

iClick Interactive (NASDAQ:ICLK) Partners with MezzoMedia to Target Chinese Audience for Korean Brands

iClick's solutions to bring more international brands to China

HONG KONG--(BUSINESS WIRE)--Jun. 27, 2018-- iClick Interactive Asia Group Limited ("iClick Interactive" or the "Company") (NASDAQ:ICLK), a leading independent online marketing technology platform in China, today announced a strategic partnership with, MezzoMedia, a leading digital marketing solution company in Korea.

This new collaboration will help MezzoMedia's extensive client base tap into the huge consumer market in China, using iClick's technology, data assets and extensive client profiling. Bridging this gap for Korean brands to the large consumer base globally is a continuation of iClick's strategy to expand its international footprint and provide effective targeted access to digital marketers around the world.

MezzoMedia, established in 1999, is Korea's leading digital marketing solution company offering a full range of digital marketing services. The firm has been a market leader with the notable achievement as the country's first certified mobile advertising platform and offering a patented sentiment analysis tool for social media as well as the first independent DMP in Korea.

The partnership with iClick allows the over 1,100 advertisers supported by the MezzoMedia platform more detailed and efficient access to the over 770 million Internet users in China¹.

Yan Lee, Chief Product Officer and Head of International of iClick said, "We are delighted to have agreed a partnership with MezzoMedia, a leader in the digital media field within the important market of Korea. iClick continues to connect with partners and use our proprietary marketing technology platform and the wealth of data at our fingertips to make finding the right client at the right time easy for all brands."

Kim Jin-Kyu, Senior Vice President of MezzoMedia said, "As one of Korea's largest agencies, we work with brands that have significant appeal to the Chinese consumer. Finding the right partner that can enable us to offer the most effective advertising solutions was vital. iClick was the clear choice given its products and quality of data which will allow targeting into the largest internet audience in the world. In addition, their strategic relations with Tencent, Baidu and Ctrip give access to premium inventory."

1 Source: China Internet Network Information Center (CNNIC), January 2018.

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 MezzoMedia

Korea's first digital media representative (Rep.) MezzoMedia (www.mezzomedia.co.kr) is a specialist in digital marketing services, ranging from digital media sales agency to integrated media advertising services such as ad platform, data management platform, Ad network.

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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