

Sabio Holdings Announces Aziz Rahimtoola Wins First-Ever Founder of the Year Category in 2023 Digiday Technology Awards

Three of Sabio executives also named as honorees for the 2023 Cynopsis Top Women in Media.

TORONTO (August 30, 2023) - [Sabio Holdings Inc.](#) (TSXV: SBIO; OTCQX: SABOF) (the "Company" or "Sabio"), a leading provider of connected TV ("CTV")/over-the-top ("OTT") advertising platforms validated by performance, today announced CEO and co-founder Aziz Rahimtoola won the Founder of the Year category for the [2023 Digiday Technology Awards](#). This year is the first time Digiday has accepted submissions for this category, making Rahimtoola Digiday's premiere Founder of the Year.

"I am honored to receive this distinction and to be among such an accomplished group of founders considered for this year's Digiday Technology Awards," said Aziz Rahimtoola, CEO and co-founder of Sabio Holdings. "Sabio's mission has been and continues to be to bring pluralism of thought and ideas to the media ecosystem. I want to thank our incredible management team at Sabio for helping us continue to achieve this objective of what people thought couldn't be possible. It's the incredible people of Sabio that make this company great and that's what I'm most proud of as a founder and CEO."

The Digiday Technology Awards recognize the technology modernizing media and marketing. Among the prevalent themes this year were micro-personalization with AI and e-commerce technology as well as privacy compliance and partnerships.

Further highlighting Aziz's strong leadership skills and support for his team, several Sabio employees were named as honorees for the 2023 [Cynopsis Top Women in Media](#). Katie Hoseit, Global VP, Sales, and Julie Victor, Senior Director of Politics and Engagement, were named as honorees within the Ad Sales Superstar category, and Elisa Dao, SVP of Marketing, in the High-Five category which spotlights executives at any level who solved a specific problem with speed and ingenuity.

These wins follow an impressive year for Sabio, who was also selected as a winner at the 2023 Cynopsis Measure Up! Awards in the *Outstanding CTV Targeting Solution* category for its work with Cracker Barrel and Carat. In addition, App Science™ (division of Sabio Holdings) Executive Vice President [Helen Lum](#) has been recognized among [LA TV Week's 40 Under 40](#).

About Sabio Holdings

Sabio Holdings Inc. (TSXV: SBIO) (OTCQX: [SABOF](#)) is one of the fastest-growing CTV/OTT technology and service providers in the high-growth ad-supported video-on-demand (AVOD) and FAST channel space. Its cloud-based CTV/OTT technologies provide publishers with distribution, monetization, and analytics while delivering ROI validation for brands and agencies. The Sabio Holdings portfolio is comprised of: Sabio — our trusted and transparent content monetization DSP; App Science™ — our cutting edge, non-panel based, real-time measurement and attribution SAAS platform; and Vidillion — our cloud-based ad-insertion, and content distribution and management platform. For more information, visit: sabioholding.com

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About LA TV Week's 40 Under 40

The 40 Under 40 awards, supported by Broadcasting + Cable and Multichannel News, showcases the pioneering people that are pushing the boundaries of innovation in the Media and Entertainment industry. From OTT, cross-platform and new metrics, to big data, digital disruption and economic challenges - the development and delivery of content is transforming like never before. Who's at the forefront of this revolution in the industry? A special group of creative, imaginative, tech-savvy, visionaries with new perspectives and game-changing ideas. These are the people who help create, market and sell what viewers are watching on screens big and small. These are the people who hear "it hasn't been done before" and can't resist the challenge.

To learn more about LA TV Week's 40 Under 40, visit <https://www.tvweek40under40.com/>.

About Broadcasting & Cable

Broadcasting & Cable is the authoritative news source for the business of television. Learn more about Broadcasting & Cable.

About Cynopsis Media

Cynopsis Media, a division of [Access Intelligence](#), is the publisher of six free trade publications for the television, media, digital, and sports TV industries. Its flagship edition, Cynopsis, was launched by creator Cynthia Turner, on April 2, 1997 as a simple internal memo created to keep a Sales Team updated and informed.

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Media Contacts

Rachel Jermansky, Daddi Brand Communications
rjermansky@daddibrand.com

Joe Camacho
SABIO Co-Founder and Chief Global Expansion Officer
joe@sabioholding.com

Aideen McDermott
Investor Relations Associate - Sabio Holdings Inc.
aideen@sabioholding.com