Coppens, other key executives, and the Board of Directors, see [Appendix E](#).

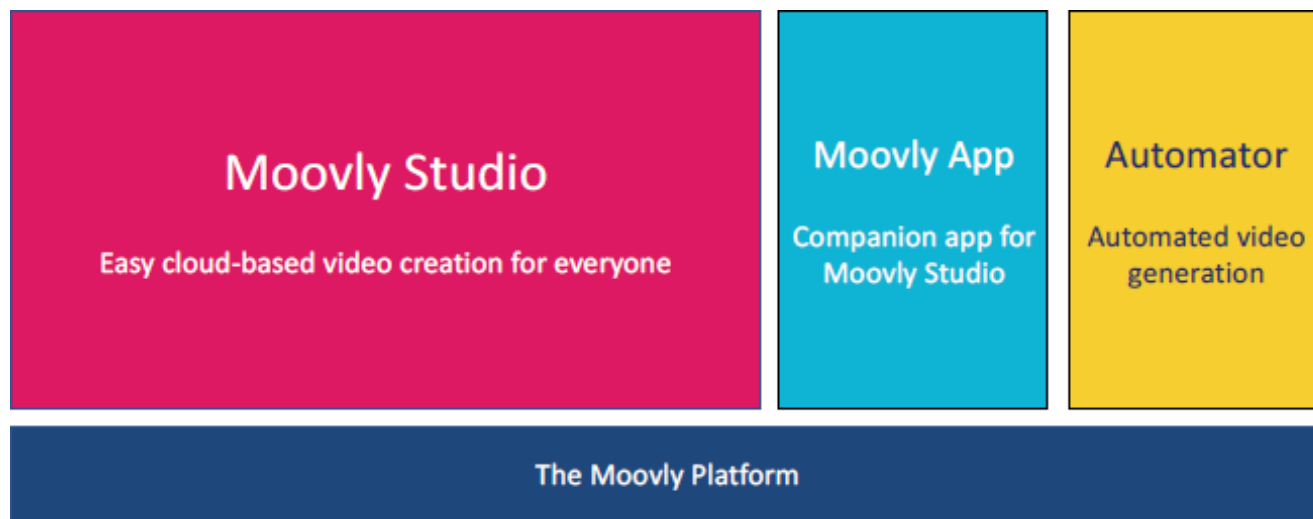
## THE MOOVLY PLATFORM

Moovly's platform allows users to easily create professional-level videos, picture-based videos, or whiteboard animation videos without being an expert in video creation.

Moovly's flexible architecture and open API enables rapid and cost effective feature development, third-party integrations, and platform integrations.

The platform leads users through the creation of videos, from uploading their own media to the sharing of their generated videos on social media platforms. The Moovly platform is comprised of three segments: (1) Moovly Studio, (2) Moovly's Video Automator, and (3) Moovly's Mobile App, (4) Developer API, (5) WordPress Plugin, and (6) Platform Integrations.

**Figure 2: Moovly Products**



Source: Company Presentation (2020)

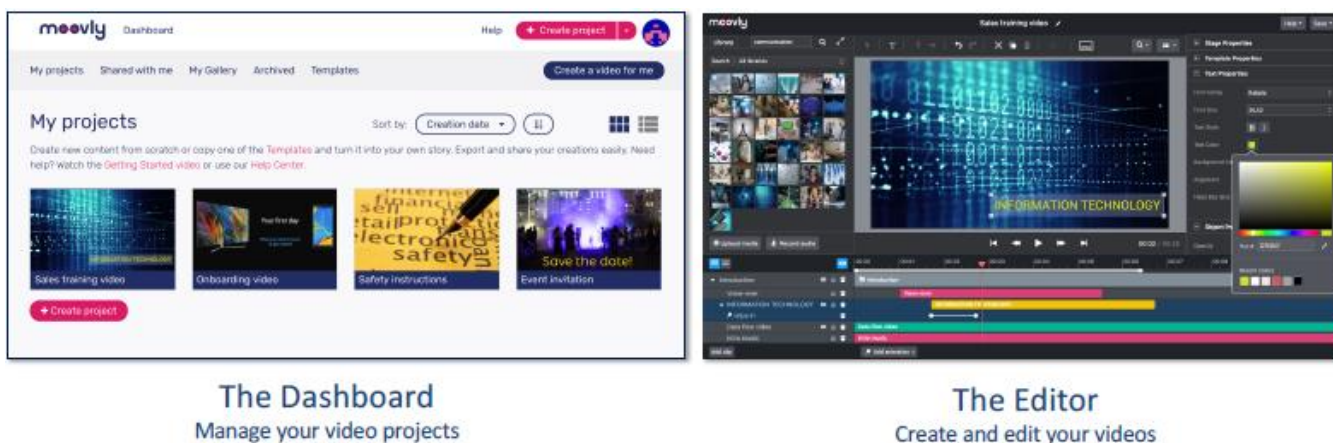
### (1) Moovly Studio

Moovly Studio is an easy-to-use, video creation editor that enables users to upload their own media (photos, images, videos or sounds) and combine it with thousands of media objects from various media libraries to create videos and share them through social media, e-mail, and on third-party applications.

- Moovly is a cloud-based platform, so it can be accessed through any web browser, and no additional software application installation is required.
- The main components are the Dashboard, where users manage video projects, and the Editor, where users can create and edit videos.
- Moovly's drag-and-drop interface lets users combine media objects from the Company's extensive libraries with their own uploaded media to easily create videos from available templates.
- Users can create their videos using an existing template or start from scratch and use their own content.
- A business can create its own corporate template using the company's logo, colours, and fonts.
- Advanced features include closed captions or subtitles, colour removal, screen recording, text-to-speech, video editing (cropping, opacity control, and speed change), and webcam recording.
- Moovly provides access to more than 1.3 million royalty-free objects (motion graphics, stock photos, illustrations, sounds, and music) that clients can freely use to create videos.

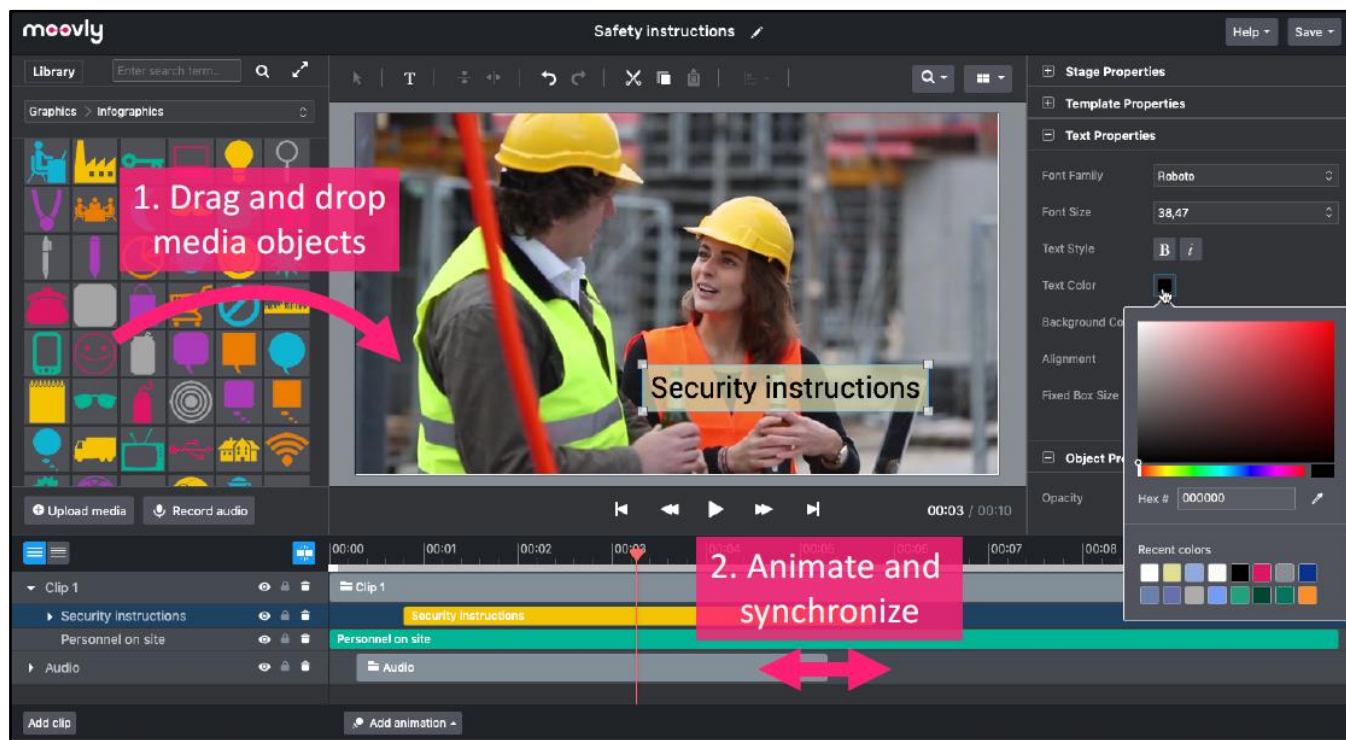
- Video clips can be recorded using a webcam or screen capture and the software allows for text-to-speech voiceovers.
- The studio platform allows users to animate, synchronize, and time all objects in a user-friendly timeline.
- Finally, users can export their content in any video format for online publishing, social media, and even send to their smartphones or tablets.

**Figure 3: The Moovly Studio Interface: Two Main Components**



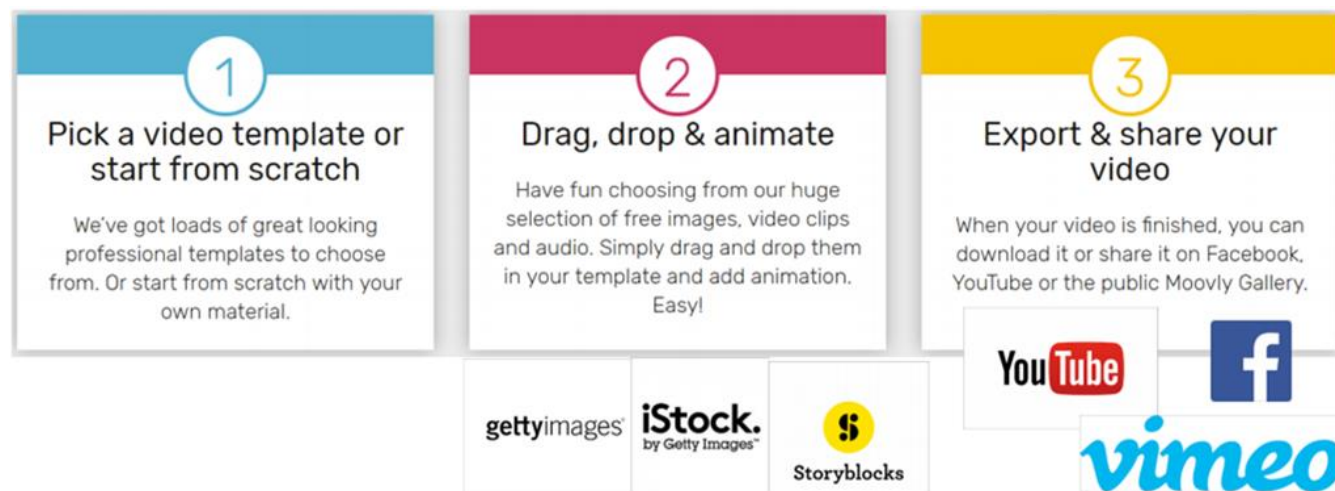
Source: Company Presentation (2020)

**Figure 4: Feature-Rich Video Editor**



Source: Company Presentation (2020)

Figure 5: Video Creation Workflow



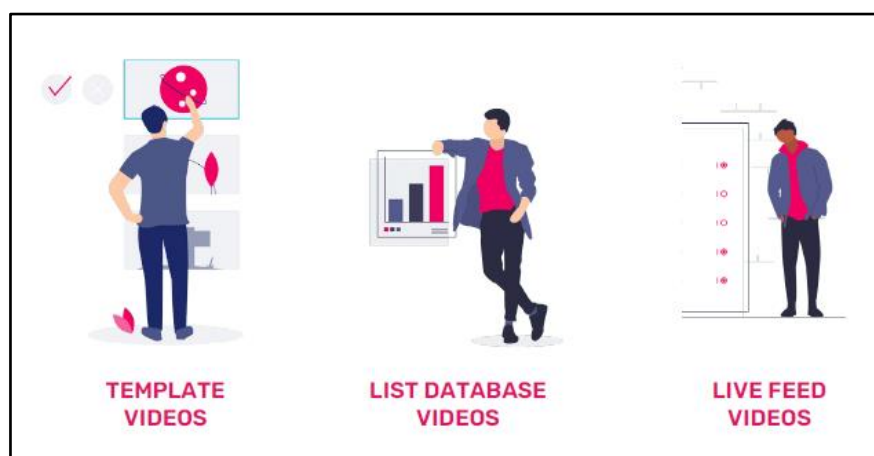
Source: Company Presentation (2019)

**(2) Moovly’s Video Automator**

Moovly’s Video Automator allows users to automate the creation of template-based, customized videos in high volumes and distribute these videos to target audiences. (Similar to MailMerge but for videos.) The videos generated can be tailored to a specific user or group based on information submitted or through database information.

