

iClick Helps Pechoin Achieve Business Success in Private Domain E-commerce

HONG KONG, April 1, 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 happy to share our business success partnering with Pechoin, a leading nationwide-known skin care brand in China.

Leveraging iClick's integrated private-domain e-commerce solutions, Pechoin successfully promoted its brand-new product, Pechoin Youth Active Resilience Repairing Cream. As a result, sales of the product grew to account for almost half of Pechoin sales on the WeChat mini-program store. The brand's WeChat Index also increased by 600%, indicating an outstanding improvement in the brand's exposure and popularity within the WeChat ecosystem.

Taking account of the client's existing resources, iClick formulated a new approach for leveraging Pechoin's brand ambassador to raise awareness of the brand in private domain-commerce in order to boost sales. iClick's tailored smart retail solutions helped Pechoin to amplify and expand the effect of their brand ambassador within the WeChat ecosystem in several ways:

- iClick's Marketing Solutions identified potential new consumers and targeted fans of the brand ambassador while simultaneously optimizing and refining the marketing strategy for each round of ad placement based on real-time advertising performance.
- iClick built a tailored mini-program store that integrated elements related to the brand ambassador in order to drive consumer purchases with customized smart tools.
- iClick also optimized traffic acquisition efficiency by allowing the users to directly visit the Pechoin mini-program store through searching either Pechoin or the brand ambassador in WeChat.

"We are always looking to discover innovative new ways to help brands drive their businesses, especially in the booming area of private domain e-commerce," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "We are pleased to share how iClick's tailored integrated solutions have helped Pechoin achieve extraordinary results and pioneered a new method of leveraging the influence of brand ambassadors in private domains."

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 fulfills 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.

For investor and media inquiries, please contact:

In China:

iClick Interactive Asia Group Limited

Lisa Li

Phone: +86-21-3230-3931 #866

E-mail: ir@i-click.com

In the United States:

Core IR

Tom Caden

Tel: +1-516-222-2560

E-mail: tomc@coreir.com

