



# iClick Interactive Asia Group Limited

## Fourth-Quarter and Full-Year 2020 Earnings Presentation

NASDAQ: **ICLK** | 25 March 2021

# Disclaimer

The information in this presentation is provided to you by iClick Interactive Asia Group Limited (the "Company") solely for informational purpose and does not constitute an offer to buy or sell or solicitation of an offer to buy or sell, any securities of the Company in any jurisdiction or an inducement to enter into investment activity, nor may it or any part of it form the basis of or be relied on in connection with any contract or commitment whatsoever in the United States or anywhere else. Specifically, this presentation does not constitute a "prospectus" within the meaning of the U.S. Securities Act of 1933, as amended (the "Securities Act"). No securities of the Company may be offered or sold in the United States without registration with the U.S. Securities and Exchange Commission (the "SEC") unless pursuant to an available exemption from the registration requirement of the Securities Act. This presentation does not contain all relevant information relating to the Company or its securities, particularly with respect to the risks and special considerations involved with an investment in the securities of the Company.

This presentation does not constitute legal, regulatory, accounting or tax advice to you. This presentation does not constitute and should not be considered as any form of financial opinion or recommendation by the Company or any other party.

This presentation contains "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," "explore," "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 digital marketing business; its success in structuring a CRM & Marketing Cloud platform; relative percentage of its gross billing recognized as net revenues 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 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; the duration of the COVID-19 outbreak 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. The Company, its officers, advisors, or representatives undertakes no obligation to update or revise these forward-looking statements for events or circumstances that occur subsequent to the date of this presentation, except as required under law.

This presentation contains certain financial measures that are not recognized under generally accepted accounting principles in the United States ("GAAP"). The Company uses adjusted EBITDA, adjusted net income/(loss), and diluted adjusted net income/(loss) per ADS, each a non-GAAP financial measure, in evaluating the Company's operating results and for financial and operational decision-making purposes. The Company believes that adjusted EBITDA, adjusted net income/(loss), and diluted adjusted net income/(loss) per ADS help identify underlying trends in the Company's business that could otherwise be obscured by the effect of the expenses and gains that the Company includes in net loss. The Company believes that adjusted EBITDA and adjusted net income/(loss) provide useful information about the Company's operating results, enhance the overall understanding of the Company's performance and allow for greater visibility with respect to key metrics used by the Company's management in its financial and operational decision-making. Adjusted EBITDA, adjusted net income/(loss), and diluted adjusted net income/(loss) per ADS should not be considered in isolation or construed as an alternative to net loss or any other measure of performance or as an indicator of the Company's operating performance. Investors are encouraged to review the historical non-GAAP financial measures to the most directly comparable GAAP measures. Adjusted EBITDA, adjusted net income/(loss), and diluted adjusted net income/(loss) per ADS presented here may not be comparable to similarly titled measures presented by other companies. Other companies may calculate similarly titled measures differently, limiting their usefulness as comparative measures to the Company's data. The Company encourages investors and others to review the Company's financial information in its entirety and not rely on a single financial measure. See Appendix for a reconciliation of the Company's adjusted EBITDA to net loss, its most comparable GAAP measure, and a reconciliation of the Company's adjusted net income/(loss) to net loss, its most comparable GAAP measure. These non-GAAP financial measures were presented with the most directly comparable GAAP financial measures together for facilitating a more comprehensive understanding of operating performance between periods.

THE INFORMATION CONTAINED IN THIS DOCUMENT MAY NOT BE FORWARDED, PUBLISHED OR DISTRIBUTED, DIRECTLY OR INDIRECTLY, TO ANY OTHER PERSON (WHETHER WITHIN OR OUTSIDE YOUR ORGANIZATION/ FIRM) FOR ANY PURPOSE AND MAY NOT BE REPRODUCED IN ANY MANNER WHATSOEVER. ANY FORWARDING, PUBLICATION, DISTRIBUTION OR REPRODUCTION OF THIS DOCUMENT IN WHOLE OR IN PART IS UNAUTHORIZED.



