



## **iClick Interactive Presents Secrets of Adopting Data-Driven Marketing in China at Product Marketing Festival APAC**

HONG KONG, July 30, 2020 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), an independent online marketing and enterprise data solutions provider in China recently presented a keynote speech on data-driven marketing in China at the Product Marketing Alliance's Product Marketing Festival in APAC. Held from July 29 to July 30, 2020, the event is the world's first and only online festival dedicated to product marketing in the Asia Pacific region.

During the presentation, iClick's Senior Product Director, Sarah Yong outlined the challenges faced by brands to build visibility in China's massive and fragmented digital advertising market with its unique internet ecosystem and fierce competition for audience attention.

Based on over 930 million consumer profiles and powered by machine learning and artificial intelligence, iClick's integrated Enterprise and Marketing Cloud Platform features the company's proprietary products, including iAudience, iAccess and recently launched Mini-program based algorithm-enabled offerings. iClick's full-product suites help brands to build tailored data-driven marketing strategies that increase brand awareness and drive sales in the challenging China market.

"While there is tremendous potential in the Chinese digital advertising market for international brands to build market share, long-term success requires a customized strategy specifically adapted to China's complex market and cultural landscape," said Frankie Ho, President of International Business at iClick. "iClick is focused on helping brands gain a better and deeper understanding of China's market and creating the best marketing strategies backed by real-time data and advanced algorithms."

### **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](http://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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