

iClick Interactive Releases Powerful Upgrades to iAudience

Latest version of the iconic market intelligence platform enriches database, and leverages Tencent's Marketing API to enhance user insights

HONG KONG, June 10, 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 the release of iAudience 2.5, a significant upgrade of its proprietary market intelligence platform.

Since its release in 2017, iAudience has helped clients understand their competitive position and provided AI-driven intelligence to explore new business opportunities through data-based audience insights that dramatically improve digital marketing strategy.

iClick's updated version of iAudience 2.5 takes the core functionality of the iAudience platform to the next level by leveraging more powerful data sources and easy to use modules in three main ways:

- **Broadened mobile data sources:** The updated version of iAudience 2.5 aggregates diverse sources of data into a single platform, allowing analysis of Chinese user behavior across multiple channels and devices. In addition to iClick's proprietary "Data Map" which tracks more than 930 million active consumers, covering 98% of Chinese netizens, iAudience 2.5 incorporates data from over one billion users of China's most popular social media platforms through partnerships with industry leaders.
- **Brand new market analysis module:** iAudience 2.5 now features a newly-developed standalone "Market Module" that helps brands gain instant understanding of a chosen market segment and offers ready-to-use "Audience Plan" lists. Clients can choose from a selection of 53 pre-defined market segments and benefit from enriched audience profiling, with key analysis metrics including demographic profile, psychographic profile, mobile app usage behavior and outbound travel destinations.
- **Streamlined brand analysis module:** The update to iAudience 2.5 also includes a reorganized brand audience profile display that provides even deeper insights into a brand's positioning and competitive landscape. It provides analysis from three dimensions, including "Landscape" – a high-level overview of the entire competitive landscape; "My Brand" – an in-depth user portrait analysis of the brand and its products, and "Competitors" – a closer look into a brand's individual competitors. This new streamlined approach provides clients with intelligence regarding the attributes and topics of most interest to fans of both their own brand and competitor brands, suggesting the most appropriate content and marketing strategies to grow their customer base.

Compared to previous releases, iAudience 2.5's ability to generate value-added user insights has been further enhanced by leveraging Tencent's Marketing API through the two companies' strategic partnership.

"As one of our flagship products, iAudience demonstrates the power of iClick's vast data resources, marketing expertise and machine-learning technology," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "As brands transition into the era of Smart Retail, iAudience 2.5's tailored insights will be invaluable in supporting data-driven and performance-focused marketing campaigns across multi-media channels."

iAudience empowers brands to develop smart marketing plans from beginning to execution, helping to form a tailor-made selection of the most appropriate media channels to target. Brands using the iAudience platform are then in a strong position to reach Chinese audiences across premium media channels via iClick's programmatic marketing platform, iAccess. This one-stop Marketing Solution combining the iAudience and iAccess platforms possesses omni-channel marketing capabilities to fulfill various marketing objectives in a data-driven and automated manner tailored to the needs of marketers and agencies for reaching target audiences in China.

As a pioneer in online marketing, iClick first launched iAudience 1.0 back in September 2017. From 2018 to 2019, more than 850 brands across multiple industries were analyzed leveraging the features provided by iAudience. In 2018 the platform was recognized as "Best Audience Measurement Platform" at The Drum Digital Trading Awards APAC 2018 for its excellence in data and technological innovation to online marketing.

For more information about iAudience 2.5, please visit <http://www.i-click.com/iAudience/>.

About iAudience

iAudience is iClick's proprietary market intelligence platform, empowering marketers with a deeper understanding of the Chinese market landscapes and enabling marketers to grasp potential opportunities. With the backing of iClick's vast data platform, iAudience analyzes real-time data about Chinese internet users' behavior to develop valuable market information and insights into consumer profiles. iAudience is the crystallization of a wide expanse of data into a single, integrated real time platform for marketers.

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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