

## AcuityAds Holdings Inc.

### Position Description for the Chair Of The Board

#### 1. Purpose

The Chair of the Board of Directors (the “**Board**”) of AcuityAds Holdings Inc. (the “**Company**”) is responsible for the effective functioning of the Board.

#### 2. Appointment of the Chair

The Chair of the Board shall be appointed by the Board for a one year term at the first meeting of the Board following the annual meeting of securityholders each year after considering the recommendation of the Compensation and Corporate Governance Committee. If there is a vacancy in such office the Chair of the Compensation and Corporate Governance Committee, or if such office is also vacant, then the Chair of the Audit Committee shall fill the vacancy until such time as it is filled by the Board of Directors.

#### 3. Responsibilities

The Chair of the Board shall:

- (a) Establish procedures to govern the Board's work and ensure the Board's full discharge of its duties, including:
  - i. Collaborating with the CEO and other members of management, where appropriate, to develop the agenda for Board meetings;
  - ii. Providing appropriate information from management to enable the Board and committees to exercise their accountabilities;
  - iii. Ensuring that all items requiring Board and committee approval are appropriately tabled;
  - iv. Ensuring proper flow of information to the Board and reviewing adequacy and timing of documentary materials in support of management's proposals;
  - v. Overseeing the retention of appropriately qualified and independent external advisors; and
  - vi. Assisting the Board in accessing such members of senior management as may be required by the Board.

- (b) Chair every meeting of the Board and encourage free and open discussion at meetings of the Board.
- (c) Chair every meeting of shareholders and respond such questions as are put to the Chair of the Board of Directors at any such meeting. However, if the Chair is unavailable to attend a meeting of shareholders, the chairperson of such meeting shall be the first mentioned of the following officers as have been appointed and who is present: the managing director (if any), president (if any), or a vice-president who is a shareholder. If no such officer is present within 15 minutes from the time fixed for holding the meeting, the persons present and entitled to vote shall choose one of their number to be chairperson.
- (d) Receive notices and materials for all committee meetings and attend all such meetings whenever possible.
- (e) Together with the Compensation and Corporate Governance Committee, identify guidelines for the selection of, and evaluation of conduct of, the directors.
- (f) Act as liaison between the Board and management.
- (g) Carry out other duties as requested by the Board as a whole, depending on need and circumstances.

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