



AcuityAds Announces Date for Second Quarter 2022 Financial Results Video Conference Call

TORONTO and NEW YORK, July 27, 2022 --

AcuityAds Holdings Inc. (TSX:AT, Nasdaq: ATY) ("AcuityAds" or "Company"), a technology leader that provides targeted digital media solutions enabling advertisers to connect intelligently with audiences across advertising channels, is pleased to announce that it will report its second quarter 2022 financial results before market open on Wednesday, August 10th, 2022.

The Company will host a live video webcast to discuss the results on Wednesday, August 10th, 2022, at 8:30 am Eastern Time. The webcast will be hosted by Tal Hayek, Co-Founder and Chief Executive Officer, and Elliot Muchnik, Chief Financial Officer, with a question-and-answer session to follow.

Conference Call Details:

To register for the conference call webcast and presentation, please visit

<https://illum.in.com/investors/earnings-call/>

Participant Dial-in Numbers:

Session ID 371702

Session PIN 4375

Dial-in numbers

+1 833 790 7344 US (Toll-free)

+1 650 514 4442 US (North California)

+1 360 244 4406 US (Tacoma)

+1 281 394 4441 US (Texas)

+1 619 603 4444 US (South California)

+44 752 064 5003 United Kingdom

Please connect at 15 minutes prior to the conference call to ensure time for any software download that may be needed to hear the webcast.

A recording of the conference call webcast will be available after the call by visiting the Company's website at

<https://illum.in.com/investors/>.

About AcuityAds:

AcuityAds is a leading technology company that provides marketers a one-stop solution for omnichannel digital advertising with best-of-category return on advertising spend. Its journey automation technology, illum.in™, offers planning, buying and real-time intelligence from one platform. With proprietary Artificial Intelligence, illum.in™ brings unique digital advertising capabilities to close the gap between planning and execution. The Company brings an integrated ecosystem of privacy-protected data, inventory, brand safety and fraud prevention partners, offering trusted solutions with proven, above-benchmark outcomes for the most demanding marketers.

AcuityAds is headquartered in Toronto with offices throughout Canada, the U.S., Europe and Latin America. For more information, visit AcuityAds.com.

For further information, please contact

Daniel Gordon
Investor Relations Manager
AcuityAds Holdings.
416-218-9888 investors@acuityads.com

Babak Pedram
Investor Relations – Canada
Virtus Advisory Group Inc.
416-644-5081
bpedram@virtusadvisory.com

David Hanover
Investor Relations – U.S.
KCSA Strategic Communications
212-896-1220
dhanover@kcsa.com

Disclaimer in regard 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.