# **BUSINESS UPDATE**

# Key Business Updates

	Fast Facts	Rationale and Synergies
<b>Formed a Strategic Partnership with Baozun</b>	To jointly develop a full-cycle, closed-loop e-commerce service model as well as a private domain traffic platform within the Tencent ecosystem	<ul style="list-style-type: none"><li>• Gain huge cross-selling opportunities from Baozun's top-tier clientele</li><li>• Accelerate the conversion of iClick's existing Marketing Solutions clients</li><li>• Allow us to concentrate resources to develop standard SaaS product offerings to penetrate into the mid-tier client segment</li></ul>
<b>Launched New SaaS Standard Product - iSCRM</b>	iSCRM is a powerful standard SaaS enterprise management platform for daily operations and social customer relationship management	<ul style="list-style-type: none"><li>• Equip clients with the latest smart tools that integrate and optimize various functions of the Tencent ecosystem</li><li>• Empower brands to effectively attract new users and intelligently manage their private traffic</li><li>• Generate contribution to rapidly scaling up iClick's sales revenue across the mid-tier client base</li></ul>
<b>Collaborated with Oracle to Deliver Tailored SaaS Offering</b>	To offer integrated SaaS-based solutions for brands to identify, engage with and more effectively convert their target audiences to build up their CRM growth	<ul style="list-style-type: none"><li>• Leverage strengths of both parties to better serve clients with new offerings and advanced features</li><li>• Upgrade iClick's clientele by serving Oracle's top-tier international clients</li><li>• Obtain enormous opportunities to upsell iClick's Enterprise Solutions</li></ul>

# Industry Recognition

## Organizers

## Awards



CIO Advisor APAC

- Top 10 MarTech Solution Providers 2020



HKB Management Excellence Awards 2020

- Team of the Year – Digital Marketing
- Executive of the Year – Digital Marketing



Top Mobile Awards 2020

- The Most Influential Mobile Marketing Company of the Year
- The Best Mobile Marketing Data Platform of the Year
- Mobile Marketing Leader of the Year
- Mobile Marketing Pioneer of the Year



# **KEY FINANCIAL HIGHLIGHTS**

# Multiple Records Achieved – Q4 2020 vs. Q4 2019

– Historical high quarterly revenue and gross profit –



## Revenue

US\$79 mn  
**+39%** YoY



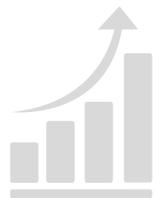
## Gross Profit

US\$23 mn  
**+36%** YoY



## Net Income\*

US\$0.6 mn  
**+6.6mn** YoY  
*\* Mainly attributed to increased revenue and gross profit*



## Adjusted EBITDA<sup>1</sup>

US\$5.1 mn  
**+102%** YoY



## Adjusted net income<sup>1</sup>

US\$2.1 mn  
**Nearly 17x** YoY

Note:  
1. For more details on these non-GAAP financial measures, please see the tables captioned "Unaudited Reconciliations of GAAP and non-GAAP Results" set forth at the end of this presentation.

# Another Record Year

- Record year with historical high gross billing, revenue, gross profit and adjusted EBITDA -
- First-ever full-year adjusted net income in 2020 -



## Gross Billing

US\$678 mn  
**+6%** YoY



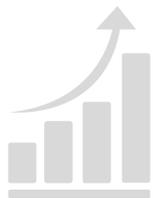
## Revenue

US\$255 mn  
**+28%** YoY



## Gross Profit

US\$73 mn  
**+29%** YoY



## Net Loss\*

US\$15 mn

*\* Mainly resulting from fair value losses on convertible notes and derivative liabilities totaling US\$15.9mn*



