ACUIF – AcuityAds Holdings, Inc.

Appendix: Timeline

Date	Event
2009-0000	AcuityAds is founded and began engineering.
2011-0628	AcuityAds begins sales.
2014-0715	AcuityAds, Inc., formerly Wildlaw Capital CPC 2, Inc., becomes a wholly owned subsidiary of AcuityAds Holding, Inc. and raises $5.75 million gross proceeds in a private placement.
2014-0722	AcuityAds Holdings begins trading on the TSX Venture Exchange with the symbol “AT”.
2015-0202	David Andrews is appointed CFO.
2015-1202	The company signs a multi-year strategic agreement with Adobe, enabling Acuity to package Adobe’s Audience Manager, a leading Data Management Platform, with its own programmatic marketing platform.
2016-0404	The company expands to Europe (Amsterdam).
2016-0415	The Canada Revenue Agency (CRA) accepts the company’s previous claims for investment tax credits relating to Scientific Research and Experimental Development for 2011, 2012, 2013, and 2014, refunding the company $900,000.
2016-0525	Bleublancrouge, an interactive advertising, marketing, and branding agency in Montreal, signs a deal with Acuity to use their DMP along with Adobe’s Audience Manager.
2016-0803	The company launches the Hybrid Program to help marketers become independently manage and control their own campaigns on the company’s self-serve programmatic platform. The program includes trainings, side-by-side with the AcuityAds Team.
2016-0811	The company acquires 140 Proof, Inc., a social and mobile targeting company, in an all-cash deal with a value up to $20 million USD in cash and performance-based payments.
2016-1201	Gravitas Securities, Inc. purchased 1,890,000 shares of common stock at $2.12 per share in a bought deal private placement for the gross proceeds of $4,006,800.
2016-1205	The company trades in the US on the OTCQB market under the symbol “ACUIF”.
2016-1221	Gravitas Securities, Inc., including Haywood Securities Inc. and Paradigm Capital Inc., purchases 2,173, 500 shares of common stock at $2.12 per shares in a private placement for gross proceeds of $4,607,820.
2017-0124	The company’s new Self-Serve Programmatic Marketing Platform becomes available.

2017-0215	The company opens up its first sales office in London, England.
2017-0309	The company enters into a definitive agreement to acquire Visible Measures Corporation, a Boston-based programmatic platform provider for analytics-led video advertising with a proprietary dataset and patented technology, for $10 million cash.
2017-0310	The company increases the size of the previously announced bought deal private placement offering to 2,994,783 shares of common stock at the price of CDN$3.40 per share for gross proceeds of CDN$10.2 million. The syndicate of underwriters include Paradigm Capital Inc., Haywood Securities Inc., Gravitas Securities Inc., and Echelon Wealth Partners. The proceeds will be used to fund acquisition of Visible Measures Corporation.
2017-0314	The company grants 435,000 stock options to employees, consultants, and an independent director at the exercise price of $4.65. They also issued 21,300 deferred share units to independent directors and 279,200 deferred share units to officers and executives.
2017-0331	The company completes acquisition of Visible Measures Corp.
2017-0418	The company partners with Fraudlogix to prevent ad fraught and low-quality traffic.
2017-0628	The company partners with NewCap Radio to offer digital advertising services to its radio advertisers and target listeners.
2017-0801	The company partners with Acxiom, a third-party ethically-sourced data foundation, improving targeting and ad relevancy.
2017-1214	The company proposes a non-brokered private placement to raise an aggregate of $2.3 million. The company also agrees to convert a portion of debt to equity for certain lenders under its subordinated term loan. Common shares under both events with be $1.50 each. Closing of both events is expected to occur around December 18, 2017.
2017-1218	The company raises gross proceeds of $2.1 million under the December offering of 1,409,021 share of common stock. The deal includes debt conversion of 754,765 shares on common stock, resulting in $1.2 of non-revolving debt outstanding. Participants included Acuity's founders: Joe Ontman, Nathan Mekuz, Rachel Kapcan, and Tal Hayek. See ownership.
2017-1221	The company raises an additional $150,000 for a total gross proceeds of $2.26 million and an aggregate of 1,509,021 shares of common stock.
2018-0228	The company enters into a definitive agreement to acquire Adman Interactive S.L., the largest video Supply Side Platform for Spanish-speaking markets in Europe and Latin America.
2018-0417	The company closes an offering of an aggregate of 4,600,000 shares of common stock, including 600,000 shares exercised of the over-allotment option, for CDN$1.00 totaling to gross proceeds of CDN $4.6 million. Senior management and directors acquired 1,025,000 shares under the offering.

2018-0312	The company announces the launch of strategic undertakings regarding AI technology and scalability enhancements for the self-serve programmatic marketing platform.
2018-0423	CFO Dave Andrews retires and Jonathan Pollack is appointed as the new CFO.
2018-0511	SoCast enters a partnership agreement with the company to offer digital advertising solutions to US-based radio clients by licensing Acuity's programmatic advertising platform.
2018-0615	The company completes the acquisition of Adman Interactive S.L. and closes a new CDN $7.3 million term loan.
2018-0821	Triton Digital A2X® integrates into Acuity's platform, allowing users of the platform to increase their reach by adding highly-targeted digital audio inventory.
2018-0910	The company hires sales and sales related personnel of Magnetic Media, an US Artificial Intelligence adtech company in a strategic transaction.
2018-1018	The company secures a new revolving line of credit with Silicon Valley Bank.
2019-0210	The State of Digital Advertising: Interview with Seraj Bharwani, CSO of Acuity
2019-0323	Acuityads Ceo Interview: Our Ai System Delivers A Positive Roi On Ads
2019-0327	Q1 2019 Results
2019-0404	The term loan is extended from June 15, 2020 to June 15, 2021.
2019-0429	The company enters into an agreement with Haywood Securities, Inc. and Cormark Securities, Inc. where the underwriters have agreed to purchase 4,517,000 shares of common stock at CDN $1.55 per share, offering them to the public, for gross proceeds of approximately CDN$7 million. Acuity has also granted the underwriters an over-allotment option to purchase up to 15% of the offering.
2019-0430	The April offering is revised to 5,162,000 shares of common stock, offering them to the public, for gross proceeds of about CDN$8 million.
2019-0522	The offering closes for aggregate gross proceeds of CDN $9,201,265 which includes the full exercise by the Underwriters. Acuity intends to use the net proceeds pay some of the performance based earn-out in connection with its acquisition of certain assets of Magnetic Media Online Holdings, Inc. and paying back the line of credit.
2019-0528	The company launches its platform to clients in Spain and Latin America
2019-0619	The company expands it east coast Canadian team.
2019-0620	The company has been conditionally approved to graduate from the Toronto Venture Exchange to the Toronto Stock Exchange.
2019-0624	The company receives final approval for the Toronto Stock Exchange.
2019-0814	Q2 2019 Results
2019-0829	The company begins trading on the OTCQX Best Market under the symbol "ACUIF".

2019-0924	The company extends the maturity date and the amount of their operating line with Silicon Valley Bank.
2019-1104	Q3 2019 Results
2020-0123	The company partners with Tapad, a global leader in digital identity resolution, to enhance Acuity's existing cross-device solution especially its cross-channel Connected TV offering.
2020-0303	Q4 2019 Results