SoCast Launches New Digital Advertising Solutions for Radio Clients Powered by AcuityAds

Offering will Leverage its Clients' 1000+ Radio Sales Reps in the U.S. Market

TORONTO and NEW YORK – May 17, 2018 – AcuityAds Holdings Inc. (TSXV:AT) ("AcuityAds" or the "Company"), a technology leader that provides targeted digital media solutions by leveraging its proprietary AI technology to enable advertisers to connect intelligently with audiences across video, mobile, social and online display advertising campaigns, today announced that SoCast, the leading provider of digital radio solutions, has signed a partner agreement with AcuityAds to offer digital advertising solutions to its US-based radio clients by licensing the Company's programmatic advertising platform.

Industry forecasts predict that the $15B US broadcast radio ad industry will continue to grow its share of the digital advertising pie by extending radio's traditional ad model utilizing digital delivery systems. The combination of a 1% annual on-air growth with continued double-digital expansion in online ad sales are expected to cause radio to leapfrog past newspapers and become the fifth largest media category among local advertisers by 2021, according to BIA/Kelsey's 2017 Investing In Radio Market Report.

"We are pleased that SoCast has chosen Acuity's programmatic advertising platform as their digital advertising solution for their radio clients," stated Tal Hayek, CEO of AcuityAds. "Research indicates that radio companies are optimistic about programmatic advertising and its growing role and this partnership enables them to more easily extend their engagement with audiences and advertisers across all digital channels."

SoCast's integrated suite of products are built for radio brands to easily deliver memorable audience experiences, connect with listeners and deliver value to advertising partners. This partnership expands SoCast's value proposition for radio clients by offering an industry leading digital advertising solution making it easy to engage audiences with more brand consistency across multiple channels beyond the radio website including social, mobile and display.

"We reviewed a number of platforms in the market and AcuityAds came out on top in terms of performance, innovation and customer service," stated Elliott Hurst, Founder & CEO of SoCast. "We are excited about the potential of this partnership as our radio clients and their advertisers will now have access to an integrated end-to-end digital solution for unmatched audience experiences that can drive more connections and a greater return on advertising spend."

About SoCast

SoCast makes digital growth easy for broadcasters. SoCast drives revenue growth by providing a user-friendly, integrated suite of products, best-in-class coaching support, and digital innovation. SoCast powers all digital channels to radio's audiences for clients in the USA, Canada, UK, Australia, New Zealand, and Africa. SoCast is dedicated to helping radio take the lead among digital content producers by leveraging their unique core strengths and applying its data-backed content and advertising platform to drive audience engagement touchpoints and revenue. Please visit www.SoCastDigital.com for more information.

About AcuityAds

AcuityAds is a leading technology company that provides marketers a more powerful and holistic solution for digital advertising across all ad formats and devices to amplify reach and Share Of Attention® throughout the customer journey. Via its unique data-driven insights, real-time analytics and industry-leading activation platform based on proprietary machine learning technology, AcuityAds leverages an integrated ecosystem of partners for data, inventory, brand safety and fraud prevention, offering unparalleled trusted solutions that the most demanding marketers require to be successful in the digital era.

AcuityAds is headquartered in Toronto, Canada with offices across North America including New York City, Boston, Chicago, Las Vegas, Los Angeles, San Francisco, Vancouver, Calgary and Montreal. For more information, visit www.AcuityAds.com.

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Certain statements included herein constitute “forward-looking statements” within the meaning of applicable securities laws. Forward-looking statements can generally be identified by words such as “believe”, “anticipate”, “expect”, “intend”, “plan”, “will”, “may” and other similar expressions. These statements are based on the Company’s expectations, estimates, forecasts and projections. They are not guarantees of future performance and involve risks and uncertainties that are difficult to control or predict. These risks and uncertainties are discussed in the Company’s regulatory filings available on SEDAR at www.sedar.com. There can be no assurance that forward-looking statements will prove to be accurate as actual outcomes and results may differ materially from those expressed in these forward-looking statements. Readers, therefore, should not place undue reliance on any such forward-looking statements. Further, a forward-looking statement speaks only as of the date on which such statement is made. Except as required by applicable law, the Company undertakes no obligation to publicly update any such statement or to reflect new information or the occurrence of future events or circumstances.

Neither the TSXV nor its Regulation Services Provider (as that term is defined in the policies of the TSXV) accepts responsibility for the adequacy or accuracy of this release.