



AcuityAds Announces Stock Option and Deferred Share Unit Award Grants

TORONTO and NEW YORK– March 14, 2017 – AcuityAds Holdings Inc. (TSXV:AT,OTCQB:ACUIF) (“AcuityAds” or “the Company”), a technology leader that provides targeted digital media solutions enabling advertisers to connect intelligently with audiences across mobile, video, social and display is announcing the following:

The Company granted an aggregate amount of 435,000 stock options to employees, consultants and an Independent Director of the Company in accordance of the provisions of the Company’s Stock Option Plan, subject to approval of the TSX Venture Exchange. Each option entitles the holder to purchase one common share of the Company at an exercise price of \$4.65. The stock options granted are vested annually over 3 years.

The Company also issued an aggregate of 21,300 Deferred Share Units (“DSUs”) pursuant to the Company’s Deferred Share Unit Plan to the Independent Directors of the Company, in lieu of quarterly cash compensation. In addition, an aggregate of 279,200 DSUs were issued to officers and executives of the Company, in lieu of 2016 quarterly and annual cash bonus compensation and for long term incentive compensation.

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, Montreal and London. For more information, visit AcuityAds.com.

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