- Video Automator automates the creation of high-volume videos based on templates, databased videos, and live-feed videos.
- With template-based videos, users can change the video variables to customize the video.
- With databased videos, users can upload spreadsheets (Excel or Google Sheets) or forms and the system generates a series of videos, one for each entry.
- With live-feed videos, data feeds coming from Twitter, RSS feeds, measurements, or other sources can automatically be converted into videos.

Figure 6: Moovly Automator



Source: Company Presentation (2021)

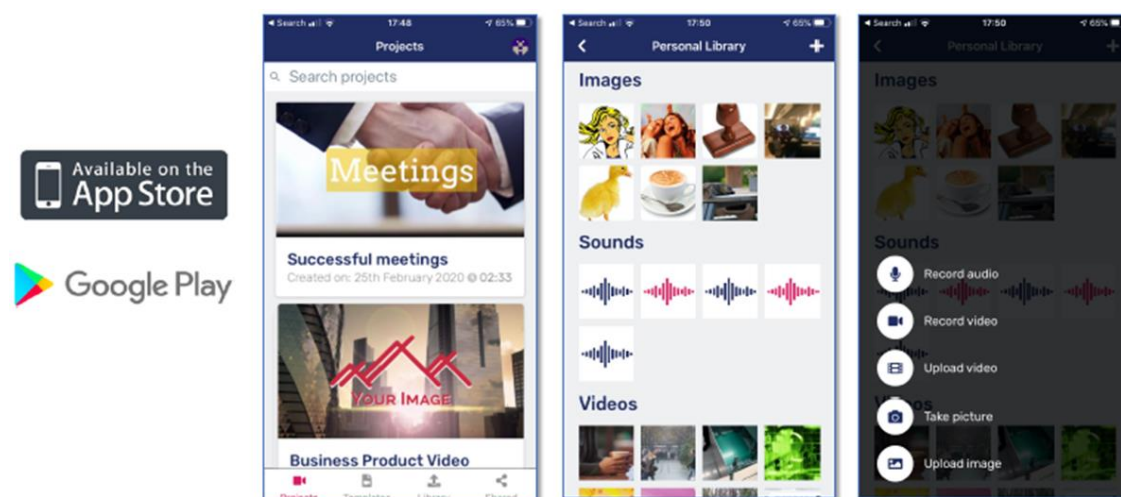


**(3) Mobile App: A Companion App for Moovly Studio**

Moovly’s Mobile App allows users to upload video clips, images, and sound files directly to their Moovly Studio library and create videos using templates and the quick edit feature.

- Moovly’s free mobile app is available on both iOS and Android devices.
- Because the platform is cloud-based, Moovly customers can access the video creation software through the app to import new content, organize existing projects and content library, and create and publish new videos.
- In addition, the application is also capable of instantly recording and capturing various media (videos, pictures, sounds) from a user’s mobile device and uploading it to their personal media library for future use.

Figure 7: The Moovly App



Source: Company Presentation (2020)

**(4) Developer API:** Moovly’s Developer API allows developers to integrate the Company’s video production capabilities into their own platforms, products, or services.

Last month, Moovly announced that it has made its Automator API available via RapidAPI. This development streamlines how third parties can access the power of the Moovly Automator. RapidAPI is the world’s largest API marketplace and is used by millions of developers at companies such as Hyatt, Delta Airlines, and Cisco to find and integrate third-party APIs.

One such example is the Amadeus IT Group contract win that provided Amadeus with a fully customized version of Moovly’s platform, branded as the “Amadeus Video Studio” and integrated with its corporate Brand Centre, containing Amadeus media files for employees to use in their video creations.

**(5) WordPress Plugin:** Moovly’s WordPress Plugin allows WordPress websites to easily integrate videos and templates made in Moovly.

The Moovly WordPress Plugin allows WordPress admins to display videos made with Moovly, enable website visitors to make personalized videos and convert any news or blog text into a short video.

**(6) Platform Integrations:** Third-party integrations connect the platform to provide a seamless workflow to applications such as AWS, Box, Bynder, Dropbox, Facebook, Getty Images, Google Drive and Sheets, Microsoft Azure and OneDrive, Storyblocks, Twitter, Wista, Vimeo, and YouTube. (See the section [Third Party Integrations](#) below for more information.)

## MOOVLY'S USER BASE

Moovly is a leading provider of web-based video tools for creating videos and video presentations targeting marketing, corporate communications, and storytelling.

Moovly services corporations, including over 300 Fortune 500 companies, small and medium-sized enterprises (SMBs), freelancers, educational institutions, students, and 3.7 million users. See [Figure 8](#) below for a list of some companies using videos created by Moovly.

Enterprise clients and Third-Party Partners are integrating Moovly's platform into their corporate platforms or offerings through multi-user and multi-year contracts. In addition, to add to Moovly's product "stickiness", Moovly's offers customer application development, third-party, and platform integrations to its platform. **These types of clients represent the largest potential revenue for Moovly.**

Corporations use the software to brand and create marketing content for their products and services. They utilize videos for communications, training & development, marketing, and other business purposes to address various target audiences including employees, suppliers, various stakeholders, customers, or investors.

Educational institutions use the software to create content for the institution, teachers, and students to increase engagement with each other rather than traditional teaching methods.

Moovly recently reported strong growth in the Education sector with Moovly Education subscriptions increasing 302% in the last 12 months. According to a recent report from Facts & Factors, the Global E-learning market will reach US\$374.3 billion by 2026, growing 14.6% annually.

Individual professionals use Moovly to create different types of video including professional and training videos, videos of interest for blogging, consulting, family, friends, or self-promotion.

Currently, Moovly's competitors target large-scale enterprise software users that require more expertise to use the software. Moovly's simplified platform allows individuals and small businesses with less experience to use its software. Moovly provides SMBs with a powerful DIY option for creating videos that does not require much technical knowledge of video or animation creation.

**Figure 8: Partial List of Companies Using Videos Created by Moovly's Platform**

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

Source: Company website

## BUSINESS STRATEGY

Moovly continues to focus on expanding the platform with new features, functionality, and integration with other platforms to reach the widest possible target audience.

Moovly's sales efforts focus on three main targets:

- 1) **E-Commerce:** Moovly's E-Commerce business is fully automated to allow individuals to quickly purchase subscriptions and begin using the software. The E-Commerce offering is a freemium model but the free version of the product carries a Moovly watermark to drive business to its paying subscription options. Moovly will continue to organically grow its E-Commerce business at a pace in step with cash flow available to drive marketing expenditure. This marketing combined with customer service and support resources aimed at user retention should result in a stable base of income with growth.
- 2) **Direct Corporate Sales:** Moovly's is focusing on increasing the number of large multinational enterprise clients. Although a longer sales cycles, they are higher-value clients who tend to be loyal long term.
  - Last year, the Educational enterprise software segment grew by over 300%.
  - In November 2020, Moovly announced being selected by Contenthouse GmbH, a leader in the Swiss media content creation market, for a reseller partner agreement to accelerate Moovly's sales in the German speaking market.
  - Another recent contract is the extension of its enterprise subscription with the European government for a three-year period in a deal worth \$150,000.
- 3) **Partnerships:** Moovly is partnering with companies interested in adding the Moovly products to their own product offerings, either as resellers, branded value-added resellers, or integration partners seeking to provide a video content creation tool to their own clients.
  - The Moovly Affiliate program rewards affiliates that generate subscription revenue for the Company. Affiliates are compensated with a 20% commission on the first billing cycle of a subscription on the net amount.
  - In February 2021, Moovly announced that it signed a reseller partnership agreement with VidiBuzz to accelerate its sales in the United States. Through this relationship, clients get access to Moovly's world-class video editor and Automator products, and gain VidiBuzz's expertise in developing the necessary pre- and post-production strategies that ensure content is on point and delivered effectively.
  - Another example of this strategy is the signing of Boxlight Corporation (NASDAQ:BOXL) for sales into the Education sector. Boxlight agreed to resell the jointly branded MimioMoovly cloud-based video creation software, which requires no installation or maintenance and enables students and teachers to easily create videos using over 1.3 million royalty-free media assets such as photos, illustrations, video clips, sound, and music.

## Moovly's Key Growth Strategies

Moovly's management is focusing on the following areas for revenue growth.

- Expand the partner program and target both technology and reseller/channel partners. **For example, if Moovly were successful in signing one company each year with 100,000 users that pay Moovly \$1 per user per month, then that sale would generate \$1.2 million each year.** See [Figure 9](#) for a list of Website Builders or Store Builders that could become potential customers or a potential acquirer of Moovly.
- Direct sales to larger companies and enterprises.
- Product improvements targeting features and functionality aimed at larger companies and enterprises such as new features (e.g., green screen, screen recording, etc.) and back-office functionality (e.g., self-administration, floating subscriptions assignment, usage statistics, etc.).
- Security and scalability to support large volumes of content creation and multinational requirements.
- Integration into video sharing platforms because it rapidly increases Moovly's user base through the acquisition of clients that already use those platforms.
- Expand the API and WordPress functionalities to encompass more web-platform functionality and features.
- Add classrooms and groups functionality to the Education offering.

**Figure 9: Website Builder or Store Builder Companies**

WEBSITE OR STORE BUILDER	NUMBER OF USERS/WEBSITES
000webhost	21 million
Bitrix24	8 million
Bookmark	40,000
Duda	450,000
EventCreate	300,000
GoDaddy	20 million
IM Creator	11 million
Jimdo	20 million
Leadpages	40,000
Moonfruit	5 million
Mozello	20,000
Shopify	1 million
Site123	30,000
Sitebuilder.com	10,000
Squarespace	2 million
Ucraft	360,000
Webflow	200,000
Webnode	40 million
Webs.com	55 million
Webstarts	3.8 million
Weebly	30 million
Wix	165 million
Zoho Sites	13 million

Source: eResearch Corp.

