

FORM 51-102F3

MATERIAL CHANGE REPORT

1. Name and Address of Issuer

illumin Holdings Inc. (formerly, AcuityAds Holdings Inc.) (the “**Issuer**”)
70 University Ave., Suite 1200
Toronto, Ontario M5J 2M4
Phone: 416 218-9888

2. Date of Material Change

June 21, 2023.

3. News Release

A news release disclosing the material change referred to in this report was issued by the Issuer on June 20, 2023 and filed on SEDAR.

4. Summary of Material Change

The Issuer changed its name from AcuityAds Holdings Inc. to illumin Holdings Inc.

5.1 Full Description of Material Change

The Issuer changed its name from AcuityAds Holdings Inc. to illumin Holdings Inc. The Issuer will continue to trade on the Toronto Stock Exchange and the Nasdaq under the symbol “ILLM”.

The resolution authorizing this change was approved by not less than two-thirds of the votes cast in respect of the name change by shareholders of the Issuer at the annual general and special meeting of the Issuer held on June 14, 2023.

5.2 Disclosure of Restructuring Transactions

Not applicable.

6. Reliance on subsection 7.1(2) or (3) of National Instrument 51-102

Not applicable

7. Omitted Information

No information has been omitted on the basis that it is confidential.

8. Executive Officer

For further information about this material change, please contact:

Tal Hayek
Chief Executive Officer
Tal.Hayek@illumin.com

illumin Holdings Inc.
70 University Ave., Suite 1200
Toronto, Ontario
M5J 2M4

9. Date of Report

June 21, 2023