

iClick Interactive Uses Big Data to Empower Real Estate Blockchain Applications

Partnership with i-House.com will combine technology strengths to create Business Intelligence Solutions

HONG KONG--(BUSINESS WIRE)--Jul. 9, 2018-- iClick Interactive Asia Group Limited ("iClick") (NASDAQ:ICLK), a leading independent online marketing technology platform in China, today announced a partnership with i-House.com, a pre-eminent global real estate blockchain cloud platform. The collaboration will allow i-House.com to reach a more targeted audience in its range of blockchain-enabled real estate projects. For iClick, this extends its data-based business intelligence solutions to the real estate sector and offers the potential for more personalized and value-added solutions in the future.

The partnership demonstrates tangible value from combining the two exciting technologies of data analytics and blockchain, revealing potential areas for this sector and beyond. Developing business intelligence ("BI") capabilities is meeting the latent needs of brands to maximize the value of their proprietary data and to provide actionable insight from such data.

Sammy Hsieh, CEO and Co-founder of iClick said, "The partnership with i-House.com is an important first step to apply our consumer datasets to generate new value from real estate transactions backed by blockchain technology. It also marks further progress for us as we extend our Business Intelligence solutions into multiple sectors. The combination of iClick's big data analytics and i-House.com's blockchain application has the potential to revolutionize the sector with more secure, efficient and transparent transactions."

Evan Kim, COO of i-House.com said, "Big data and blockchain are technologies driving change and we will show how they can be combined for an even greater effect. iClick's comprehensive consumer datasets in China are a great complement to our solutions allowing a more targeted connection of interested buyers with property owners in the massive and fragmented digital space. We believe iClick's data is essential to fuel our business by facilitating more transactions on our cloud based platform."

i-House.com has developed a smart contract and distributed accounting technology specifically for the real estate industry. Its core proposition is to connect asset holders with a range of potential investors using proprietary smart contracts that can break up large deals into smaller transactions. Using blockchain allows investment in a secure environment.

With iClick's market-leading data sets and its powerful capabilities in analytics, the partnership will enable i-House.com to target potential buyers and sellers through the complex online environment. i-House.com will be able to rationalize their proprietary data in greater depth and more effectively, creating additional customer value with the robust data insights that are available. The data application will also allow the identification of new opportunities through model recognition of existing loyal customers.

The second phase of the collaboration will see a combination of blockchain and data analytics to provide even more value-added services to property users. The future solutions will personalize the experience of the property stakeholders, such as in the areas of facility management services and smart home applications.

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 eight locations worldwide including Asia and London.

About i-House.com

i-House.com was established in 2017 in Hong Kong. It is a leading real estate blockchain marketplace for investors and developers. i-House.com is disrupting the traditional real estate marketplace by combining the power of blockchain and emerging technologies. In February 2018, we received US\$35 million investment from Neo Global Capital, Draper Dragon and other famous domestic and foreign investment institutions. Our mission is to enable every individual to own and share their assets easily, and to benefit from the new model of the "Shared Economy".

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 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; 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.



View source version on businesswire.com: <https://www.businesswire.com/news/home/20180709005885/en/>

Source: iClick Interactive Asia Group Limited

Media:

iClick Interactive Asia Limited

Selina Wong, (852) 3700 9068

selina.wong@i-click.com

or

Paradigm Consulting

Helen Lam, (852) 2251 9082

helen.lam@paradigmconsulting.com.hk

or

Tim Nicholls, (852) 2251 9081

tim.nicholls@paradigmconsulting.com.hk