

iClick Helps Emerging Instant Noodle Brand Luo Ba Wang Achieve Success in Saturated Market

HONG KONG, Feb. 3, 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 excited to share its successful partnership with an Enterprise Solutions client – Luo Ba Wang, an emerging and innovative instant noodle brand in China. Using iClick's integrated solutions, Luo Ba Wang has successfully established brand awareness, going from being virtually unknown to becoming a well-known instant noodle brand within the WeChat ecosystem. In less than one month, Luo Ba Wang was able to generate 30 million views with its WeChat quantified popularity index increasing by 11 times.

In a highly competitive and traditional market, Luo Ba Wang was looking for creative ways to market its brand and increase sales. iClick helped Luo Ba Wang achieve its goals in three ways:

- iClick's Marketing Solutions helped the brand identify and target potential consumers by analyzing consumer profiles of competitors as well as product-related keywords;
- iClick built a mini-program store providing the brand with more channels to reach potential audiences within the Tencent ecosystem and grow the brand's private traffic;
- iClick's CRM platform automatically tagged and tiered consumers in order to enable the brand to provide personalized consumer services and differentiated experiences. By doing so, consumer stickiness and loyalty increased along with the likelihood that existing consumers will promote the brand within their social circle.

"We are happy to see our solutions support new brands such as Luo Ba Wang to increase their brand awareness among consumers," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "iClick's integrated solutions help businesses leverage innovative social fission campaigns to better position their brand and boost sales growth. Our partnership with Luo Ba Wang is one example of how iClick upsells Marketing Solutions to our Enterprise Solutions clients, and we look forward to more successful cases such as this in the future."

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.

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