

iClick's Enterprise Solution Helps KANS Maximize Consumer Lifetime Value

HONG KONG, Jan. 20, 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 pleased to share the results of its successful partnership with KANS, a pioneering Chinese cosmetic and beauty brand under Shanghai Chicmax Cosmetics Co., Ltd. ("Chicmax Group"). Leveraging iClick's Enterprise Solutions, KANS increased its online consumer retention rate to 86% and purchase rate to 42.7% within just one month.

iClick has helped KANS enhance its consumer relationship management efficiency and optimize consumer lifetime value growth in three main areas:

- Consolidating data from multiple channels, including the brand itself, the Tencent ecosystem, and iClick's proprietary dataset, to precisely formulate real-time, 360-degree consumer profiles in order to efficiently target potential consumers and effectively channel public traffic to the client's private domain.
- Leveraging CDP to integrate and analyze social behavior and purchase data from all touch-points. This allows KANS to gain an in-depth understanding of their consumers and create tailored marketing campaigns, which helps increase repurchase rates and enhance consumer stickiness and loyalty.
- Employing tools to support smart operational decisions and advise on automatic omni-channel engagement strategy resulting in increased operating and cost efficiencies.

"Helping prestigious brands like KANS that operate in highly competitive industries achieve remarkable breakthroughs and business expansion is core to iClick's mission," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "We are proud to have helped KANS further expand its online marketing capabilities. With such a strong demonstration of the power of iClick's solutions, I believe we are well positioned to replicate the success to more companies in China's booming cosmetics industry. Brands increasingly recognize the value iClick can provide in maximizing customer lifetime value, and we will remain focused on providing even more powerful solutions as we further develop our Integrated Enterprise and Marketing Cloud Platform."

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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