

iClick Interactive Receives Best Brand and Performance Marketing Award at Tencent's Performance Marketing Ecosystem Summit 2018

The award demonstrates iClick's excellence in both brand awareness campaigns and performance-based marketing

HONG KONG--(BUSINESS WIRE)--Oct. 24, 2018-- iClick Interactive Asia Group Limited ("iClick Interactive" or the "Company") (NASDAQ: ICLK), a leading independent online marketing technology platform in China, won the "Best Brand and Performance Marketing Award" at the Performance Marketing Ecosystem Summit 2018 hosted by the Advertising & Marketing Service, a division of Tencent Holdings Limited ("Tencent") (SEHK: 00700).

"We are honored and delighted to receive the Best Brand and Performance Marketing Award at such an important Tencent industry event. This accolade demonstrates our excellence in both brand awareness and performance-based marketing campaigns. It also gives us the motivation to continue excelling in mobile data applications and to provide our clients with more innovative solutions that help them maximize the value of their proprietary data and mobile strategies." said Sammy Hsieh, CEO and Co-founder of iClick Interactive.

Earlier this year, iClick extended the Company's business scope to providing business intelligence (BI) solutions based on big data analytics for international brands and businesses. The extension demonstrates the Company's commitment to developing innovative solutions beyond its core programmatic marketing operations. Developing BI capabilities also meets the latent needs of brands to maximize the value of their proprietary data and to gain actionable insight. The Company's BI solutions have already been implemented in various sectors including retail, transportation and real estate.

About iClick Interactive Asia Limited

iClick Interactive Asia Group Limited (NASDAQ: ICLK) is an independent online marketing technology platform 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 Interactive was established in 2009, currently operating in nine locations worldwide including Asia and London.

Safe Harbor Statement

This announcement contains forward-looking statements. 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 strategies; relative percentage of its gross billing recognized as net revenues 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 favourable 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; effectiveness of its algorithms and data engines; its ability to collect and use data from various sources; and general economic conditions in China. Further information regarding these and other risks is included in the Company's 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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