

## iClick Wins "Best Use of AI in MarTech" Award in 2021 MarTech Breakthrough Awards Program

HONG KONG, Aug. 12, 2021 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), a leading enterprise and marketing cloud platform in China that empowers worldwide brands with full-stack consumer lifecycle solutions, today announced that it has been selected as the winner of the "Best Use of AI in MarTech" award in the fourth annual MarTech Breakthrough Awards program conducted by [MarTech Breakthrough](#), a leading market intelligence organization that recognizes standout marketing, advertising and sales technology around the world.

Powered by machine learning and AI technologies, iClick has achieved a major milestone in bringing together a complete martech solution suite comprised of iAudience, iAccess, iInsights and other flagship products to provide the best integrated solutions for worldwide digital marketers in China.

"We would like to thank MarTech Breakthrough for this important recognition," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "iClick is focused on developing industry-leading AI technology to provide the best full suite of data-driven marketing and consumer lifecycle solutions that help global brands achieve sustainable growth. AI is an integral part of our offerings and a core driver of iClick's strong growth momentum."

James Johnson, Managing Director at MarTech Breakthrough added, "iClick connects global marketers with audiences in China through their incredible products that really push the envelope with their use of AI. The ability to help brands drive significant business growth and profitability is a unique achievement and niche that we're thrilled to recognize with our 'Best Use of AI in MarTech' award."

### About iClick Interactive Asia Group Limited

Founded in 2009, iClick Interactive Asia Group Limited (NASDAQ: ICLK) is a leading enterprise and marketing cloud platform in China. iClick's mission is to empower worldwide brands to unlock the enormous market potential of smart retail. With its leading proprietary technologies, iClick's full suite of data-driven solutions helps brands drive significant business growth and profitability throughout the full consumer lifecycle. Headquartered in Hong Kong, iClick currently operates in eleven locations across Asia and Europe. For more information, please visit [ir.i-click.com](#).

### About MarTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for global technology innovation and leadership, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products and people. The MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics, CRM, content and social marketing, website, SEM, mobile marketing and more. For more information, visit [MarTechBreakthrough.com](#).

### Safe Harbor Statement

This announcement contains forward-looking statements, including those related to the Company's business strategies, operations and financial performance. These statements constitute "forward-looking" statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Such statements are based upon management's current expectations and current market and operating conditions and relate to events that involve known or unknown risks, uncertainties and other factors, all of which are difficult to predict and many of which are beyond the Company's control. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: the Company's fluctuations in growth; its success in implementing its mobile and new retail strategies, including extending its solutions beyond its core online marketing business; its success in structuring a CRM & Marketing Cloud platform; relative percentage of its gross billing recognized as revenue under the gross and net models; its ability to retain existing clients or attract new ones; its ability to retain content distribution channels and negotiate favorable contractual terms; market competition, including from independent online marketing technology platforms as well as large and well-established internet companies; market acceptance of online marketing technology solutions and enterprise solutions; effectiveness of its algorithms and data engines; its ability to collect and use data from various sources; ability to integrate and realize synergies from acquisitions, investments or strategic partnership; fluctuations in foreign exchange rates; and general economic conditions in China and other jurisdictions where the Company operates; and the regulatory landscape in China and other jurisdictions where the Company operates. Further information regarding these and other risks is included in the Company's annual report on Form 20-F and other filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and the Company undertakes no obligation to update any forward-looking statement, except as required under applicable law.

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