## Competitive Advantage

Moovly is positioning itself as the leading video content creation technology provider and thereby the supplier of choice to businesses seeking advanced video tools for their own use or to embed and resell to their client base ([Figure 10](#) and [Figure 11](#)).

- **Content Players:** Companies making or exploiting content creation that do not have a leading-edge video editor and platform. By embedding a branded version of Moovly, it would fill an important gap in their offering.
- **Video Aggregators:** Video aggregators are competing to be the video hosting platform for millions of content providers. However, none of the existing platforms offer video creation tools that are suitable for individuals, educators, or corporations to create robust content.

Figure 10: Product Positioning



Source: Company Presentation (2019)

## Product Improvements

Moovly continually innovates with product improvements targeting features and functionality aimed at the larger companies and enterprises. Recent new features or improvements include:

- Moovly Video Collaborator (MVC):
  - MVC is a live video communication tool that allows several users to interact in real-time, offering Moovly group subscribers a collaboration tool that is seamlessly integrated into the existing Moovly platform. Moovly also added the ability for users to launch other third-party video conferencing tools (Google Meet, Microsoft Skype, WebEx, or Zoom) from within the Moovly dashboard.
- Moovly Automator API:
  - Last month, Moovly announced that it has made its Automator API available via RapidAPI. This development streamlines how third parties can access the power of the Moovly Automator. RapidAPI is the world's largest API marketplace and is used by millions of developers at companies such as Hyatt, Delta Airlines, and Cisco to find and integrate third-party APIs.
- Other new advanced features: Green screening, screen recording, subtitling, and webcam recording.

Figure 11: Moovly Peer Comparables

COMPANY	ACCOUNT	YEARLY COST	UNLIMITED VIDEO LENGTHS	MOBILE APP	TEMPLATE CREATOR	AUTOMATOR TECHNOLOGY	POWERPOINT IMPORT	QUICK EDIT TEMPLATES	TEXT-TO-SPEECH	AUTO-SUBTITLING	AUTOMATED TRANSLATION	SCREEN/WEBCAM RECORDING	GREEN SCREEN REMOVAL
Moovly	MAX	\$599	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Vyond	Pro	\$649	✓		✓				✓				
Powtoon	Agency	\$1188		✓	✓		✓						
Lumen5	Business	\$1788		✓	✓								
Promo	Pro	\$2628		✓	✓			✓					

Source: Company Presentation (2021)

### Third-Party Integrations

Over the past three years, Moovly has focused on the integration of its software with various third-party applications, platforms, and content providers, including:

- Video Sharing Websites – YouTube and Vimeo: Moovly now allows users to easily upload their videos to those platforms using the “Upload to...” button. **Integration into video sharing platforms is a key business strategy because it rapidly increases Moovly’s user base through the acquisition of clients that already use those platforms;**
- Bynder Integration: Bynder is a Digital Asset Manager (DAM) platform that enables teams to collaborate in the cloud on media projects. Larger companies tend to use DAM systems to store and control access to their digital assets. The Bynder integration allows Bynder clients to seamlessly access all their digital assets in Moovly;
- Google and Amazon’s AI Platforms: In November 2020, Moovly announced the integration of its video creation platform with Amazon Transcribe and Google Neural Machine Translation (GMNT) to enable automated audio transcription and text translation on the platform;
- Multi-media Content: Moovly has integrated with iStock (Getty Images), with more than 75 million media assets, and VideoBlocks with over 500,000 multimedia content assets, including high-definition video clips, images, photos, music, and sound effects;
- Cloud Drives – Box.com, Dropbox, Google Drive, and Microsoft OneDrive: This integration allows Moovly users to import data and export videos made in Moovly to these cloud storage services;
- Wistia: This month, Moovly announced that it has successfully integrated with Wistia. Wistia is a leader in video marketing software offering video hosting, embedding, and advanced analytics to companies seeking to grow their brand and businesses;
- WordPress: Moovly’s WordPress Plugin allows WordPress websites to easily integrate videos and templates made in Moovly;
- Google Sheets: Moovly integrates with Google’s spreadsheet product Google Sheets to allow Moovly’s Automator product users to populate video templates using data from Google Sheets;
- Microsoft’s PowerPoint: The Company also integrated with Microsoft’s PowerPoint to allow the conversion of slides into videos generated by the Moovly platform;
- Microsoft AI, featuring Neural Text to Speech, can be used to make interactions with virtual assistants more natural and engaging, as well as convert digital text into audio tracks;
- Facebook Integration: Moovly launched an integration with Facebook to enable users on Moovly’s platform to publish content on a Facebook page or group with a single click of a button;
- Twitter Integration: Moovly users can now seamlessly publish videos to their Twitter account using either the Moovly platform or the Moovly Automator.



## Moovly's Pricing Strategy

### Enterprise or White-label Revenue:

Enterprise clients and Third-Party Partners are integrating Moovly's platform into their corporate platforms or offerings through multi-user and multi-year contracts. These types of clients represent the largest potential revenue for Moovly.

**For example, if Moovly were successful in signing one company each year with 100,000 users that pay Moovly \$1 per user per month, then that sale would generate \$1.2 million each year.** See [Figure 9](#) for a list of Website Builders or Store Builders that could become potential customers or a potential acquirer of Moovly.

### Moovly's Video Automator

Moovly's Video Automator allows users to automate the creation of template-based, customized videos in high volumes and distribute these videos to target audiences. Revenue from this service can be structured on the number of videos per day. One client has the potential to generate 500 videos per day. If the service were billed at \$2.00 per video, then the annual revenue for this service would be \$365,000 per year.

### eCommerce Revenue:

Moovly also derives revenue from its subscription fees, which are generated from platform users. Moovly offers different plans for business and education users and charges monthly and annual based subscription fees.

The Moovly Free version contains the basic features and functionality to make and distribute videos. Moovly's Pro, Max and Enterprise licenses provide additional features like more personal library storage and customization of objects. The top tier Enterprise and Edu Max Group also include a relationship manager dedicated to their account.

Under its Pro business subscription plans, Moovly charges a monthly subscription price of US\$49 or a reduced rate of US\$299 per year, and for its Pro users, charges a monthly subscription price of US\$99 or a reduced rate of \$599 per year. Moovly also customizes the price for the Enterprise client based on requirements.

For its Education clients, the Edu Pro version is US\$24.95 per month or a reduced rate of \$99 per year, and for the Edu Max version, it is US\$49.95 per month or a reduced rate of \$249 per year. Moovly also provides Group Plans for education institutions ranging from US\$199 yearly for a group of 20 students to US\$299 yearly for classes up to 30 students. Moovly also customizes the price for the Edu Max Group clients based on requirements.

**Figure 12: Moovly's eCommerce Pricing Tiers**

	Free	Pro	Max	Enterprise
Business	US\$0	US\$49/month US\$299/year	US\$99/month US\$599/year	Custom Pricing
	Free	Edu Free	Edu Pro	Edu Max
Education	US\$0	US\$0	US\$24.95/month US\$99/year	US\$49.95/month US\$249/year
		Edu Class 20	Edu Class 30	Edu Max Group
Group Plans For Education		US\$199/year	US\$299/year	Custom Pricing



Source: Company website

**VIDEO INDUSTRY OVERVIEW**

**Large and Growing Global Market**

According to Cisco Systems research, there will be 5.3 billion total internet users (66% of the global population) by 2023, up from 3.9 billion (51% global population) in 2018.

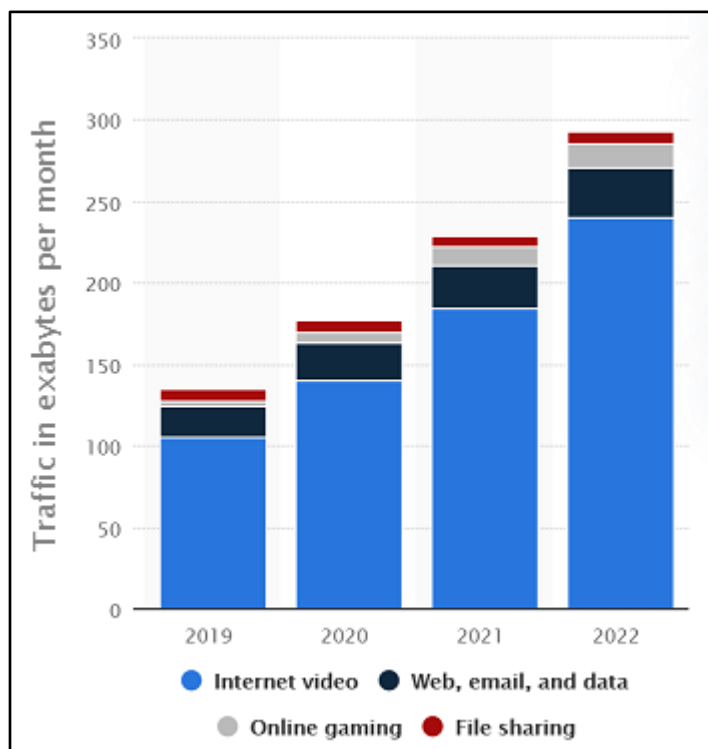
The consumer segment share of total devices and connections to the Internet was 74% in 2020, with the business segment claiming the remaining 26%. In 2020, Internet video comprised over 80% of Internet traffic (Figure 13).

In addition, the COVID-19 health crisis resulted in a 54% increase in the amount of online video activity and a 16% increase in creating and uploading videos.

Online video’s momentum remained strong in 2020 with over 90% of marketers saying it is an important part of their strategy. Other video marketing statistics from WyzOwl’s latest survey include:

- In 2021, 86% of businesses will use video as a marketing tool, up from 61% in 2016;
- 93% of marketers say video is an important part of their marketing strategy;
- 86% of video marketers report that video has increased traffic to their website;
- 96% of internet users have watched an explainer video to learn more about a product or service;
- More than 99% of people who use video for marketing will continue using video in 2021.

**Figure 13: Consumer Internet Data Traffic**



Source: Statista 2021

Video remains a key tool for marketing messages and content distribution as studies show that viewers retain over 90% of a message when they watch it in a video compared to less than 20% when reading it in text.

According to Magisto, over the next year, American businesses intend to spend US\$135 billion on digital video versus US\$83 billion on digital ads and US\$71 billion on TV commercials.

In the Education area, according to a recent report from Facts & Factors, the Global E-learning market could reach US\$374.3 billion by 2026, growing 14.6% annually. The Education area is an example of a sector that relies heavily on video for its transmission. According to the National Centre for Education Statistics, revenue in the MOOC (massive open online course) sector is expected to reach \$21 billion by 2025, up from \$5 billion in 2019.

**Video Editing Software Market Size**

KBV Research issued a report last year that estimated the Global Video Editing Software market size is expected to reach US\$1.1 billion by 2025, up from US\$840 million in 2019, growing at 4.4% per year.

Video editing software demand is driven by the increasing need for easy-to-use editing solutions that are also cost-effective.

