

iClick Interactive Helps International Brands Access the Power of Private Domain Traffic in China with New SaaS-based Standard Solution, iSmartGo

HONG KONG, April 7, 2021 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), an independent online marketing and enterprise data solutions provider in China, is proud to launch its new Enterprise Solutions flagship standard product "iSmartGo", a SaaS-based cross-border smart retail solution that enables international brands to access the enormous purchasing power in China through efficiently building and operating their own private domain traffic marketplaces in WeChat ecosystem.

iSmartGo expands iClick's standard product offerings and potential client base to brands which have not yet established a presence in China. The ongoing rollout of standard products is a reflection of the company's determination to further ramp up its Enterprise Solutions business and gain more mid-tier clients in 2021.

iSmartGo helps international clients address the challenges of cross-border e-commerce when they first step into the China market. This new standard SaaS product reduces the cost of consumer acquisition and increases consumer retention through five key functions:

- **iSmartGo's** powerful SaaS-based WeChat mini-program development platform offers diverse and ready-to-use store templates to fit clients' business needs. The platform also provides various smart tools for marketing activities to increase consumer conversion and purchase rate.
- **iSmartGo** integrates with reliable logistics companies to provide one-stop cross-border logistic services, creating an end-to-end e-commerce supply chain including overseas shipping, customs declaration and real-time delivery status tracking.
- **iSmartGo** features an all-in-one payment solution that supports cross-border payments in several regions.
- Leveraging iClick's advanced marketing technology, **iSmartGo** powers comprehensive advertising promotions to drive quality traffic and conversions covering all ad marketplaces in the Tencent ecosystem as well as open ad marketplaces.
- **iSmartGo's** cross-channel private domain traffic data analytics, generates intelligent insights into clients' sales performance and consumer behavior, helping clients make smart business decisions.

"One of iClick's missions is to develop standard products that help large and medium-size local and international brands to achieve success in the China market," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "Our latest SaaS-based enterprise solution, iSmartGo, leverages the WeChat mini-program platform to help international brands who are new to the market to break through pain points and supercharge sales growth. We will continue to focus on developing and upgrading our technologies and solutions as our SaaS-based offerings accelerate the growth of our Enterprise Solutions business."

For more information on how iSmartGo can help your business, please contact e.solution@i-click.com.

About iClick Interactive Asia Group Limited

iClick Interactive Asia Group Limited (NASDAQ: ICLK) is an independent online marketing and enterprise data solutions provider that connects worldwide marketers with audiences in China. Built on cutting-edge technologies, our proprietary platform possesses omni-channel marketing capabilities and fulfils various marketing objectives in a data-driven and automated manner, helping both international and domestic marketers reach their target audiences in China. Headquartered in Hong Kong, iClick was established in 2009 and is currently operating in ten locations worldwide including Asia and Europe.

For more information, please visit 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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