## Adjusted EBITDA<sup>1</sup>

US\$17 mn  
**+188%** YoY



## Adjusted net income<sup>1</sup>

US\$8 mn  
**Positive for the first time**

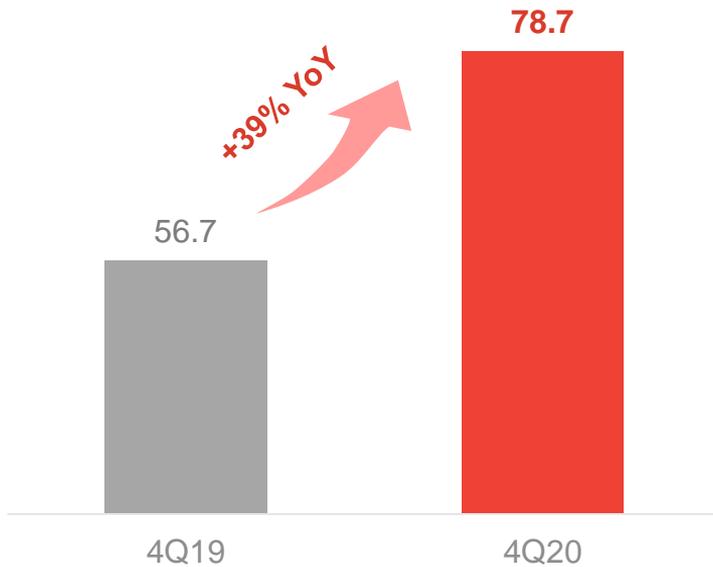
Note:  
1. For more details on these non-GAAP financial measures, please see the tables captioned "Unaudited Reconciliations of GAAP and non-GAAP Results" set forth at the end of this presentation.

# Historical High Revenue Despite Macro Challenges

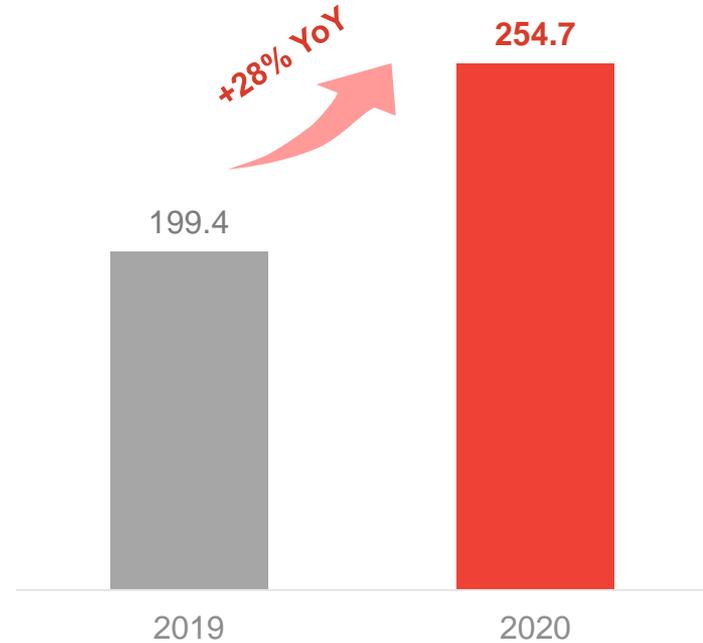
– Driven by growing market demand for Marketing and Enterprise Solutions –