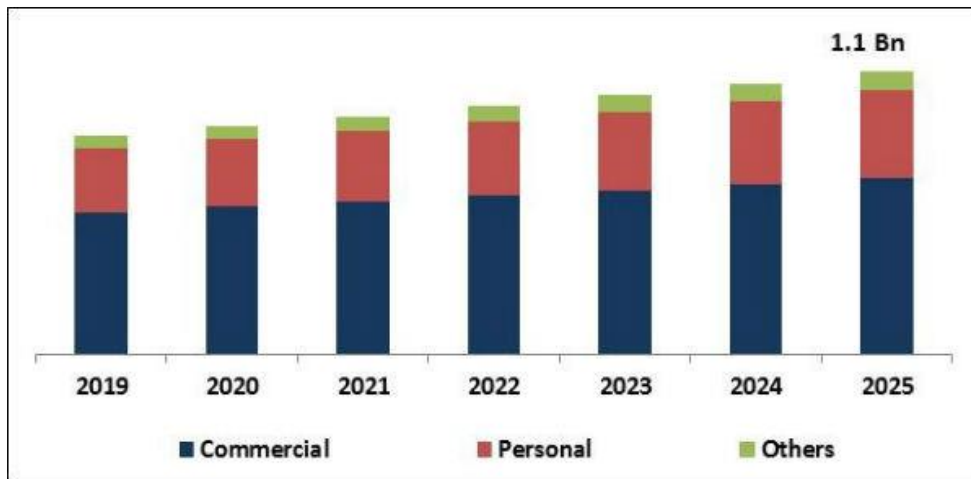
However, affordable software solutions are yet another key driver of the software market for video editing software.

The market is still dominated by Commercial video editing solutions (Figure 14) but since video editing applications are now available from most devices, they have become popular with amateurs as well.

Cloud-based video editing software is also available in the market and is becoming more popular as it enables users to upload videos and edit files remotely as well as link to different social and web accounts to share their videos.

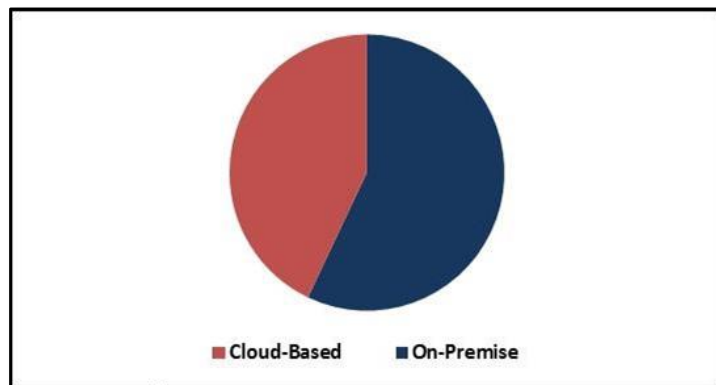
Currently, cloud-based video editing applications comprise less than 40% of the market (Figure 15) so there is a lot of room to grow.

**Figure 14: Global Video Editing Software Market Size**



Source: KBV Research (2020)

**Figure 15: Video Editing Software Market Share 2019**



Source: KBV Research (2020)

## **Competitive Marketplace and Industry M&A**

The online video industry is transforming the presentation of information and entertainment across various industries including advertising, education, entertainment, financial, and health. The industry has attracted many companies competing for a slice of the market with startups and mature tech companies trying to shape the future of how digital video is created, stored, distributed, and analyzed. Below are some competitors in the video creation industry with selective transactions and financings information.

### **LARGE CAP MULTIFACETED COMPANIES**

#### **Adobe Inc. (NASDAQ:ADBE)**

**www.adobe.com**

Adobe operates as a diversified and multinational software company that provides software tools and solutions to enable individuals, teams, and enterprises to create, publish, promote, and monetize digital content. Acquisition and investment in the video industry include:

- 2021-02-23: Adobe led the US\$50 million, Series C financing for VidMob, Inc. that operates an online platform and mobile application to connect video content creators with video editors.

#### **Apple Inc. (NASDAQ:AAPL)**

**www.apple.com**

Apple designs, manufactures, and sells smartphones, computers, tablets, wearables, and accessories. It also sells various related software and services, including iMovie, a video editing software application.

#### **IAC/InterActiveCorp (NASDAQ:IAC)**

**www.iac.com**

IAC/InterActiveCorp operates as a media and internet holding company and owns more than 150 digital products and brands. Acquisitions in the video industry include:

- 2020-12-22: IAC/InterActiveCorp announced its plan to turn Vimeo, Inc. into an independent, publicly traded company. Vimeo owns and operates an online video platform for users to upload, share, and watch videos;
- 2017-10-18: Vimeo acquired Livestream LLC. Livestream was a technology company that offered a live video platform for streaming live events to viewers.

#### **Microsoft Corporation (NASDAQ:MSFT)**

**www.microsoft.com**

Microsoft is a multinational technology company that develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and related services. Acquisitions in the video industry include:

- 2018-06-18: Microsoft acquired Flipgrid, Inc. Flipgrid developed a video-based platform to record, share, and view short videos;
- 2015-04-09: LinkedIn Corporation acquired Lynda.com, Inc., an online learning platform that offered educational training courses. Microsoft acquired LinkedIn in 2016.

#### **Snap Inc. (NYSE:SNAP)**

**www.snapchat.com**

Snap offers Snapchat, an application with functionalities, such as Camera, Advertising, Filters & Lenses, Snap Map, Stories, and Spotlight that enables people to communicate through images, photographs, and short videos. Since 2014, Snap has made at least 19 acquisitions, including:

- 2020-09-30: Snap acquired Ariel AI that developed technology to integrate three-dimensional models of moving humans for augmented reality, immersive gaming, and kinetic learning applications;
- 2019-12-31: Snap acquired AI Factory for US\$166 million. AI Factory designed and developed software allowing image and video recognition, analysis, and processing through computer vision.

**PRIVATE COMPANIES FOCUSED ON VIDEO****Animoto Inc.****[www.animoto.com](http://www.animoto.com)**

Animoto provides a web and mobile application that allows users to drag-and-drop photos and video clips into professional videos to publish online and share on social media.

- 2011-06-29: Animoto received US\$25 million in a Series C financing led by the Investment Arm Amazon.com.

**Eko****[www.eko.com](http://www.eko.com)**

Eko, formerly known as Interlude, provides a platform for the creation of interactive video entertainment that lets viewers shape the stories as they unfold. The company partners with media companies, independent creators and brands, and distributes the interactive content through eko.com, affiliate partners, and social media networks.

**Kaltura Inc.****[www.kaltura.com](http://www.kaltura.com)**

Kaltura provides live and on-demand video SaaS solutions for enterprises, media companies, service providers, and educational institutions.

In 2016, Kaltura raised US\$50 million from Goldman Sachs Private Capital at a pre-money valuation of US\$450 million.

Kaltura's recent acquisitions include:

- 2020-01-22: Kaltura acquired Newrow Inc. Newrow offered a video collaboration platform for enterprises and educational institutions to deliver video conferencing, training, and education;
- 2018-05-25: Kaltura acquired Rapt Media, Inc. Rapt Media provided a cloud-based two-way interactive video authoring platform that enabled companies to create interactive videos (for sales & marketing, education, entertainment, and training) and interact with viewers;
- 2014-05-01: Kaltura acquired Tvinci Ltd. Tvinci operated an over-the-top (OTT) television platform for pay TV and multi-play operators, broadcasters, and media companies.

**Lumen5 Technologies Ltd.****[www.lumen5.com](http://www.lumen5.com)**

Lumen5 provides an easy-to-use video creation platform designed for brands and businesses to produce video content for social media posts and advertisements.

**PowToon Limited****[www.powtoon.com](http://www.powtoon.com)**

PowToon provides do-it-yourself software that allows users to create animated presentations, such as business presentations and product demonstrations that target the business and education sectors.

- 2019-02-21: PowToon acquired Showbox Ltd. that operated as an online video creation platform.

**Vyond****[www.vyond.com](http://www.vyond.com)**

Vyond's online animation software allows businesses to create professional animated videos.

**WeVideo, Inc.****[www.wevideo.com](http://www.wevideo.com)**

WeVideo is a cloud-based collaborative video creation platform targeted at businesses, consumers, educators, and students. The cloud-based platform can be accessed from any computer or mobile device and users to capture, edit, view, and share videos.

## REVIEW OF RECENT FINANCIALS

### Financial and Business Highlights for F2020 and FQ1/2021

- F2020 Revenue & Loss (Year ended September 30, 2020)
  - F2020 Revenue was \$1.47 million, an increase of 20.5% from \$1.22 million in F2019.
  - F2020 Loss was \$1.71 million, a decrease of 5.3% from the same period last fiscal year.
- FQ1/2021 Revenue and Loss (Quarter ended December 31, 2020)
  - FQ1/2021 Revenue was \$0.41 million, an increase of 97% from \$0.21 million in FQ1/2020.
  - FQ1/2021 Loss was \$0.69 million compared to a Loss of \$0.58 million FQ1/2020 due to Management Fees paid or accrued to the CEO and CFO in the quarter that were not paid in the same period last year.
  - Cash balance increased to \$0.11 million from \$0.05 million as of December 31, 2020.
- Business
  - Management believes that the Company can be cash flow positive from operations in the next 12 months given the current sales growth expectations.
- COVID-19 Impact
  - Moovly recorded a substantial increase in some client metrics since the start of the lockdown (February 2020), with daily website traffic up 300%, new users up 125%, and new subscribers up 120%.
- Subsequent events to the period ended December 31, 2020:
  - On February 5, 2021, Moovly completed a non-brokered private placement, raising gross proceeds of \$1.5 million through the issuance of 15 million units at \$0.10 per unit. Each unit consists of one common share and one common share purchase warrant with an exercise price of \$0.15 for a period of two years from the date of issue.
  - On March 10, 2021, the Company announced a non-brokered private placement of units at a price of \$0.45 per unit for aggregate gross proceeds of up to \$3.8 million. Each unit will be comprised of one common share and one common share purchase warrant, priced at \$0.62 per share for a period of 24 months from the date of issuance.

Figure 16: Financial Highlights and Estimates

	F2019A Sep.30/19	F2020A Sep.30/20	FQ121A Dec.31/20	FQ221E Mar.31/21	FQ321E Jun.30/21	FQ421E Sep.30/21	F2021E Sep.30/21	F2022E Sep.30/22
Revenue (\$M)	\$1.2	\$1.5	\$0.4	\$0.5	\$0.7	\$0.9	\$2.5	\$8.0
Expenses (\$M)	\$3.0	\$3.2	\$0.6	\$0.7	\$0.7	\$0.8	\$2.8	\$3.3
O.I. (\$M)	(\$1.8)	(\$1.7)	(\$0.2)	(\$0.2)	\$0.0	\$0.1	(\$0.3)	\$4.7
Adj. EBITDA (\$M)	(\$1.6)	(\$1.5)	(\$0.2)	(\$0.1)	\$0.1	\$0.2	(\$0.1)	\$4.9
Diluted EPS	(\$0.01)	(\$0.01)	(\$0.00)	(\$0.00)	(\$0.00)	\$0.00	(\$0.00)	\$0.02
Cash (\$M)	\$0.03	\$0.05	\$0.11	\$0.73	\$0.91	\$1.31	\$1.31	\$5.56
Debt (\$M)	\$2.84	\$3.65	\$3.65	\$3.58	\$3.50	\$3.43	\$3.43	\$3.17

Source: Company reports; eResearch Corp.

## VALUATION

For mature technology companies that produce profits, the price-to-earnings ratio is a useful metric for determining a company's value. However, many technology companies are not profitable as they focus on growth rather than earnings.

For early stage technology companies, revenue becomes the focus for valuation or using a discounted cash flow (DCF) model to value the company using future profits or cash flows.

### Moovly's Target Price Calculation

Currently, Moovly's stock trades at 62x Enterprise Value to F2020A Revenue (EV/Revenue) and 49x F2021E (EV/Revenue). Unfortunately, it is hard to compare with the U.S. Multimedia or Web Technology companies as the multiples range from 1.7x EV/Revenue to 43.2x EV/Revenue (see [APPENDIX D: TECHNOLOGY COMPARABLES](#)).

