

iClick Announces Upgrade of Advertising Campaign Management Tool - iActivate

HONG KONG, Aug. 13, 2020 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), an independent online marketing and enterprise data solutions provider in China launched an upgrade of its ultimate advertising campaign management tool, iActivate.

iActivate is a SEM campaign management platform that consolidates a number of ad platforms into one single platform for efficient campaign monitoring and management. iActivate is a strong addition to iClick's iSuite products including iAudience, iAccess, iAX and Tracking Solution. iActivate integrates and analyzes the often scattered ad campaign information with insufficient intelligence provided by different ad platforms across various geographic regions. Working in tandem with iClick's Tracking Solution, iActivate provides marketers with customized comprehensive reports and actionable insights into the effectiveness of their advertising spend thereby enabling them to optimize future ad campaign performance.

"iActivate provides straightforward and intelligent market insights that address the pain points faced by marketers of receiving insufficient and overly-general campaign data from existing ad platforms," said Frankie Ho, President of International Business at iClick. "iActivate helps brands analyze and understand campaign performance in order to target audiences more accurately, empowering them to respond promptly to market changes. Following the upgrade of iAudience and iActivate, we will continue to leverage iClick's over 930 million consumer profiles and advanced technology in machine learning and artificial intelligence to enhance and improve our product offerings to provide better solution to our clients."

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, iClick's 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 to 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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