US\$ mn

## Quarterly Revenue



## Annual Revenue

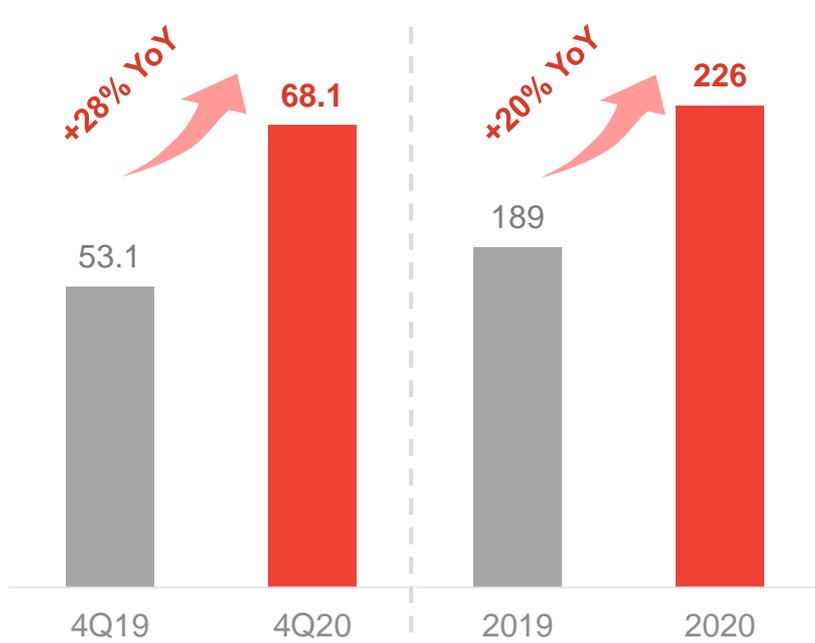


# Strong Growth in Both Business Segments

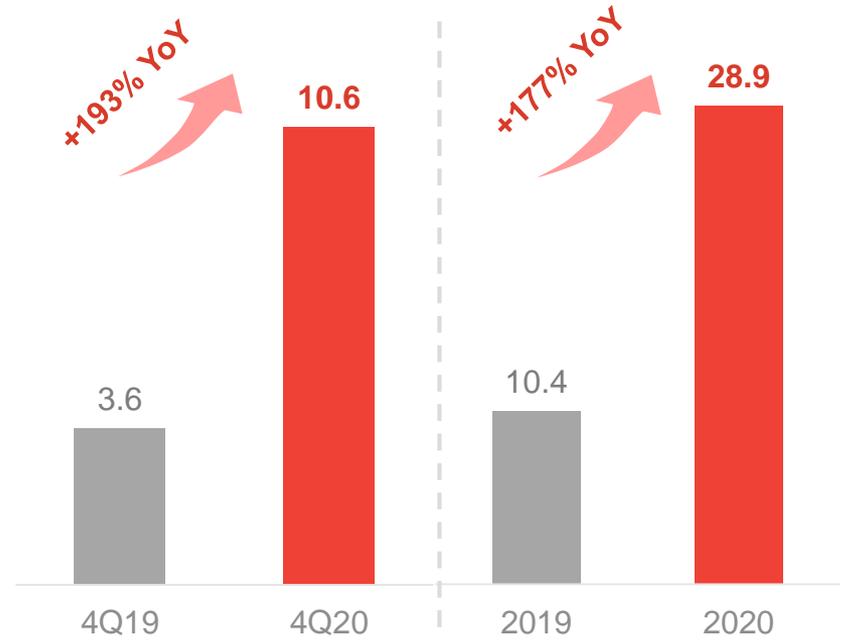
– Continuous record-breaking revenues for Enterprise Solutions, nearly tripled revenue of 2019 –

US\$ mn

## Marketing Solutions



## Enterprise Solutions



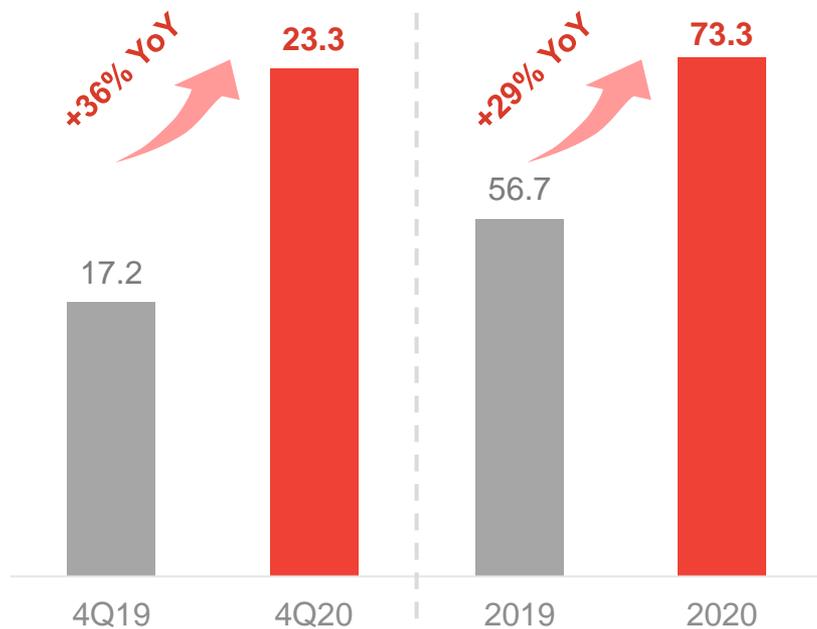
# Favorable Product Mix Drives Gross Profit Performance

