

iClick Interactive Subsidiary OptAim Wins Three Awards from Tencent Ads

Recognition for iClick subsidiary follows several prestigious accolades awarded to OptAim by Tencent Ads in 2019

HONG KONG, May 12, 2020 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), an independent online marketing and enterprise data solutions provider in China, is pleased to announce that its subsidiary OptAim (Beijing) Information Technology Co., Ltd. ("OptAim") was named the winner of three awards by Tencent Ads for the second half of 2019, including the "Excellence Award", "Commitment Award" and "Innovation Award". Earlier this year OptAim was also named the winner of several annual awards by a separate unit of Tencent Ads, including "2019 Gold Service Provider".

"It is a great honor for iClick to once again win recognition from the Tencent Ads. These accolades highlight iClick's role as an innovator and a key supplier of online marketing services, even during the difficult environment we faced in 2019," said Jian "T.J." Tang, iClick's Chief Executive Officer and Co-Founder. "Looking ahead, we see a bright future as the rollout of next-generation 5G mobile services drives a new wave of growth in traffic volumes. In the current challenging macro-environment, iClick's AI technology-driven intelligence and performance-focused solutions are more valuable to our clients than ever, and the combination of our advanced solutions with Tencent Ads provides our clients an unprecedented opportunity to build brand recognition among Chinese consumers. We look forward to deepening our partnership with Tencent Ads to further benefit our clients while fueling the next stage of iClick's growth."

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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