AcuityAds Announces Grant of Deferred Stock Units

TORONTO, Ont.; New York, NY – December 1, 2015 – AcuityAds Holdings Inc. (TSXV:AT) ("AcuityAds" or "Company"), a leading provider of targeted digital media solutions, enabling advertisers to connect intelligently with audiences across online display, video, social and mobile campaigns, is pleased to announce that the Company has issued an aggregate of 75,000 Deferred Share Units ("DSUs") pursuant to the Company's Deferred Share Unit Plan to the six independent directors of the Company, in lieu of their quarterly cash compensation. The DSUs were issued based on the preceding day's closing price of the Company's shares on the TSX Venture Exchange of $0.88.

About AcuityAds:

AcuityAds has developed a Programmatic Marketing Platform powered by proprietary machine learning technology that allows advertisers to target and connect intelligently with their audiences across online display, video, social and mobile campaigns. In 2015, for the second year in a row, AcuityAds was recognized as one of the fastest growing North American technology companies by finishing in the top 10 of Deloitte's 2015 Fast 50™ competition and in the top 100 in Deloitte's 2015 Fast 500™ competition. With sales operations in New York, Boston, Los Angeles, Toronto and Montreal, AcuityAds customers include large Fortune 500 enterprises and small to mid-sized businesses. For more information, please visit: www.acuityads.com.

For further information, please contact:

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 regarding 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.