

## **iClick Interactive Strengthens Partnership with Baidu Inc.**

### **-Named Authorized Agency for Native Advertising of Baidu's News Feed Ads-**

HONG KONG, Feb. 12, 2018 (GLOBE NEWSWIRE) -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ:ICLK), a leading independent online marketing technology platform in China, today announced that the Company has received the Advertising Agency Authorization Certificate (the "Certificate") from Baidu, Inc. ("Baidu") for its native advertisements of news feed advertising in 2018.

Native Advertising is a consumer-friendly, non-disruptive advertising format that has gained rapid popularity among advertisers in recent years. The market size for native ads is expected to exceed RMB163 billion in 2017, and account for more than half of China's online advertising market by 2020, according to iResearch. Newsfeed, as one of Baidu's twin engines, is creating additional advertising inventory. Based on its extensive data set, sophisticated data analytics capabilities and cutting-edge technologies, iClick provides solutions that will help marketers identify, engage and activate potential customers, and create content catered to these customers via Baidu's different content distribution channels across PC and mobile devices.

Mr. Sammy Hsieh, Chief Executive Officer and co-founder of iClick, said, "We are pleased to build on years of cooperation with Baidu with this partnership that helps cultivate the rapidly growing native advertising market both in China and overseas. Integrating news feed with native advertising enables more precisely targeted marketing that brings further enhanced experience, usage, and engagement while realizing higher conversion rates in a value-added way.

"We are delighted to receive this recognition from Baidu on the heels of our award from Tencent Ads for Annual Distinguished Contribution for Outstanding Service Partners. Our close and active collaboration with top Chinese technology companies helps build our distinct competitive edge and further consolidates our industry-leading market position," concluded Mr. Hsieh.

### **About iClick Interactive Asia Group 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.

For more information, please visit [www.i-Click.com](http://www.i-Click.com).

### **Safe Harbor Statement**

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of 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. Statements that are not historical facts, including statements about the Company's beliefs and expectations, are forward-looking statements. 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 future business development, results of operations and financial condition; trends and competition in China's independent online marketing technology market; the market acceptance of the online marketing technology solutions; Chinese governmental policies relating to the Company's industry and general economic conditions. 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.

### **For investor and media inquiries, please contact:**

In China:

iClick Interactive Asia Group Limited

Jie Jiao

Phone: +852-3700-9065

E-mail: [ir@i-click.com](mailto:ir@i-click.com)

The Piacente Group, Inc.

Ross Warner

Tel: +86 (10) 5730-6201

E-mail: [iclick@tpg-ir.com](mailto:iclick@tpg-ir.com)

In the United States:

The Piacente Group, Inc.

Alan Wang

Tel: +1-212-481-2050

E-mail: [iclick@tpg-ir.com](mailto:iclick@tpg-ir.com)

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