



iClick Interactive Asia Group Limited Issues Letter to Shareholders and Provides Corporate Update

BEIJING, Feb. 16, 2022 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), a leading enterprise and marketing cloud platform in China that empowers worldwide brands with full-stack consumer lifecycle solutions, today announces the release of the following letter to shareholders from Mr. Jian "T.J." Tang, Chairman, Chief Executive Officer and Co-Founder of iClick.

Dear iClick Shareholders,

As we begin the Chinese Year of the Tiger, I am very pleased to share with you an update on our recent business performance, outlook and strategies. The global pandemic continued to create uncertainties throughout 2021 and China concept stocks faced a number of severe challenges in the capital markets. We were, however, proud to achieve steady growth under tremendous pressure as we continued to make progress towards our long-term goals. In particular, our Enterprise Solutions business achieved its projected rapid growth, further optimizing our business structure.

iClick's long-term strategy is to leverage the digitalization of China's economy to help Chinese companies innovate through transforming their operations digitally. We have effectively implemented this strategy over the past three years as we accelerate the evolution of our SaaS product matrix. We have also continued to gain practical operational experience in establishing our "SaaS+X" business model. Amidst China's rapidly changing internet landscape, we believe that the digital transformation of Chinese enterprises and brands over the next three years will require integrated online and offline consumption scenarios that establish new growth paths beyond the centralized e-commerce business model. The "SaaS+X" business model that we have established aims to help companies strengthen their productivity and enhance their private domains through effective KOL recommendations, efficient targeted marketing and e-commerce partnerships while integrating and digitalizing data assets and managing and solidifying their brand profiles. "SaaS+X" provides a strong executional framework to take advantage of what we believe will be a trillion-dollar market. In the near term, we are confident that, based on this model, our Enterprise Solutions business will deliver triple-digit year-on-year revenue growth for 2021. Looking ahead, we expect strong growth from Enterprise Solutions throughout 2022 and the following three years.

This year, we intend to accelerate cross-selling and synergies between Marketing Solutions and Enterprise Solutions while implementing a sustainable long-term strategy that balances resource allocation between the businesses to ensure stability and sufficient investment for long-term growth. The management team will also pay close attention to developments in the U.S. capital market and actively look for various capital market opportunities to support our long-term development and the scaling up of our "SaaS+X" model to maximize shareholders' value.

In my second full year as CEO of iClick in 2021, we have achieved a high degree of internal cohesion in terms of strategic direction, organizational structure and execution. Our focus on talent development and corporate culture has already seen initial success, and our product and business innovation has helped us to cultivate a group of outstanding digital talent. I thank our board of directors and shareholders for their trust in me. As iClick's chairman of the board of directors in addition to my CEO responsibilities, I will continue to lead the iClick team towards our goal of becoming a leading Enterprise and Marketing Cloud Platform.

Finally, I would like to thank all of our shareholders for your confidence and support of the company and the management team. Over the past 12 years, iClick has repeatedly proven itself as a company with the ability to "integrate and evolve". Our team has experienced both ups and downs and worked hard to deliver growth even in difficult situations. Over the past decade, iClick has shifted our focus from PC to mobile, and expanded from digital marketing to "SaaS+X" digital operations. Looking ahead, iClick will continue to uphold our innovation-based corporate culture while standing at the frontline of market developments to create sustainable long-term value for customers, industry and our shareholders.

Sincerely,

Jian "T.J." Tang

Chairman, Chief Executive Officer and Co-Founder of iClick.

About iClick Interactive Asia Group Limited

Founded in 2009, iClick Interactive Asia Group Limited (NASDAQ: ICLK) is a leading enterprise and marketing cloud platform in China. iClick's mission is to empower worldwide brands to unlock the enormous market potential of smart retail. With its leading proprietary technologies, iClick's full suite of data-driven solutions helps brands drive significant business growth and profitability throughout the full consumer lifecycle. Headquartered in Hong Kong, iClick currently operates in eleven locations across 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 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 and enterprise solutions; litigation and negative publicity surroundings China -based companies listed in the U.S.; effectiveness of its algorithms and data engines; its ability to collect and use data from various sources; its ability to comply with existing or future laws and regulations related to data protection or data security; ability to integrate and realize synergies from acquisitions, investments or strategic partnership; the duration of the COVID-19 outbreak, including the emergence of COVID variants, and its potential impact on the Company's business and financial performance; fluctuations in foreign exchange rates; 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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