– Record historical high gross profit –

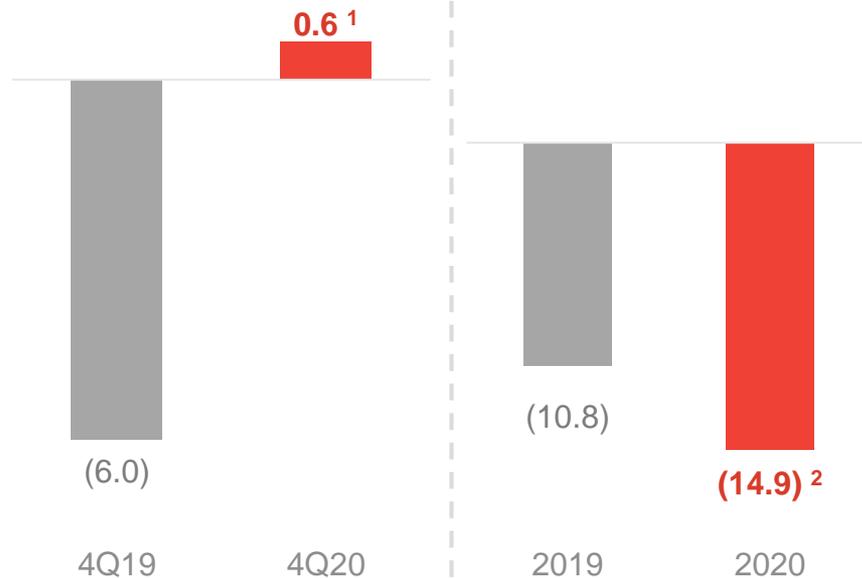
– Driven by increasing contribution from higher-margin Enterprise Solutions –

US\$ mn

## Gross Profit



## Net (Loss)/Income



Notes:

1. This improvement was mainly attributed to increased revenue and gross profit

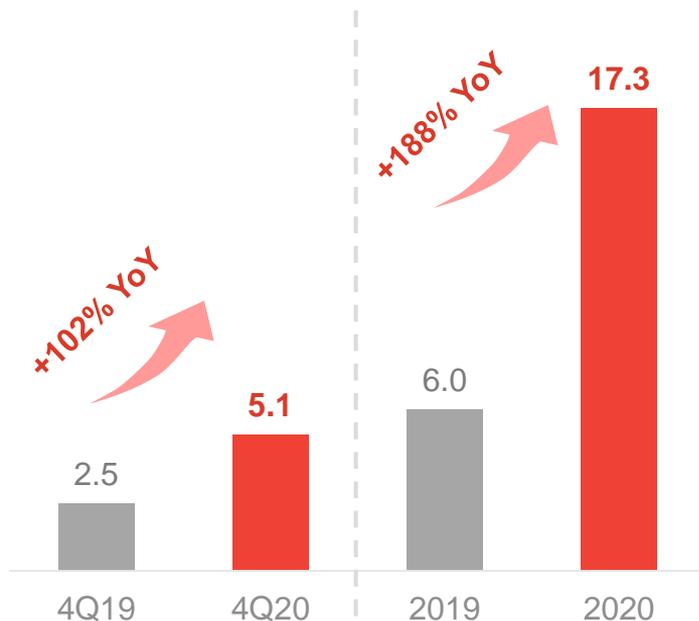
2. The net loss is mainly resulting from (i) fair value losses on convertible notes and derivative liabilities of US\$11.5 million and US\$4.4 million respectively for 2020; and (ii) the increase in share-based compensation expense

