



AcuityAds is Now Live in Europe with its Self-Serve Programmatic Platform

Also Announces Amendment to its Term Facility

TORONTO and NEW YORK – July 5th, 2016 – AcuityAds Holdings Inc. (TSXV:AT) (“AcuityAds” or “Company”), a technology leader that provides targeted digital media solutions enabling advertisers to connect intelligently with audiences across online display, video, social and mobile campaigns, today announced that its European expansion, which was previously announced April 4th, 2016, is now officially live and partners have already started using its Self-Serve Programmatic Marketing Platform in the region.

“The programmatic ad spending forecast for the UK, Germany and France alone is expected to surpass \$9 Billion USD by 2018, which represents a tremendous opportunity for Acuity, our partners and customers to capitalize on the digital advertising growth prospects in this region,” stated Joe Ontman, Chief Revenue Officer of AcuityAds. “Programmatic adoption rates continue to climb in all the major European markets and we can now offer brands and agencies instant access to a world-class Self-Serve Programmatic Platform including training and the fastest onboarding program in the industry in helping them to achieve their digital advertising goals with greater success.”

One of the first partners to leverage the AcuityAds Self-Serve Programmatic Marketing Platform in Europe is global ad tech and multi-channel media company, Brightcom. “We have been using the AcuityAds Self-Serve Programmatic Marketing Platform for our North American needs with much success over the past year and we are delighted that AcuityAds has now expanded their offering into the European market,” stated Etai Eitany, Vice President of Operations at Brightcom. “This will enable us to further enhance our offer to our customers seeking a global solution for their digital advertising initiatives.”

Acuity’s Self-Serve Programmatic Marketing Platform enables partners, brands and agencies to manage digital advertising campaigns easily and efficiently via an intuitive user interface with access to extensive resources including campaign specialists, training and support experts. The platform is powered by proprietary machine learning technology, enabling marketers to supercharge their digital marketing by taking extreme control of their programmatic advertising campaigns, redefining industry standards for data-driven transparency. The main hub for Acuity’s Self-Serve Programmatic Marketing Platform will be based in Amsterdam, NL to support the needs of the European region and surrounding areas.

AcuityAds is also currently looking to establish strategic partnerships with a select number of digital agencies to act as platform partners who will represent their Self-Serve Programmatic Marketing Platform in the major European markets for programmatic including the UK, Germany, France and the Netherlands.

Term Facility Update:

As a result of the Company’s financial achievements, AcuityAds is pleased to announce it has accepted a voluntary request from the Term Loan Lenders to defer the second principal repayment of \$178,000 in connection with its \$2,500,000 term loan facility. The Lenders have further indicated that they may request similar deferrals with respect to future principal repayment instalments. The Loan had been made pursuant to a Credit Agreement dated November 10th, 2015 between the Company, its subsidiaries and various Lenders, including several individuals that are non-arm’s length to the Corporation (the “NAL Lenders”).



For more information on how Acuity is powering the most efficient programmatic campaigns in the industry, visit AcuityAds.com

About AcuityAds

AcuityAds is a technology company that enables marketers to connect intelligently with their most meaningful audiences through digital media. At the core of its offerings is a self-serve programmatic marketing platform, powered by proprietary machine learning technology. AcuityAds empowers marketers by leveraging its industry leading advertising campaign solutions with real-time reporting and analytics, bringing accountability to programmatic advertising to deliver business results.

AcuityAds is headquartered in Toronto, Ontario, Canada with sales offices in New York City, Boston, Los Angeles, San Francisco, San Diego, Vancouver, Calgary and Montreal. For more information, visit AcuityAds.com.

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