



iClick Helps Emerging Toothpaste Brand blispring Achieve Remarkable Sales Growth

HONG KONG, March 2, 2021 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), an independent online marketing and enterprise data solutions provider in China, is pleased to share the success of its partnership with blispring, a pioneering chewing gum-flavored toothpaste brand in China. Within three months, iClick's SaaS-based smart retail solutions helped blispring achieve GMV of over RMB500,000 with latest monthly growth of 146% within its WeChat-based private domain.

In an emerging market, blispring is looking for effective ways to quickly establish their private domain presence in order to increase sales. iClick helped them achieve their goals in three ways:

- iClick built a mini-program store connecting all touch points within the WeChat ecosystem, including Official Account, Channels, WeCom and group chats. By doing so, the mini-program store enabled the client to acquire, track and interact with consumers via multiple channels and thus improved the conversion and purchase rate within the closed loop.
- iClick's iSCRM helped the client formulate and execute intelligent consumer strategies and create tailored consumer services and experiences by leveraging various tools including live streaming and WeChat moments, enhancing the repurchase rate and maximizing consumer lifetime value.
- iClick's CDP analyzed real-time consumer data to establish 360-degree consumer profiles to better understand consumer purchase habits and preferences and to optimize the precision of the client's targeted marketing. CDP also tracked and visualized consumer behavior trajectories to discover the best way to realize high consumer conversion.

"We are excited to see our integrated solutions helping more and more brands to establish and develop their private domains and achieve remarkable sales growth in a short time frame." said Jian "T.J." Tang, Chief Executive Officer and Co-Founder of iClick. "Private domain e-commerce is becoming an essential and efficient way for brands to achieve sales growth beyond traditional e-commerce on public platforms. iClick's integrated solutions offer the most comprehensive way for brands to develop and execute intelligent private domain strategies."

About iClick Interactive Asia Group Limited

iClick Interactive Asia Group Limited (NASDAQ: ICLK) is an independent online marketing and enterprise data solutions provider 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 was established in 2009 and is currently operating in ten locations worldwide including 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 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 and enterprise solutions; effectiveness of its algorithms and data engines; its ability to collect and use data from various sources; ability to integrate and realize synergies from acquisitions, investments or strategic partnership; fluctuations in foreign exchange rates; and 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.

For investor and media inquiries, please contact:

In China:

iClick Interactive Asia Group Limited

Lisa Li

Phone: +86-21-3230-3931 #866

E-mail: ir@i-click.com

In the United States:

Core IR

Tom Caden

Tel: +1-516-222-2560

E-mail: tomc@coreir.com