# Continuous Profitability Improvement

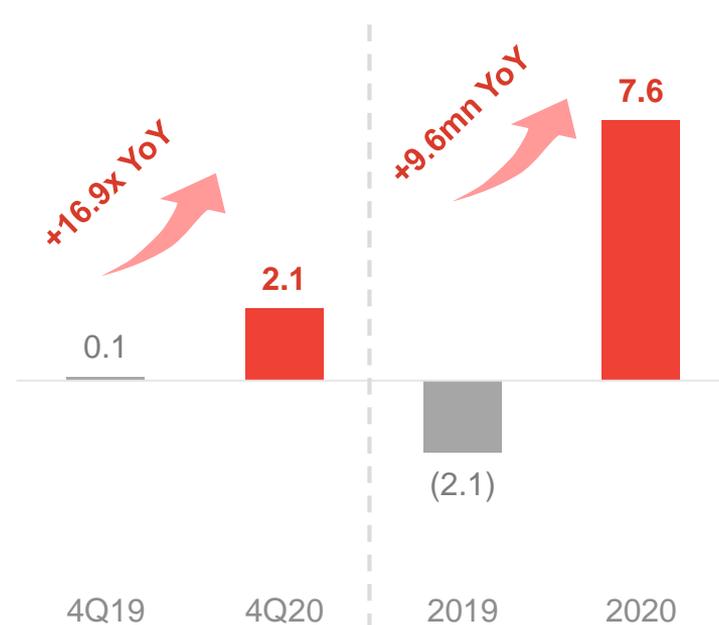
- Annual adjusted EBITDA\* nearly tripled -
- First-ever full-year adjusted net income\* -

US\$ mn

## Adjusted EBITDA\*



## Adjusted Net Income/(Loss)\*

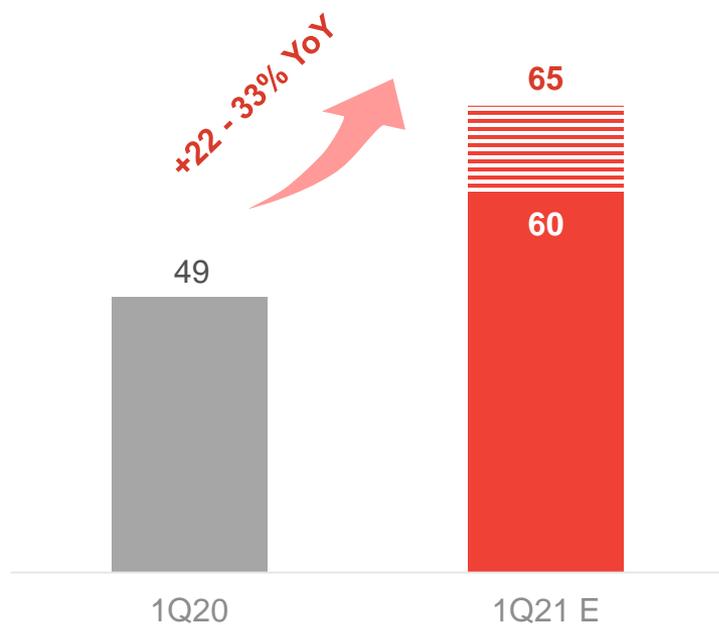


Note: \* For more details on these non-GAAP financial measures, please see the tables captioned "Unaudited Reconciliations of GAAP and non-GAAP Results" set forth at the end of this presentation.

