



iClick Interactive Subsidiary Changyi Wins Industrial Excellence Award in Weixin Pay Application Competition

HONG KONG, April 16, 2020 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), an independent online marketing and enterprise data solutions provider in China, announced that Changyi (Shanghai) Information Technology Co., Ltd ("Changyi"), a subsidiary of iClick, has been awarded a major industry accolade by Tencent's Weixin Pay for its outstanding solution that helps optimize traffic management of client brands' mini-programs and boost sales through the Weixin Pay platform. Changyi's solution received praise from the panel for its innovativeness and the improvement it brings to both consumer experience and loyalty. The Weixin Pay Application Competition is a competition initiated by Weixin Pay that aims to locate creative partners within the WeChat ecosystem with the goal of seeking innovation and upgrading different industries.

"We are delighted to see iClick's subsidiary Changyi receive recognition from our long-term strategic partner Tencent," said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "This latest accolade is further evidence of the impact our Enterprise Solutions businesses have made in helping retail brands obtain a greater market share by the application of creative products and our advanced data operation capabilities. In the challenging context of the COVID-19 outbreak we have seen increased demand for our Enterprise Solutions, and going forward we expect to expand this business, by further innovation in our product offerings and optimization of our services, as we continue to unlock the huge potential of smart retail for our clients."

Earlier this year OptAim (Beijing) Information Technology Co., Ltd, another subsidiary of iClick, was recognized as 2019 Gold Service Provider and won three major annual awards from Tencent Ads for the second half of 2019, including "Outstanding Contribution of the Year", "Best Technology & Data Application Award" and "Best Branding Award".

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 fulfils 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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