



AcuityAds Announces Closing of Final Tranche of Non-Brokered Private Placement for Total Proceeds of \$2.26 Million

NOT FOR DISTRIBUTION TO UNITED STATES NEWSWIRE SERVICES OR FOR DISSEMINATION IN THE UNITED STATES

TORONTO – December 21, 2017 – AcuityAds Holdings Inc. (“AcuityAds”), (TSXV:AT) (“AcuityAds” or the “Company”), a technology leader that provides targeted digital media solutions enabling advertisers to connect intelligently with audiences across video, mobile, social and online display campaigns, today announced that it has raised an additional \$150,000 for its previously announced non-brokered private placement (the “Offering”), for total gross proceeds of \$2.26 million.

In connection with this second and final tranche closing of the Offering, the Company issued 100,000 Common Shares priced at \$1.50 per Common Share. In total, Acuity issued an aggregate of 1,509,021 Common Shares pursuant to the Offering. The Common Shares issued in the Offering are subject to a statutory four month hold period. The Offering remains subject to the final approval of the TSX Venture Exchange.

About AcuityAds

AcuityAds is a technology company that enables marketers to connect intelligently with their most meaningful audiences through digital media. A Self-Serve programmatic marketing platform, powered by proprietary machine learning technology, is at the core of its business. This is accompanied by strategic digital advertising solutions that cater to social, mobile and video-specific needs. AcuityAds empowers marketers by offering transparency on costs and brand safety, and real-time reporting and analytics, bringing accountability to programmatic advertising to deliver business results.

AcuityAds is headquartered in Toronto, Canada with offices across North America including New York City, Boston, Chicago, Dallas, Los Angeles, San Francisco, San Diego, Vancouver, Calgary, Montreal and London, England. For more information, visit www.AcuityAds.com.

For further information:

Babak Pedram
Investor Relations
Virtus Advisory Group Inc.
416-644-5081
bpedram@virtusadvisory.com

Tal Hayek
Chief Executive Officer
AcuityAds Holdings Inc.
416-218-9888
tal.hayek@acuityads.com

Disclaimer in regards to Forward-looking Statements

Certain statements included herein constitute “forward-looking statements” within the meaning of applicable securities laws. Forward-looking statements include, but are not limited to, statements with respect to the final approval of the TSX Venture Exchange in respect of the Offering. All forward-looking statements in this news release are based upon a number of estimates and assumptions that, while

considered reasonable by management at this time, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievement of the Company to be materially different from any future results, performance or achievements express or implied by such forward-looking statements. Investors are cautioned not to put undue reliance on forward-looking statements. Except as required by law, AcuityAds does not intend, and undertakes no obligation, to update any forward-looking statements to reflect, in particular, new information or future events.

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