



iClick Interactive Partners with Ctrip to Augment Travel Marketing Technology Solutions

Bringing data driven insights to help international brands reach China's travellers

HONG KONG--(BUSINESS WIRE)--Jun. 14, 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 [Ctrip.Com](#) International Ltd (NASDAQ: CTRP), the top Online Travel Agency (OTA) player in China, to provide an enriched solution for international brands aiming to reach the rising number of outbound travellers from China.

The partnership will combine Ctrip's loyal 300 million user membership base across web, mobile and app with iClick's strong and accurate data analysis and marketing capabilities to create data-driven personalised marketing solutions that will reach outbound Chinese travellers. Through the partnership, iClick will be able to reach more tourist groups by leveraging the largest Chinese consumer database in the travel industry, enabling the creation of more detailed user profiles that will benefit both parties and bring value to travellers and businesses alike.

Outbound Chinese travellers are becoming an increasingly large target market due to the volume and relative affluence. In 2017, there were around 130 million outbound Chinese travellers¹, and they were the top source of visitors to countries such as Thailand, Japan, Vietnam, Russia and South Africa. Chinese travellers also tend to have high average spending increasing their attractiveness.

Sammy Hsieh, CEO and Co-founder of iClick said: "As opportunities due to the increasing numbers of outbound travellers from China continue to rise, we are seeing a growing demand from travel and hospitality brands to use data in a more holistic marketing system to meet their needs. In order to provide this advanced solution for the industry we are excited to work with Ctrip, one of Asia's largest online travel agencies. Ctrip has a wide range of customers and supports 13 languages on their platforms, which is a perfect complement for our customised solutions. International travel brands will now have a more effective way of reaching high-value outbound travellers in China."

Samson Chai, Overseas Marketing Director of Ctrip said: "As one of the world's largest online travel companies, we are always looking to find innovative new ways to improve our traveller services. iClick has a profound understanding of demand from international travel brands and a wealth of data insights and audience data in China. Our collaboration with iClick will allow us to leverage these advantages to bring value to both our customers and international travel brands who partner with us to run marketing programmes."

About iClick Interactive Asia Limited

iClick Interactive Asia Limited (www.i-Click.com) is a leading omni-channel marketing technology company connecting worldwide marketers with audiences in China. Its proprietary marketing technology platform is the first of its kind in China that truly possesses omni-channel marketing competence. The core of the platform is supported by extensive data and advanced technology capabilities, which help both international and domestic marketers reach their target audiences in China through data-driven targeted marketing. Headquartered in Hong Kong, iClick Interactive was established in 2009. The company now has around 550 employees, spreading across eight locations in Asia as well as London.

About Ctrip.com International, Ltd.

Ctrip.com International, Ltd. is a leading travel service provider of accommodation reservation, transportation ticketing, packaged tours and corporate travel management in China. It is the largest online consolidator of accommodations and transportation tickets in China in terms of transaction volume. Ctrip enables business and leisure travelers to make informed and cost-effective bookings by aggregating comprehensive travel related information and offering its services through an advanced transaction and service platform consisting of its mobile apps, Internet websites and centralised, toll-free, 24-hour customer service center. Ctrip also helps customers book vacation packages and guided tours. In addition, through its corporate travel management services, Ctrip helps corporate clients effectively manage their travel requirements. Since its inception in 1999, Ctrip has experienced substantial growth and become one of the best-known travel brands in China.

¹Source: "2017 China Outbound Travel Big Data Report" by China Tourism Academy and Ctrip

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Media contacts:

iClick Interactive Asia Limited

Selina Wong, (852) 3700 9068

selina.wong@i-click.com

or

Paradigm Consulting

Helen Lam, (852) 2251 9082

helen.lam@paradigmconsulting.com.hk

or

Tim Nicholls, (852) 2251 9081

tim.nicholls@paradigmconsulting.com.hk