

## **iClick Interactive Garner Three Awards from TopDigital China 2020**

HONG KONG, July 8, 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 has received three accolades in "The 8<sup>th</sup> TopDigital China 2020" awards competition including the "DTC Branding Campaign Award" for the lululemon New Year's Season Promotion campaign, the "E-commerce Content Marketing Award" for Nike's "Joyride" campaign and the Bronze award under the "KOL Marketing" category for Zippo's Valentine's Day social campaign.

TopDigital's case-based awards recognize companies who make innovative marketing breakthroughs based on real-world sales growth results. With its strong showing in competition with 2,744 candidates, iClick's results across a number of high-profile promotional campaigns clearly showcased its leading position among industry peers, demonstrating both operational excellence and commitment to the digital marketing industry.

"It is a great honor to receive these awards from TopDigital," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "This is an affirmation of iClick's ability to leverage pioneering marketing innovations to help our clients drive exceptional business growth. I am confident that more and more brands will look to our online offline integration-oriented, highly customized Enterprise Solutions and performance-based Marketing Solutions to drive sales as customers increasingly desire more personalized offerings to fit their purchasing needs."

### **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.

### **For investor and media inquiries, please contact:**

#### **In China:**

**iClick Interactive Asia Group Limited**

Lisa Li

Phone: +86-21-3230-3931 #866

E-mail: [ir@i-click.com](mailto:ir@i-click.com)

#### **In the United States:**

**Core IR**

John Marco

Tel: +1-516-222-2560

E-mail: [johnm@coreir.com](mailto:johnm@coreir.com)