Our valuation for Moovly is based on the following assumptions:

- EV/Revenue multiple of 40.0x was used to calculate a target price in one year;
- For the DCF calculation, a terminal multiple in F2024 of 30x EBITDA was used with a weighted average cost of capital (WACC) of 12%;
- We assume revenue will increase 70% in F2021, 220% in F2022, 50% in F2022, 33% in F2023, and 25% in F2024;
- Our assumption is based on Moovly closing at least one technology/reseller/channel partner deal each fiscal year, starting in F2022, which results in at least 100,000 new users from each partner and pays Moovly \$1 per user, per month. This type of sale would generate \$1.2 million each year. See [Figure 9](#) for a list of Website Builders or Store Builders that could become potential customers.

**Valuation Method 1:** Our DCF model with a 12% WACC and a five-year terminal multiple of 30x EBITDA yields a one-year target share value of \$1.60.

**Valuation Method 2:** Using a revenue multiple of 40x and a one-year ahead Revenue of \$5.6 million yields a one-year target share price of \$1.19.

**The equal-weighted target price per share is \$1.40 and we are setting the one-year price target at \$1.40.**

*Figure 17: Target Price (one year) Calculation*

			Valuation
<b>Method 1:</b> DCF	WACC:12%	Terminal Multiple:30x EBITDA	C\$1.60
<b>Method 2:</b> Revenue Multiple	40.0x	1 Year Fwd Revenue (Est.): \$5.6M	C\$1.19
<b>Equal-Weighted Valuation (1-year)</b>			<b>C\$1.40</b>
<b>Target Price (1-year)</b>			<b>C\$1.40</b>

Source: eResearch Corp.

**We are Initiating Coverage on Moovly with a (blended) one-year price target of \$1.40.**

**Moovly is a Potential Acquisition Target**

Due to the flexibility of its programming, the platform can be easily extended and customized and makes it a prime takeover target by any integrator, reseller or channel partners.

Buyers could come from industries such as video hosting aggregators or providers, customer relationship management (CRM) software providers, eCommerce websites, learning management systems (LMS), or outbound marketing companies, to name just a few.

Moovly’s take-out valuation could be a revenue of multiple but, more likely, it would be based on the acquirer’s potential revenue per client.

**Figure 18: DCF Analysis**

<b>Moovly Media Inc. FYE(September)</b>							
<b>DCF Analysis (C\$)</b>	<b>F2019E</b>	<b>F2020E</b>	<b>F2021E</b>	<b>F2022E</b>	<b>F2023E</b>	<b>F2024E</b>	<b>F2025E</b>
Revenue (\$)	1.2	1.5	2.5	8.0	12.0	16.0	20.0
Revenue Growth	36.7%	20.5%	70.6%	218.9%	50.0%	33.3%	25.0%
EBITDA (\$)	(1.0)	(1.0)	0.2	5.1	8.3	11.8	14.4
EBITDA Growth	63.3%	0.3%	117.3%	3011.8%	62.1%	41.6%	22.3%
EBITDA Margin	-78.5%	-65.0%	6.6%	64.3%	69.5%	73.8%	72.2%
Depreciation and Amortization	0.7	0.6	0.3	0.2	0.2	0.2	0.2
EBIT (\$)	(1.6)	(1.5)	(0.1)	4.9	8.1	11.6	14.2
NOPAT	(1.8)	(1.7)	(0.3)	4.7	7.6	10.7	13.1
Plus Amortization (\$)	0.7	0.6	0.3	0.2	0.2	0.2	0.2
Less Capital Expenditures (\$)	(0.4)	(0.4)	(0.3)	(0.2)	(0.2)	(0.2)	(0.2)
Capital Intensity	34.6%	28.9%	10.0%	2.6%	1.7%	1.3%	1.0%
Net Working Capital Changes	0.2	0.6	0.1	(0.3)	0.4	0.3	0.6
EPS (Continuing)	(0.01)	(0.01)	(0.00)	0.02	0.04	0.06	0.07
<b>Unlevered Free Cash Flow (\$)</b>	<b>(1.3)</b>	<b>(0.9)</b>	<b>(0.2)</b>	<b>4.4</b>	<b>7.9</b>	<b>11.0</b>	<b>13.7</b>
PV of Unlevered FCFs (\$)	(1.6)	(1.0)	(0.2)	3.7	6.0	7.4	8.2
<b>Valuation Assumptions:</b>							
Discount Rate	12.0%						
Terminal Multiple	30.0x						
<b>Valuation Analysis:</b>							
	<b>Current</b>	<b>1-Yr Target</b>	<b>2-Yr Target</b>				
Total PV of FCFs (\$M)	25.1	28.1	31.7				
Terminal Value (\$M)	433.2	433.2	433.2				
PV of Terminal Value (\$M)	259.9	291.0	326.1				
Net (debt) cash position	(2.8)	0.0	6.7				
<b>Total Value (\$M)</b>	<b>282.1</b>	<b>319.2</b>	<b>364.5</b>				
DCF Value/Share (C\$)	<b>C\$1.41</b>	<b>C\$1.60</b>	<b>C\$1.83</b>				
DCF Value/Share (US\$)	<b>US\$1.12</b>	<b>US\$1.27</b>	<b>US\$1.45</b>				
FD Shares O/S (M)	199.4	199.4	199.4				

	<b>Terminal EV/EBITDA Multiplier</b>							
	<b>15.00</b>	<b>20.00</b>	<b>25.00</b>	<b>30.00</b>	<b>35.00</b>	<b>40.00</b>	<b>45.00</b>	
<b>Discount Rate</b>	<b>8.0%</b>	0.98	1.26	1.54	1.81	2.09	2.36	2.64
	<b>10.0%</b>	0.92	1.18	1.44	1.70	1.96	2.22	2.48
	<b>12.0%</b>	0.87	1.11	1.36	<b>1.60</b>	1.84	2.09	2.33
	<b>14.0%</b>	0.82	1.05	1.28	1.51	1.74	1.96	2.19
	<b>16.0%</b>	0.78	0.99	1.21	1.42	1.64	1.85	2.07
	<b>18.0%</b>	0.73	0.94	1.14	1.34	1.54	1.75	1.95

Source: Company reports; eResearch Corp.

## APPENDIX A: FINANCIAL STATEMENTS

Figure 19: Income Statement

Moovly Media Inc. Income Statement (FYE September, C\$)	F2020A	FQ121A	FQ221E	FQ321E	FQ421E	F2021E	F2022E
<b>Total Revenue</b>	1,469,868	408,312	500,000	700,000	900,000	2,508,312	8,000,000
<b>Total Cost of Sales</b>	-	-	-	-	-	-	-
Sales and Marketing	14,936	25,298	26,000	31,500	36,000	118,798	136,000
General and Administrative	790,908	176,968	200,000	238,000	270,000	884,968	960,000
Consulting, Management, and Professional Fees	1,038,249	182,424	250,000	175,000	225,000	832,424	1,200,000
Finance expense	378,813	79,607	40,000	56,000	72,000	247,607	240,000
Hosting and Software	202,576	49,211	50,000	70,000	90,000	259,211	320,000
Stock Based Compensation	179,163	-	50,000	63,000	81,000	194,000	240,000
Depreciation of Property & Equipment	-	-	44	-	-	44	-
Amortization	574,486	115,856	51,546	51,546	51,546	270,495	206,185
<b>Total Operating Expenses</b>	<b>3,179,131</b>	<b>629,364</b>	<b>667,590</b>	<b>685,046</b>	<b>825,546</b>	<b>2,807,547</b>	<b>3,302,185</b>
<b>Operating Income</b>	<b>(1,709,263)</b>	<b>(221,052)</b>	<b>(167,590)</b>	<b>14,954</b>	<b>74,454</b>	<b>(299,235)</b>	<b>4,697,815</b>
<b>Total Other Income</b>	<b>(4,008)</b>	<b>(55,752)</b>	<b>(45,612)</b>	<b>(44,700)</b>	<b>(43,806)</b>	<b>(189,870)</b>	<b>(166,636)</b>
<b>EBT</b>	<b>(1,713,271)</b>	<b>(276,804)</b>	<b>(213,202)</b>	<b>(29,746)</b>	<b>30,648</b>	<b>(489,105)</b>	<b>4,531,179</b>
<b>Income Taxes</b>	-	-	-	-	-	-	-
<b>Net Income (Loss)</b>	<b>(1,713,271)</b>	<b>(276,804)</b>	<b>(213,202)</b>	<b>(29,746)</b>	<b>30,648</b>	<b>(489,105)</b>	<b>4,531,179</b>
<b>EPS</b>							
Basic EPS	(0.01)	(0.00)	(0.00)	(0.00)	0.00	(0.00)	0.03
Diluted EPS	(0.01)	(0.00)	(0.00)	(0.00)	0.00	(0.00)	0.02
<b>Shares Outstanding</b>							
Shares Outstanding, Basic	132,726,596	134,210,654	160,437,707	160,437,707	160,437,707	160,437,707	160,437,707
Shares Outstanding, Diluted	132,726,596	134,210,654	187,520,892	187,520,892	187,520,892	187,520,892	187,520,892

Source: Company reports; eResearch Corp.



Figure 20: Balance Sheet

Moovly Media Inc. Balance Sheet (FYE September, C\$)	F2020A	FQ121A	FQ221E	FQ321E	FQ421E	F2021E	F2022E
<b>Current Assets</b>							
Cash	48,869	113,475	733,593	914,757	1,312,679	1,312,679	5,564,282
Restricted Cash & Short-Term Investments	0	0	0	0	0	0	0
Trade & Other Receivables	90,151	44,970	82,136	26,831	34,497	34,497	43,806
Investment Tax Credits Receivable	0	0	0	0	0	0	0
Prepaid Expenses & Other Assets	42,649	42,586	46,151	31,984	38,324	38,324	37,484
<b>Total Current Assets</b>	<b>181,669</b>	<b>201,031</b>	<b>861,880</b>	<b>973,572</b>	<b>1,385,500</b>	<b>1,385,500</b>	<b>5,645,571</b>
<b>Non-Current Assets</b>							
Property and Equipment	439	0	-44	-44	-44	-44	-51
Intangible Assets	551,708	515,463	515,463	515,463	515,463	515,463	515,463
Goodwill	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0
<b>Total Assets</b>	<b>733,816</b>	<b>716,494</b>	<b>1,377,299</b>	<b>1,488,991</b>	<b>1,900,919</b>	<b>1,900,919</b>	<b>6,160,983</b>
<b>Current Liabilities</b>							
Trade & Other Payables	1,743,920	1,718,275	1,263,541	1,313,499	1,573,869	1,573,869	1,539,372
Deferred Revenue	626,371	598,279	600,000	700,000	810,000	810,000	600,000
Due to Related Parties	0	0	0	0	0	0	0
Short-Term Debt	2,493,647	2,668,902	2,693,930	2,710,617	2,719,913	2,719,913	2,699,003
Taxes Payable	0	0	0	0	0	0	0
<b>Total Current Liabilities</b>	<b>4,863,938</b>	<b>4,985,456</b>	<b>4,557,471</b>	<b>4,724,116</b>	<b>5,103,782</b>	<b>5,103,782</b>	<b>4,838,375</b>
<b>Non-Current Liabilities</b>							
Term Loan	1,155,974	980,074	882,067	793,860	714,474	714,474	468,766
Provision/Loan Payable/Benefits Payable	0	0	0	0	0	0	0
<b>Total Liabilities</b>	<b>6,019,912</b>	<b>5,965,530</b>	<b>5,439,537</b>	<b>5,517,976</b>	<b>5,818,256</b>	<b>5,818,256</b>	<b>5,307,141</b>
<b>Shareholders Equity</b>							
Capital Stock	12,688,048	13,000,483	14,350,483	14,350,483	14,350,483	14,350,483	14,350,483
Reserves	1,049,983	1,051,412	1,051,412	1,051,412	1,051,412	1,051,412	1,051,412
Contributed Surplus	0	0	50,000	113,000	194,000	194,000	434,000
Deficit	(19,024,127)	(19,300,931)	(19,514,133)	(19,543,880)	(19,513,232)	(19,513,232)	(14,982,053)
<b>Total Shareholders Equity</b>	<b>-5,286,096</b>	<b>-5,249,036</b>	<b>-4,062,238</b>	<b>-4,028,985</b>	<b>-3,917,337</b>	<b>-3,917,337</b>	<b>853,842</b>
<b>Total Liabilities &amp; Shareholders Equity</b>	<b>733,816</b>	<b>716,494</b>	<b>1,377,299</b>	<b>1,488,991</b>	<b>1,900,919</b>	<b>1,900,919</b>	<b>6,160,983</b>

Source: Company reports; eResearch Corp.

