



iClick Interactive and Tencent International Business Group Announce Strategic Collaboration on Smart Solutions in Key APAC Markets

Both Join Hands to Co-Develop SaaS-based "Smart Retail" and "Smart Travel" Solutions, and Promote "Smart Conference" via Tencent Cloud Conference solutions

HONG KONG, Oct. 6, 2020 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), an independent online marketing and enterprise data solutions provider in China, today announced that it will co-develop "**Smart Retail**" and "**Smart Travel**" SaaS solutions with Tencent International Business Group ("Tencent IBG"). The new solutions will initially be available in Hong Kong, South Korea and Thailand, followed by further expansion to additional APAC countries in the future. Moreover, iClick will also leverage its strong multinational clients' coverage worldwide to advocate "**Smart Conference**" powered by Tencent Cloud Conference (TCC) solutions.

The innovative SaaS-based offerings are part of iClick's newly developed Enterprise Solutions, integrating Tencent Cloud's AI, chatbot and facial recognition technology to empower the rapidly-developing WeChat Mini Programs. Leveraging iClick's unparalleled data capability with coverage of 98% of Internet users in China and pioneer experience in providing SaaS-based solutions for the retail and travel industries, as well as Tencent's enormous ecosystem and advanced technologies, the new solution will empower brands to create more business opportunities through comprehensive consumer intelligence and help them grow in international markets more efficiently. iClick's tailor-made SaaS solutions are particularly suited to realizing the huge market potential of the international retail and travel sectors. In these highly competitive industries, SaaS solutions provide a powerful way for overseas marketers to reach the massive number of Chinese outbound consumers and allow brands to super-charge their crucial customer loyalty programs.

As part of the strategic collaboration, iClick will also leverage its extensive customer base to provide and serve clients with smart conferencing solutions through secure and seamless Tencent Cloud Conference. Built on Tencent Cloud's cutting-edge technology and experience gained from serving myriads of customers in the past, Tencent Cloud Conference can be widely used in business conferences, annual meetings, road shows, lectures, industry forums, among others. Through face recognition, electronic business card, simultaneous interpretation, live video and other technologies, it brings efficient organization to customers' conference, and brings online, digital, and paperless experience.

"iClick's new generation of intelligent SaaS solutions is a game changer for the international travel and retail industries," said Frankie Ho, President of International Business, iClick Interactive. "Working with Tencent IBG as their overseas Platinum Partner, iClick's SaaS-based smart initiative is a testament to how we are able to generate synergies through our respective strengths. Together with our collaboration to promote 'Smart Conference', all these offerings will bring our clients a revolutionary new tool to strengthen brand awareness across the region, reflecting iClick's international market expansion strategy which differentiates our competitive position compared to our peers.

"Currently available in Hong Kong, South Korea and Thailand, we are confident that this initiative will see strong market acceptance and subsequently expand to other APAC countries. This also affirms our conviction in the substantial upside potential of our Enterprise Solutions, based on our business's scalability and cross-border capabilities. In particular, throughout the global COVID-19 pandemic, we have gained recognition from clients, especially in challenging industries such as travel and retail, for proactively helping them navigate the macroeconomic uncertainties and prepare for the recovery period."

This is the first initiative iClick and Tencent have collaborated on following iClick being named Tencent IBG's Platinum Partner, with the promise of more cooperative opportunities in the future. As part of the launch, iClick will also accelerate promotion of its Marketing Solutions in Asia as the Company continues its evolution into a fully integrated marketing and enterprise 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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