



AcuityAds Opens Sales Office in the U.K and will Showcase its Offerings at Mobile World Congress 2017

TORONTO and NEW YORK – February 15, 2017 – AcuityAds Holdings Inc. (TSXV:AT, OTCQB:ACUIF) (“AcuityAds” or “Company”), the technology company that enables marketers to connect intelligently with audiences across video, mobile, social and online display advertising campaigns is pleased to provide an update on the Company’s previously announced expansion into the European market.

AcuityAds has officially opened its first sales office in the European region based in London, England. The addition of a local sales team is a natural progression for the Company since launching its platform in Europe in July 2016 and based on the demand the Company has experienced, including a fair number of new partner signings from International agencies and growing interest from the European region. Accordingly, the Company’s sales focus in Europe will be primarily geared towards establishing new partner relationships for its industry leading Self-Serve programmatic marketing platform with agencies and brands directly.

In addition, AcuityAds is pleased to announce that it will be an exhibitor at Mobile World Congress 2017, located at pod 7UP.70, where the Company will showcase its new ultra-intuitive Self-Serve programmatic marketing platform and social-mobile offerings from its recent acquisition of 140 Proof Inc. Mobile World Congress 2017 is the world’s largest gathering for the mobile industry, organised by the GSMA and held in the Mobile World Capital Barcelona, Spain on February 27th through March 2nd 2017.

“Our initial expansion into Europe in 2016 emerged from the ongoing demand of our clients,” stated Tal Hayek, CEO of AcuityAds. “We believe the value proposition of our Self-Serve programmatic marketing platform and social-mobile offerings will resonate very well with brands and agencies in this market and in return Acuity should experience the same level of growth that we’ve seen in North America. Our continued investments in Europe will be focused on building a sales team as well as participating in key marketing events such as Mobile World Congress 2017, which will enable us to grow our presence and revenues in this important growth market as we strive to become a global provider.”

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, accompanied by a patented solution for mobile targeting that leverages social data. 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 sales offices in New York City, Boston, Chicago, Los Angeles, San Francisco, San Diego, Vancouver, Calgary and Montreal. For more information, visit AcuityAds.com.



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