Figure 21: Cash Flow Statement

Moovly Media Inc. Cash Flow Statement (FYE September, C\$)	F2020A	FQ121A	FQ221E	FQ321E	FQ421E	F2021E	F2022E
<b>Cash Provided By Operating Activities</b>							
Net Income (Loss)	(1,713,271)	(276,804)	(213,202)	(29,746)	30,648	(489,105)	4,531,179
Amortization of Intangibles	574,486	115,856	51,546	51,546	51,546	270,495	206,185
Depreciation of Property & Equipment	-	-	44	-	-	44	-
Stock Based Compensation Expense	179,163	-	50,000	63,000	81,000	194,000	240,000
<b>Changes in Non-Cash Working Capital</b>							
Trade & Other Receivables	(53,461)	45,181	(37,166)	55,305	(7,666)	55,654	(9,309)
Investment/Income Tax Credits	-	-	-	-	-	-	-
Prepaid Expenses & Other Assets	-	63	(3,565)	14,167	(6,340)	4,325	840
Trade & Other Payables	443,229	(7,712)	(454,734)	49,958	260,370	(152,118)	(34,497)
Deferred (Unbilled) Revenue	245,147	(28,092)	1,721	100,000	110,000	183,629	(210,000)
<b>Total Cash Provided By Operating Activities</b>	<b>(67,021)</b>	<b>(85,753)</b>	<b>(605,356)</b>	<b>304,230</b>	<b>519,558</b>	<b>132,679</b>	<b>4,724,398</b>
<b>Investing Activities</b>							
Purchase of Property & Equipment	-	-	-	-	-	-	7
Purchase of Intangibles	(424,528)	(95,676)	(51,546)	(51,546)	(51,546)	(250,315)	(206,185)
Business Acquisition	-	-	-	-	-	-	-
Redemption of Short-Term Investments & Restricted Cash	-	-	-	-	-	-	-
<b>Total Cash From Investing Activities</b>	<b>(424,528)</b>	<b>(95,676)</b>	<b>(51,546)</b>	<b>(51,546)</b>	<b>(51,546)</b>	<b>(250,315)</b>	<b>(206,178)</b>
<b>Financing Activities</b>							
Proceeds from Loan	514,456	103,600	-	-	-	103,600	-
Operating Line (Repayment)	-	-	-	-	-	-	-
Repayment of Loan	-	(170,000)	(72,980)	(71,520)	(70,090)	(384,589)	(266,618)
Issue/Repurchase of Equity	-	312,435	1,350,000	-	-	1,662,435	-
Proceeds from exercise of Stock Options and Warrants	-	-	-	-	-	-	-
<b>Total Cash From Financing Activities</b>	<b>514,456</b>	<b>246,035</b>	<b>1,277,020</b>	<b>(71,520)</b>	<b>(70,090)</b>	<b>1,381,446</b>	<b>(266,618)</b>
<b>Effect of Exchange Rates on Cash</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net Increase in Cash</b>	<b>22,907</b>	<b>64,606</b>	<b>620,118</b>	<b>181,164</b>	<b>397,922</b>	<b>1,263,810</b>	<b>4,251,603</b>
<b>Beginning Cash</b>	<b>25,962</b>	<b>48,869</b>	<b>113,475</b>	<b>733,593</b>	<b>914,757</b>	<b>48,869</b>	<b>1,312,679</b>
<b>Ending Cash</b>	<b>48,869</b>	<b>113,475</b>	<b>733,593</b>	<b>914,757</b>	<b>1,312,679</b>	<b>1,312,679</b>	<b>5,564,282</b>

Source: Company reports; eResearch Corp.

## APPENDIX B: OUTSTANDING SHARES, OPTIONS & WARRANTS

Figure 22: Shares Outstanding for Fully Diluted Share Count and Valuation

Shares Outstanding		
Shares Outstanding: End of Current Quarter	FQ121A	136,993,262
Shares Outstanding: Basic - End of Previous Quarter	FQ420A	132,726,596
Shares issued in Quarter		4,266,666
Shares Outstanding: Basic - current quarter		136,993,262
Shares Issued After the Quarter End		23,444,445
		160,437,707
- In the money options		13,350,000
- In the money warrants		19,564,166
Treasury Stock Method adjustment		-5,830,981
Shares Outstanding, Fully Diluted: current quarter		187,520,892

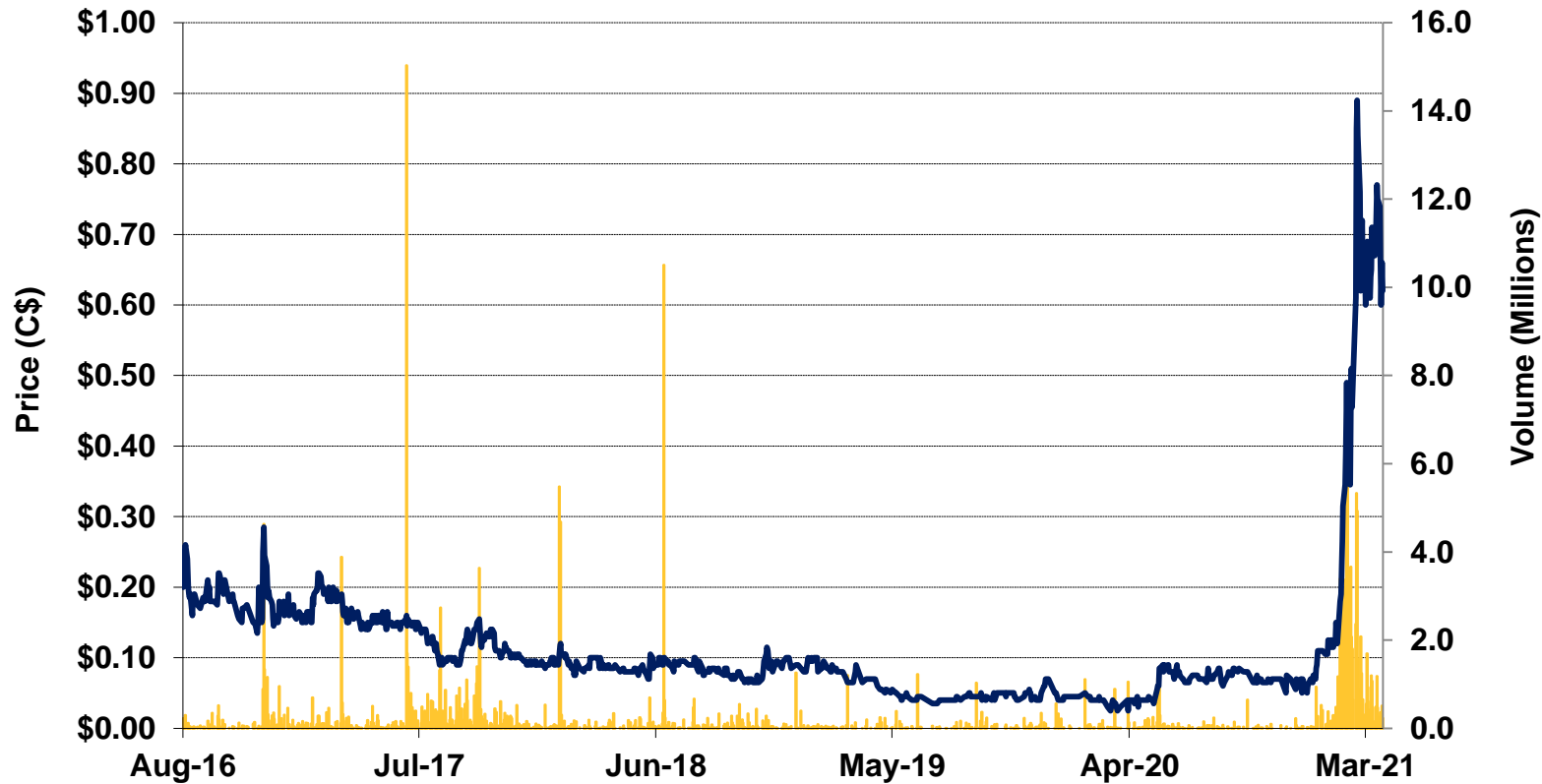
Shares Outstanding - Valuation	
Shares Outstanding: Basic - current quarter	136,993,262
Shares Issued After the Quarter End	23,444,445
	160,437,707
- In the money options: Strike price below Target Price	13,350,000
- In the money warrants: Strike price below Target Price	28,235,267
Treasury Stock Method adjustment	-2,582,292
Shares Outstanding, Fully Diluted: current quarter	199,440,682

OWNERSHIP SUMMARY	SHARES	%
<b>Institutions</b>		
• Icevista Bvba, Asset Management Arm	445,392	0.3%
<b>Individuals/Insiders</b>		
• Geert Coppens, Founder & CTO	14,394,697	9.0%
• Brendon Grunewald, Founder & CEO	12,707,893	7.9%
• Robert Meister, Director	1,907,780	1.2%
<b>Public and Other</b>		
• Public	130,981,945	81.6%
<b>TOTAL</b>	<b>160,437,707</b>	<b>100.0%</b>

Source: Company reports; eResearch Corp.

