



AcuityAds Wins TSXV Tech Stock of the Year Award

TORONTO and NEW YORK – January 20, 2017 – AcuityAds Holdings Inc. (TSXV:AT, OTCQB:ACUIF) (“AcuityAds” or “Company”), a technology leader that enables advertisers to connect intelligently with audiences across video, mobile, social and online display advertising campaigns, announced today that it has been recognized as the TSXV Tech Stock of the Year at the Cantech Investment Conference 2017.

AcuityAds’ success has been driven by 20 consecutive quarters of year-over-year revenue growth, as the Company has continued to make waves in the programmatic marketing space in North America and beyond. In the past year alone, AcuityAds has made significant strides in its offering to digital marketers, including the acquisition of social and mobile targeting company 140 Proof, Inc., the launch of its industry-first hybrid programmatic program, and the Company’s expansion into a budding European advertising technology market.

The TSXV Tech Stock of the Year is the latest in a series of awards picked up by AcuityAds in recent months, including the Deloitte Fast 50™ and Fast 500™ rankings for fastest-growing companies in North America for the third consecutive year and being listed as one of the Canadian Innovation Exchange’s top 20 Public Companies. The TSX Venture Tech Stock of the Year award is determined by 30 industry analyst experts who cover the Canadian technology sector, and was announced on January 18, 2017 at the Cantech Awards Gala in Toronto.

“We are extremely pleased to be recognized amongst our peers and other industry leaders as the fastest growing technology stock in 2016,” offered Tal Hayek, CEO of AcuityAds. “Throughout 2016, we achieved significant milestones as an organization that were recognized by the investment community. Part of our goal in maintaining a successful company includes working closely with shareholders to ensure they are able to recognize the success of our work. I would also like to thank our employees, customers, partners, investors, board of directors and investor relations team for their passion, dedication and support throughout the past year enabling us to achieve this recognition.”

For more information on AcuityAds, visit www.AcuityAds.com.

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. Acuity 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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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 are necessarily 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. 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.