



AcuityAds Announces Date For Second Quarter 2019 Conference Call

TORONTO and NEW YORK – August 7th, 2019 – AcuityAds Holdings Inc. (TSX:AT) (“AcuityAds” or “Company”), a technology leader that provides targeted digital media solutions enabling advertisers to connect intelligently with audiences across digital advertising campaigns, is pleased to announce that it will report its second quarter 2019 financial results for the period ended June 30th, 2019 on Wednesday August 14th, 2019 after market close. The Company will subsequently hold a conference call on Thursday, August 15th, 2019 at 9:00 am Eastern Time hosted by Tal Hayek, Co-Founder and Chief Executive Officer, and Jonathan Pollack, Chief Financial Officer. A question and answer session will follow.

Conference Call Details:

Date: Thursday, August 15th, 2019

Time: 9:00 AM Eastern Time

Participant Dial-in Numbers:

Local – (+1) 416 764 8609

Toll Free – (+1) 888 390 0605

Conference ID: 31773512

Recording Playback Numbers:

Local – (+1) 416 764 8677

Toll Free – (+1) 888 390 0541

Passcode: 773512 #

Expiry Date: Thursday, August 22nd, 2019 11:59 PM

A live audio webcast and archive of the conference call will be available by visiting the Company’s website at <https://www.acuityads.com/investors>. Please connect at least 15 minutes prior to the conference call to ensure time for any software download that may be needed to hear the webcast.

About AcuityAds:

AcuityAds is a leading technology company that provides marketers a powerful and holistic solution for digital advertising across all ad formats and screens 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 Artificial Intelligence 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 with offices throughout the U.S., Europe and Latin America. For more information, visit [AcuityAds.com](https://www.acuityads.com).



For further information, please contact

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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. The Company's client that has been mentioned in this press release has the right to exercise an out-clause right at any time during the advertising campaign.

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