APPENDIX C: FIVE-YEAR STOCK CHART

Figure 23: Stock Chart Since Listing in August 2016



Source: S&P Capital IQ

APPENDIX D: TECHNOLOGY COMPARABLES

Figure 24: Technology Comparables

Name	Ticker	Mar 26 Close (US\$)	Mkt Cap (US\$ M)	Cash (US\$ M)	Debt (US\$ M)	EV (US\$ M)	REVENUE (US\$ M)			EBITDA (US\$ M)			EV/Revenue			EV/EBITDA		
							2019A	2020A	2021E	2019A	2020A	2021E	2019A	2020A	2021E	2019A	2020A	2021E
<b>US Comps - Large Cap Tech</b>																		
Adobe Inc.	NASDAQ:ADBE	\$469.09	\$224,847	\$4,963	\$4,708	\$224,592	\$11,171	\$12,868.0	\$15,477	\$3,854	\$4,808.0	\$7,667	20.1x	17.5x	14.5x	58.3x	46.7x	29.3x
Apple Inc.	NASDAQ:AAPL	\$121.21	\$2,034,885	\$76,826	\$112,043	\$2,070,102	\$260,174	\$294,135.0	\$332,938	\$78,121	\$85,159.0	\$98,877	8.0x	7.0x	6.2x	26.5x	24.3x	20.9x
IAC/InterActiveCorp	NASDAQ:IAC	\$218.43	\$19,389	\$3,701	\$946	\$17,420	\$2,706	\$3,047.7	\$3,559	\$73	-\$72.6	\$203	6.4x	5.7x	4.9x	238.8x		85.8x
Microsoft Corporation	NASDAQ:MSFT	\$236.48	\$1,783,583	\$131,989	\$82,782	\$1,734,376	\$125,843	\$153,284.0	\$163,791	\$61,265	\$71,687.0	\$81,349	13.8x	11.3x	10.6x	28.3x	24.2x	21.3x
Snap Inc.	NYSE:SNAP	\$51.60	\$77,828	\$2,538	\$2,004	\$77,294	\$1,716	\$2,506.6	\$3,823	-\$916	-\$765.3	\$337	45.1x	30.8x	20.2x			229.4x
<b>Website Builder, File Hosting, eCommerce Hosting</b>																		
Cimpress plc	NASDAQ:CMPR	\$100.15	\$2,604	\$37	\$1,456	\$4,089	\$2,751	\$2,399.7	\$2,419	\$388	\$280.8	\$377	1.5x	1.7x	1.7x	10.5x	14.6x	10.9x
GoDaddy Inc.	NYSE:GDDY	\$77.14	\$13,081	\$767	\$3,523	\$15,838	\$2,988	\$3,316.7	\$3,704	\$430	\$508.5	\$1,018	5.3x	4.8x	4.3x	36.8x	31.1x	15.6x
Shopify Inc.	NYSE:SHOP	\$1,065.21	\$132,150	\$6,397	\$913	\$126,666	\$1,578	\$2,929.5	\$4,084	-\$88	\$234.7	\$448	80.3x	43.2x	31.0x		539.8x	282.6x
Square, Inc.	NYSE:SQ	\$213.60	\$97,106	\$3,853	\$3,493	\$96,746	\$4,714	\$9,497.6	\$14,190	\$83	\$45.6	\$719	20.5x	10.2x	6.8x	1162.0x	2121.8x	134.5x
Wix.com Ltd.	NASDAQ:WIX	\$280.78	\$15,884	\$1,036	\$931	\$15,779	\$761	\$988.8	\$1,284	-\$64	-\$180.2	\$102	20.7x	16.0x	12.3x			155.1x
<b>Mean</b>												<b>7.0x</b>	<b>9.3x</b>	<b>7.7x</b>	<b>66.5x</b>	<b>28.2x</b>	<b>98.5x</b>	
<b>Median</b>												<b>16.9x</b>	<b>10.8x</b>	<b>8.7x</b>	<b>36.8x</b>	<b>31.1x</b>	<b>57.6x</b>	
Name	Ticker	Mar 26 Close (C\$)	Mkt Cap (C\$ M)	Cash (C\$ M)	Debt (C\$ M)	EV (C\$ M)	REVENUE (C\$ M)			EBITDA (C\$ M)			EV/Revenue			EV/EBITDA		
							2019A	2020A	2021E	2019A	2020A	2021E	2019A	2020A	2021E	2019A	2020A	2021E
<b>Moovly Media Inc.</b>	<b>TSXV:MVY</b>	<b>\$0.62</b>	<b>\$99</b>	<b>\$0</b>	<b>\$4</b>	<b>\$103</b>	<b>\$1.2</b>	<b>\$1.7</b>	<b>\$2.1</b>	<b>-\$1.4</b>	<b>-\$1.3</b>	<b>\$0.1</b>	<b>86.9x</b>	<b>61.6x</b>	<b>49.1x</b>			<b>1030.1x</b>
<b>Canadian Tech Comps</b>																		
AcuityAds Holdings Inc.	TSX:AT	\$16.38	\$876.6	\$22.6	\$17.2	\$871.1	\$119.1	\$104.9	\$131.3	\$1.5	\$9.4	\$21.1	7.3x	8.3x	6.6x	562.8x	93.1x	41.2x
Aquarius AI Inc.	TSXV:AQUA	\$0.18	\$8.7	\$0.0	\$0.1	\$8.8	\$8.4	\$0.0	\$0.0	-\$16.9	\$0.0	\$0.0	1.1x					
ARHT Media Inc.	TSXV:ART	\$0.21	\$26.3	\$1.3	\$2.3	\$27.3	\$3.3	\$0.0	\$0.0	-\$3.9	\$0.0	\$0.0	8.3x					
Engagement Labs Inc.	TSXV:EL	\$0.04	\$8.4	\$0.9	\$0.7	\$8.2	\$4.1	\$0.0	\$0.0	-\$3.0	\$0.0	\$0.0	2.0x					
Gatekeeper Systems Inc.	TSXV:GSI	\$0.72	\$64.9	\$2.7	\$0.9	\$63.1	\$15.2	\$21.9	\$0.0	\$0.6	\$2.7	\$0.0	4.1x	2.9x		107.9x	23.3x	
GreenPower Motor Company	TSXV:GPV	\$19.67	\$409.5	\$20.9	\$1.2	\$389.8	\$15.3	\$8.1	\$40.6	-\$2.0	-\$5.1	\$2.4	25.4x	47.8x	9.6x			162.6x
Loop Insights Inc.	TSXV:MTRX	\$1.13	\$141.0	\$2.4	\$0.5	\$139.1	\$0.0	\$0.0	\$0.0	-\$6.4	-\$7.6	\$0.0						
Nuvei Corporation	TSX:NVEI	\$57.69	\$7,985.2	\$180.7	\$215.3	\$8,035.4	\$245.8	\$375.0	\$591.4	\$73.6	\$136.0	\$260.3	32.7x	21.4x	13.6x	109.1x	59.1x	30.9x
Zoomd Technologies Ltd.	TSXV:ZOMD	\$0.55	\$52.0	\$3.0	\$0.8	\$49.8	\$27.1	\$0.0	\$0.0	-\$1.5	\$0.0	\$0.0	1.8x					
<b>Mean</b>												<b>10.3x</b>	<b>20.1x</b>	<b>9.9x</b>	<b>108.5x</b>	<b>58.5x</b>	<b>78.2x</b>	
<b>Median</b>												<b>5.7x</b>	<b>14.9x</b>	<b>9.6x</b>	<b>109.1x</b>	<b>59.1x</b>	<b>41.2x</b>	

Source: S&P Capital IQ; eResearch Corp.

## **APPENDIX E: MANAGEMENT & BOARD OF DIRECTORS**

### **Management**

#### **Brendon Grunewald, Founder, President and Chief Executive Officer**

Brendon Grunewald has over 20 years of experience as an entrepreneur and executive focused on finance and technology, and was a co-founder of Moovly. He also currently holds positions including Managing Director for Praefidi, Managing Director for IceVista, and Chairman for Polar Conservation Organization.

Prior to Moovly, Mr. Grunewald was Head of E6 Ventures, a venture capital fund for early stage investments and Managing Partner for Scheinrock Advisory Group, a boutique financial strategy advisory that raised over US\$300 million in debt and equity for companies in a variety of industry sectors.

Other positions he previously held include Executive Director for Instruxion, Vice President for Telenet Group Holding NV, Vice President of Business Development for Siemens AG (ETR:SIE), and Antarctic Researcher for Space Physics Research Institute.

Mr. Grunewald was also co-founder and CEO of Sinfilo, one of the largest networks of Wi-Fi hotspots in Europe before it was sold to Telenet Group Holding NV, now part of the Liberty Media Group (NASDAQ:LBTY.A), in 2004.

Mr. Grunewald received a Bachelor of Science Degree in Physics, Electronics, and Computer Science from Rhodes University and a Master of Business Administration from Open University.

#### **Geert Coppens, Founder, Chief Technology Officer**

Geert Coppens has over 25 years of experience focused on multimedia technologies, and was a co-founder of Moovly. Prior to Moovly, he was the CEO for Instruxion, which he founded in 2001.

In the past, Mr. Coppens held multiple positions with Cisco Systems, Inc., including Professional Services Manager, European Education Manager, and Certification Instructor.

Mr. Coppens received a Master of Engineering Degree from the University of Leuven.

#### **Kelsey Chin, Chief Financial Officer and Corporate Secretary**

Kelsey Chin has over 15 years of experience as a finance executive for several publicly listed companies focused on mining, technology, and healthcare. She joined Moovly as Corporate Secretary in 2016 and was appointed CFO in 2017. She also currently holds the position of President and CEO for KMC Capital Corp., and CFO and Corporate Secretary for multiple companies including Canadian Palladium Resources Inc. (CSE:BULL), Versus Systems Inc. (CSE:VS), Intrepid Financial, Gatekeeper Systems Inc. (CSE: GSI), and Clean Air Metals Inc. (TSXV:AIR).

In the past, Ms. Chin held executive positions for companies including US Cobalt Inc. which was acquired by First Cobalt Corp. (TSXV:FCC), ImagineAR Inc. (CSE:IP) when it was called Imagination Park Entertainment, Venture Capital Markets Association, Invictus MD Strategies Corp. (OTC:IVITF), Viral Network Inc., Quebec Precious Metals Corp. (TSXV:QPM) when it was called Canada Strategic Metals Inc., AsiaBaseMetals Inc. (TSXV:ABZ), and Sandfire Resources America Inc. (TSXV:SFR) when it was called Tintina Resources Inc.

Ms. Chin is a Chartered Professional Accountant, and received a Bachelor of Commerce Degree from the University of British Columbia.

**Board of Directors****Brendon Grunewald, Director**

See his biography in the Management section.

**Geert Coppens, Director**

See his biography in the Management section.

**Michelle Gahagan, Director**

Michelle Gahagan has over 20 years of experience in corporate law focused on international tax-driven structures, mergers, and acquisitions. She currently holds positions including Board Chair for Canadian Palladium Resources Inc., Managing Director for Intrepid Financial, CEO and Director for CellStop Systems, Inc., and Director for France Bike Rentals.

In the past, Ms. Gahagan held positions including Director for Versus Systems Inc., Director for US Cobalt Inc. which was acquired by First Cobalt Corp., Director for Chalk Media Limited, and Partner for Equity Business Lawyers.

Ms. Gahagan received a Bachelor of Laws Degree from Queen's University.

**Robert Meister, Director**

Robert Meister has over 15 years of experience in executive roles within the capital markets, and has held director and board positions for multiple public companies. He currently holds positions including President and CEO for CloudBreak Discovery Corp., CEO and Director for Auralite Investments, and CEO and Director for Huffington Capital Corp.

In the past, Mr. Meister held positions including Director for Cameo Cobalt Corp., President and CEO for Navy Resources Corp. (TSXV:NVY), Partner for LOTUSACTIVA, Director of Capital Markets for NetCents Technology Inc. (CSE:NC), Director for Bethpage Capital Corp., and Director for Standard Lithium Ltd. (TSXV:SLL) when it was called Patriot Petroleum Corp. In addition, he held multiple Investor Relations and Capital Markets Representative roles for companies including Canyon Copper Corp., ALX Resources Corp. (TSXV:AL) when it was called Alpha Exploration Inc., and Alpha Minerals Inc.

Mr. Meister received a Diploma in Marketing Management from the British Columbia Institute of Technology.

**APPENDIX F: RECENT NEWS RELEASES****SALES****Moovly Experiences Over 300% Yearly Growth in Education Sector****February 9, 2021**

- Moovly announced that its paid Education subscriptions have grown more than 300% year-over-year.
- Additionally, the Company announced it has now reached approximately 3.7 million total registered users on its platform.

**Contenthouse Selects Moovly Media for German Speaking Market****November 12, 2020**

- Moovly announced being selected by Contenthouse GmbH, a leader in the Swiss media content creation market, for a reseller partner agreement to accelerate Moovly's sales in the German speaking market.
- Contenthouse agreed to market and sell Moovly's products in the German language, primarily in Germany, Austria, and Switzerland, by developing online sales and marketing materials. In addition, Contenthouse agreed to create a dedicated sales team for Moovly's products.

