



iClick Interactive Wins Big Data Award at Singapore Business Review Technology Excellence Awards 2020

HONG KONG, June 30, 2020 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), an independent online marketing and enterprise data solutions provider in China, today announced that it has been named winner of the Big Data Award in the advertising category at Singapore Business Review's ("SBR") second Technology Excellence Awards 2020. Technology Excellence Awards, held annually by SBR, a leading business magazine serving Singapore's dynamic business community, recognizes outstanding companies worldwide which have made exceptional contributions in pursuit of technological innovation.

iClick was the only award winner in the advertising category, a powerful recognition of iClick's superior technology in providing market intelligence solutions that help address data silo challenges which both domestic and multinational brands face when doing business in China, leveraging its proprietary datasets of more than 930 million Chinese consumers covering over 98% of Chinese netizens. Since the COVID-19 outbreak, Big Data-based solutions have become even more essential for brands, and as online commerce becomes increasingly dominant this trend is expected to accelerate which should benefit iClick given its industry leadership.

With the recent launch of the updated version of iClick's iconic market intelligence platform iAudience 2.5, iClick has continued to lead the field with broader mobile data sources, a newly developed market analysis module and streamlined brand analysis functionality. Since 2017, iAudience has helped drive marketing and sales success for a number of brands through in-depth consumer insights as well as enhanced understanding of markets, brand positioning and the competitive landscape.

"We are thrilled to receive this award from Singapore Business Review which further recognizes iClick's leadership in the international digital marketing industry," said Jian "T.J." Tang, iClick's Chief Executive Officer and Co-Founder. "Drawing on our cutting-edge technologies and robust data resources, iClick will persist in our mission to relentlessly develop and upgrade our intelligent marketing solutions to help global clients build presence and successfully fuel growth in China with the best and the most efficient data-driven, one-stop marketing solutions, as we continue our evolution into a fully integrated marketing and enterprise cloud platform."

For official press release and a video interview by Singapore Business Review, please go to: <https://sbr.com.sg/co-written-partner/more-news/iclick-interactive-asia-group-limited-bags-award-big-data>

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 fulfils 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.

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