

iClick Continues to Drive Breakthrough Growth for Top Brands in China

HONG KONG, Dec. 18, 2020 /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 stories of two brands' remarkable growth achieved with the help of iClick's industry-leading integrated solutions.

In deepened partnership with iClick since August 2020, Adopt A Cow ("AAC"), an innovative dairy-focused e-commerce company, increased monthly sales six-fold with the monthly repurchase rate on its Mini Program Store rising as high as 15% and ROI reaching 6. Through iClick's coupon expiration reminder function, AAC's coupon redemption rate also increased by five times.

The other client, Xiangpiaopiao, China's premier milk tea brand, saw livestream views during the recent "Double 11" sales festival spike by 600%, contributing 25% of its GMV and giving it the #1 ranking for "Double 11" sales in the milk tea market.

iClick helped these two clients achieve extraordinary growth in a highly competitive and saturated market through its leading product offerings including:

- Marketing solutions that acquire customers by identifying & targeting similar consumer groups and leverage traffic of brands with similar customer bases to enable cross selling and increase the repurchase rate.
- Tailor-made mini-program online stores to help brands generate private traffic, facilitate integration of online and offline data from omni channels and establish 360-degree audience profiling.
- Consumer data platform ("CDP") that provides in-depth data analytics for brands to understand consumer preferences as well as repurchase frequency analysis to help brands launch personalized marketing campaigns through the mini-program interface, enhancing customer loyalty, consumer lifetime value and sales. On top of that, iClick's CDP empowers brands to monitor market trends and react with agility through the real-time data dashboard.

Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick said, "Breakthrough cases such as Xiangpiaopiao and Adopt a Cow are just two examples of how iClick's Integrated Enterprise and Marketing Cloud Platform provides brand customers with creative, tailor-made solutions that deliver enormous value. Especially with the rapid growth of our Enterprise Solutions Business, iClick is perfectly positioned with a suite of integrated services to help companies achieve their goals in the region."

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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