**Leading Online Video Creation Platform Moovly Extends European Government Contract for Three Years****May 19, 2020**

- Moovly announced securing a three-year enterprise subscription extension and expansion with a government agency client in Europe for a deal estimated at \$150,000. The government agency extended the contract after successfully deploying Moovly within its organization, which supported hundreds of users in making thousands of videos.
- Geert Coppens, CTO of Moovly, said, "In an unprecedented competitive digital media technology service solutions marketplace, the confidence we secure through such a vital organization's renewal is a testimonial to Moovly's leading online video creation platform."

**Moovly Client Numbers More than Double in Wake of Global Lockdown****May 6, 2020**

- Moovly announced a significant increase in all its client metrics since the start of the lockdowns at the end of February 2020, with exceptional growth in demand from the educational sector:
  - Daily website traffic – increased 300%;
  - New users – increased 125%;
  - New subscribers – increased 120%.
- Based on client demand, Moovly launched an integration with Facebook to enable users on Moovly's platform to publish content on a Facebook page or group with a single click of a button.

**Moovly Beats Competition to Win Amadeus IT Group Contract****September 26, 2019**

- After a competitive evaluation process, Moovly announced signing a contract with Amadeus IT Group (BME:AMS), a leading technology provider for the global travel industry with 15,000 employees worldwide.
- Amadeus was provided a fully customized version of Moovly's platform, branded as "Amadeus Video Studio", which integrated with Amadeus' corporate Brand Centre and included Amadeus' media files for employees to use towards video creation. The customized solution included back-office management applications such as account and subscription management, and analytics on platform usage by employees.



**Moovly Announces New Subscription Plans with Advanced Video Features****September 17, 2019**

- Moovly announced the launch and availability of new subscriptions, which included the Business subscription (\$599 per year), the Edu Max subscription (\$249 per year), and two Edu Class group license subscriptions for schools (\$199 per year).
- Based on requests from major clients, multiple features were added to Moovly's product offerings, including:
  - Subtitling (closed captions);
  - Screen recording;
  - Webcam recording;
  - Green screen removal.

**PARTNERSHIPS:****Moovly Signs Reseller Agreement with VidiBuzz to Accelerate sales in the United States****February 17, 2021**

- Moovly announced that it has signed a reseller partnership agreement with VidiBuzz to accelerate its sales in the United States.
- Through this relationship, clients get access to Moovly's world-class video editor and Automator products, and also gain VidiBuzz's expertise in developing the necessary pre- and post-production strategies that ensure content is on point and delivered effectively.

**Moovly Announces Partnership with Boxlight Corporation****November 20, 2019**

- Moovly announced an exclusive global reseller partnership agreement with Boxlight Corporation, a technology solutions provider for the educational sector.
- Boxlight agreed to resell the jointly branded MimioMoovly cloud-based video creation software, which requires no installation or maintenance, and enables students and teachers to easily create videos using over 1.3 million royalty-free media assets such as photos, illustrations, video clips, sound, and music.
- MimioMoovly can be used as a tool for stand-alone video production or for larger interactive projects and lessons, supporting classroom instructions, flipped classroom videos, video assignments, and media literacy workshops.

**FINANCINGS:****Moovly Announces Non-Brokered Private Placement****March 10, 2021**

- Moovly announced a non-brokered private placement of units at a price of \$0.45 per unit for aggregate gross proceeds of up to \$3.8 million.
- Each unit will be comprised of one common share and one common share purchase warrant, priced at \$0.62 per share for a period of 24 months from the date of issuance.

**Moovly Closes Non-Brokered Private Placement****December 1, 2020**

- Moovly announced the closing of a non-brokered private placement for \$370,000 in gross proceeds from the issuance of 4.3 million units at a price of \$0.075 per unit. Each unit is comprised of one common share of Moovly and one common share purchase warrant, which entitled holders to purchase one common share at a price of \$0.125 per share.
- The funds were used towards sales and marketing growth, engineering and development expenses, and general corporate purposes.

**Moovly Closes Non-Brokered Private Placement****February 5, 2021**

- Moovly announced that it has closed its non-brokered private placement through the issuance of 15 million units at a price of \$0.10 per unit, generating gross proceeds of \$1.5 million.

**FEATURES:****Moovly Announces Twitter Integration****March 18, 2021**

- Moovly announced its integration with Twitter.
- Moovly users can now seamlessly publish videos to their Twitter account using either the Moovly platform or the Moovly Automator.

**Moovly Integrates with Microsoft AI and OneDrive****March 11, 2021**

- Moovly announced the launch of two new integrations into the suite of Microsoft products.
- The integrations are with Microsoft AI (featuring Neural Text To Speech) as well as Microsoft's OneDrive, its cloud storage product.

**Moovly Integrates with Video Marketing Software Leader, Wistia****March 3, 2021**

- Moovly announced that it has successfully integrated with Wistia, a leader in the video marketing software space.
- Based in Cambridge, Massachusetts, Wistia is a privately held leader in video marketing software offering video hosting, embedding, and advanced analytics to companies seeking to grow their brand and businesses.
- According to Latka, the leading SaaS tracking website, Wistia services over 500,000 businesses across 50 countries, including clients such as HubSpot, MailChimp, Sephora, Starbucks, and Tiffany and Co.

**Moovly Expands its AI-Enabled Text-to-Speech Feature, now Available in 100+ Languages****February 2, 2021**

- Moovly announced that due to demand from an increasingly international client base, the Moovly AI-enabled text-to-speech feature is available in over a hundred languages.
- Moovly has also added a large number of new voices to its text-to-speak feature, via automatic AI-driven translations.

**Moovly Media Announces Integration of Amazon Transcribe and Google Translation's AI Systems into Popular Video Creation Platform****November 19, 2020**

- Moovly announced the integration of its video creation platform with Amazon Transcribe and Google Neural Machine Translation (GMNT) to enable automated audio transcription and text translation on the platform. This new function increases the speed of adding subtitles and translating text compared with doing it manually.
- The integration allows Moovly's three million international users to automatically create and translate subtitles for spoken soundtracks in their videos into all 109 languages, allowing audiences in any country to understand the content.

**Moovly Helps Education and Corporate Clients to Easily Convert Slides to Video via PowerPoint Import****October 22, 2020**

- Moovly announced the introduction of a time-saving wizard for importing PowerPoint presentations into Moovly's editor for seamless conversion into video. Once imported, users are able to edit and enhance content by adding audio and animations.
- The new tool supports educators and corporations that have large amounts of content created through PowerPoint by converting the slide-based content into new engaging video formats.

**Google Integration Substantially Increases Users of Moovly Videos on YouTube****July 16, 2020**

- Moovly announced a substantial increase in the number of users publishing videos from its platform onto YouTube as a result of the accelerated integration of the platform with Google's G Suite, which increased the speed and ease for uploading content.
- Users can publish videos from Moovly's platform onto YouTube with a single click of a button through the "Publish to YouTube" feature, which resulted in the tripling of user metrics from March to April 2020.

**Real-Time Collaboration and Communication Now Available on Moovly – Moovly Video Collaborator****June 4, 2020**

- Moovly announced the launch of a new live video communications service called Moovly Video Collaborator (MVC), which allows a number of users to interact in real-time for seamless collaboration on video creation. MVC allows Moovly's group subscribers to screen share, chat, and use various other communication features.
- In addition, the Company added the functionality for users to access third-party conferencing tools such as Zoom, Google Meet, Microsoft Skype, and WebEx on Moovly's dashboard.

**TECHNOLOGY:****Moovly's Automator API Now Available via RapidAPI****February 25, 2021****Moovly Media Inc.**

- Moovly announced that it has made its Automator API available via RapidAPI.
- This development streamlines how third parties can easily access the power of the Moovly Automator.
- RapidAPI is the world's largest API marketplace and has been financed by some of the industry's biggest names, including M12 (the Microsoft Venture Fund) and Andreessen Horowitz. RapidAPI is used by millions of developers at companies such as Hyatt, Delta Airlines, and Cisco to find and integrate third-party APIs.

**January 26, 2021****Moovly Increases Streaming Bandwidth to Support Over Three Million Users**

- Moovly announced an increase in bandwidth and enhanced support to its browser-based platform to support over three million users.
- Moovly has seen a dramatic increase in traffic of video streaming recordings from its enterprise users combined with a significant increase in bandwidth use from short-form video and social media platforms.

## APPENDIX G: RISKS

Moovly operates in the quickly changing technology industry, which inherently brings high levels of risk and uncertainty. Moovly is in a very competitive landscape as it plans to use its multimedia software products to expand services domestically and internationally. Other risks include the following:

### Business and Operating Risks:

- The market for multimedia software products is constantly changing as technology evolves, therefore competition is quickly increasing with new technologies being developed, which brings concerns for Moovly if its products lose market share to better and improved products.
- The industry standard for multimedia technologies may change with new product introductions, short product life cycles, and variations in user requirements and preferences, which brings concerns for Moovly if its current and planned services do not meet new customer requirements or emerging industry standards.
- Moovly's operational success largely depends on key officers, consultants, and employees, which could be detrimental to future operations if any of them unexpectedly depart.

### Financial Risks:

- Moovly has a limited operating history and is in the early stage of development, which is subject to high losses, lack and uncertainty of revenues, under-capitalization, and cash shortages.
- Moovly has a history of net losses on an annual basis since listing publicly in 2016, with an accumulating deficit of \$19.3 million as at December 31, 2020, which may continue in the future due to losses on operations, losses on investments, and the impairment of intangible assets.
- Moovly holds \$3.65 million in debt obligations due over the fiscal years from 2021 to 2023, which could impede profitability if debt services are not met with the underlying terms and agreements.

### Legal and Regulatory Risks:

- Moovly works with various public and private companies, and has an obligation to diligently maintain the privacy and security of information related to customers and third parties, such as credit and financial information, personal information, and business information.
- Moovly's technologies have inherent risks of legal actions regarding intellectual property infringements and unfair competition regulations if competitors and third parties have patents or proprietary rights for technologies similar to those used by Moovly.
- Laws and regulations regarding technology are constantly changing with previous laws being adjusted and new laws being formed, which may negatively affect Moovly's business operations and cash flows due to unexpected compliance costs or unexpected regulations.

### Sales and Marketing Risks:

- Moovly operates in the rapidly evolving and increasingly competitive multimedia industry with large competitors that may have advantages over the Company, including longer operating histories and market presence, greater name recognition, access to larger customer bases, economies of scale and cost structure advantages, greater sales and marketing, manufacturing, distribution, technical, and financial resources, and government support.

### Technology Risks:

- Moovly hosts all of its customers in third-party facilities, which it does not have control over, and are subject to damage or interruption from natural disasters, power losses, break-ins, and computer viruses that could result in reduced revenue, harmed reputation, and financial penalties.
- Moovly does not operate or maintain a backup data centre for any of its services, which increases vulnerability to interruptions and delays in services.
- Moovly's products are highly technical and may contain undetected errors, defects, or security vulnerabilities, which could result in loss of revenue, delayed revenue recognition, loss of customers, and increased service costs.

## APPENDIX H: ERESEARCH DISCLOSURE

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### ANALYST ACCREDITATION

**eResearch Analyst on this Report:** Chris Thompson CFA, MBA, P.Eng.

**Analyst Affirmation:** I, Chris Thompson, hereby state that, at the time of issuance of this research report, I owned 150,000 common shares and 150,000 share warrants of Moovly Media Inc. (TSXV:MVY) that were purchased as a private investor as part of Moovly's February 5, 2021 financing.

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Moovly Media Inc. (TSXV:MVY) paid eResearch a fee to have it conduct research and publish reports on Moovly Media for one year.

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