



## **iClick Interactive Ranked Among Top 10 Digital Marketing Solution Providers in APAC for Second Consecutive Year by CIO Advisor APAC**

HONG KONG, July 9, 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 was listed as one of the "Top 10 Digital Marketing Solution Providers in APAC 2020" by CIO Advisor APAC for the second consecutive year recognizing excellence in delivering Digital Marketing solutions for the Asia-Pacific region. Earlier this year, the Company was also listed as one of the "Top 10 Ad Management Companies 2020" by CIO Advisor APAC.

Powered by cutting-edge technologies and over 930 million Chinese consumer datasets covering 98% of Internet users in China, iClick's proprietary platform has earned a strong reputation for helping enterprises achieve robust sales growth. Among the cases cited by CIO Advisor APAC as especially outstanding was iClick's recent cooperation with QiaQia Food, China's largest producer of roasted seeds and nuts, to optimize its outbound and inbound marketing efforts via the WeChat mini-program platform. Leveraging iClick's integrated Enterprise and Marketing Cloud Platform that provides full-stack marketing and consumer lifecycle solutions, QiaQia Food realized 180% growth in monthly GMV and average growth of 30% in the number of monthly paying users of its official WeChat mini-program for the twelve months ending May 2020.

"We are delighted to receive this accolade, our second award from CIO Advisor this year," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick Interactive. "Like QiaQia Food, many Chinese and international brands are striving to grow their businesses in the face of the COVID-19. To help them reach the right consumers, iClick's solutions integrate extensive online and offline data to create an in-depth understanding and segmentation of customers. By leveraging various technologies, including deep learning, machine learning, predictive analytics, and real-time matching technologies to perform multi-dimensional data drill-downs and dynamic correlation analysis, iClick brings digital marketing solutions to the next level and empowers our clients to effectively target the right audiences with the right messages."

With COVID-19 accelerating the shift in consumer habits towards e-commerce, iClick's market-leading online marketing solutions are helping more and more brands unlock tremendous retail opportunities in China's ever-growing digital ad market which is expected to overtake the US as the world's largest market in 2023.

### **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 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](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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