

## iClick's SaaS Solution iSmartGo Helps Leading Korean Brands Achieve Rapid Expansion in China

HONG KONG, June 30, 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, is pleased to share that its SaaS solution, iSmartGo, has recently enabled two Korean companies, Gollala Co., Ltd ("Gollala"), a global fashion wholesale market, and POLED, a fast-growing brand focusing on car seats and baby products, to efficiently expand their China footprints within a short period of time.

iClick provided professional advice and cross-border smart retail solutions which empowered the brands to smoothly and quickly scale their businesses in China. Specifically, iClick's iSmartGo is able to help both companies through:

- Establishing a user-friendly e-commerce store on WeChat mini-program with diverse smart marketing tools;
- Providing one-stop cross-border logistic services and cross-border payment solutions;
- Leveraging iClick's advanced marketing technology to realize precise audience targeting, drive quality traffic and improve traffic conversion
- Deploying iClick's marketing automation technology to reach potential customers, create personalized engagement experience and boost sales conversion
- Offering sophisticated data analytics technology to facilitate intelligent digital operations

"iSmartGo, our first cross-border solution launched in April this year, has already gained a number of international clients by leveraging our strong overseas network," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "This initial progress further demonstrates how iClick's international DNA enables us to deeply understand the needs of global brands. Looking ahead, we are seeing strong client interest in exploring the potential of iSmartGo and we expect to replicate this success with other clients in the same industries. We also witness demand from companies in the travel and hospitality industries which we believe will be one of the growth drivers in the second half of this year if travel restrictions are lifted with the slowing down of COVID-19."

Park Sung Min, co-CEO of Gollala said: "One of our most important business strategies is to embrace the rising demand for K-fashion in China. iClick's invaluable experience, methodology and technology in smart retail made it a clear choice for us to partner with to tap into China's market."

For more information about iSmartGo, please visit <https://ismartgo.i-click.cn/> or contact at [e.solution@i-click.com](mailto:e.solution@i-click.com).

### 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](http://ir.i-click.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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