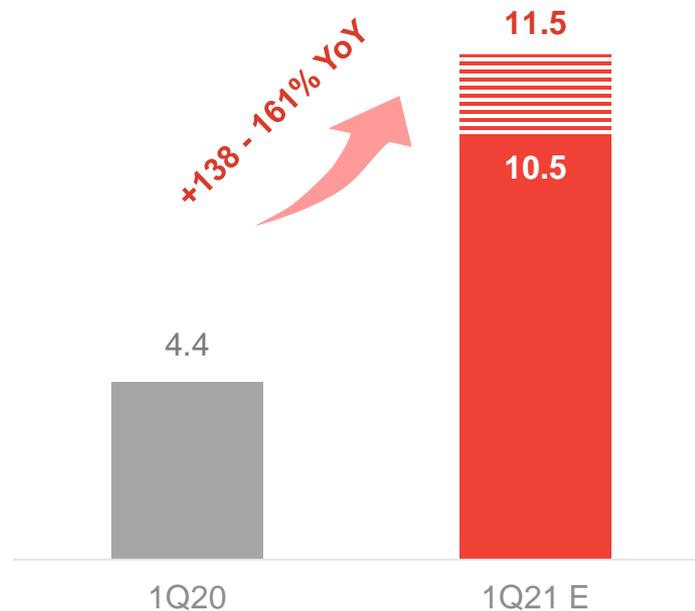
# Guidance – Q1 2021

US\$ mn

## Revenue



## Revenue of Enterprise Solutions

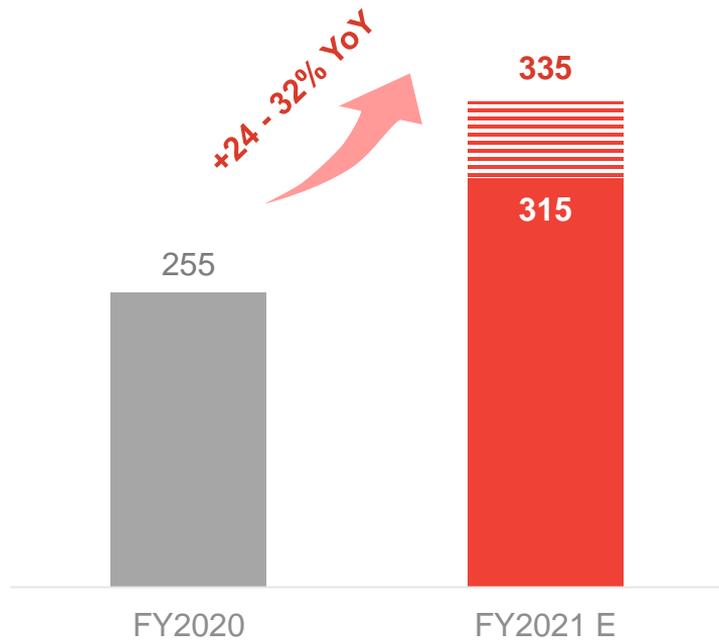


Note: Red dash portion above indicates the Company's guidance range.

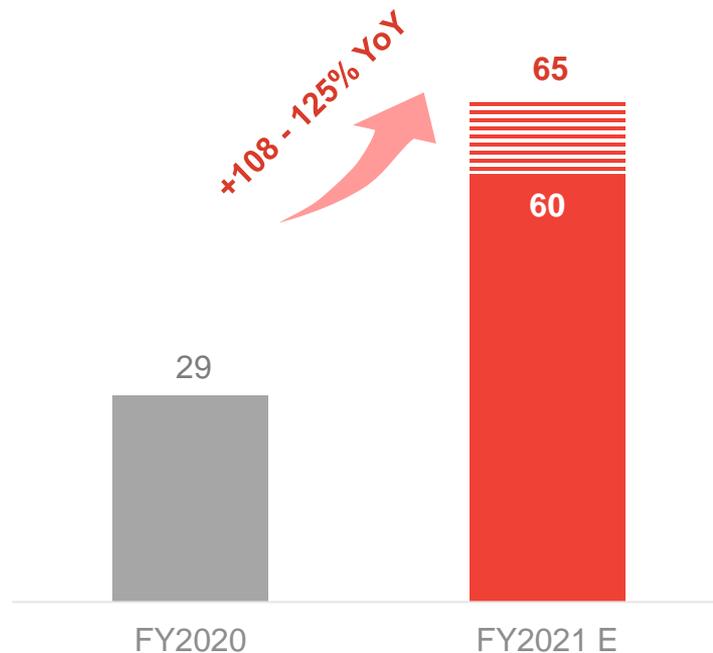
# Guidance – FY2021

US\$ mn

## Revenue



## Revenue of Enterprise Solutions



Note: Red dash portion above indicates the Company's guidance range.



# **BUSINESS OVERVIEW**

# About iClick Interactive

## Strong Marketing Solutions and Data Analytics Capabilities

### COVER



**>126,000**  
MOBILE APPS



**2.2Mil**  
WEBSITES

### ANALYSE



**0.9 TB**  
DATA COLLECTED  
DAILY



**940.9Mil**  
ACTIVE  
PROFILED USERS

**22** AVERAGE ATTRIBUTES  
PER PROFILE



**INTENT**



**INTEREST**



**ONLINE TRANSACTION**



**SOCIAL**



**DEMOGRAPHIC**



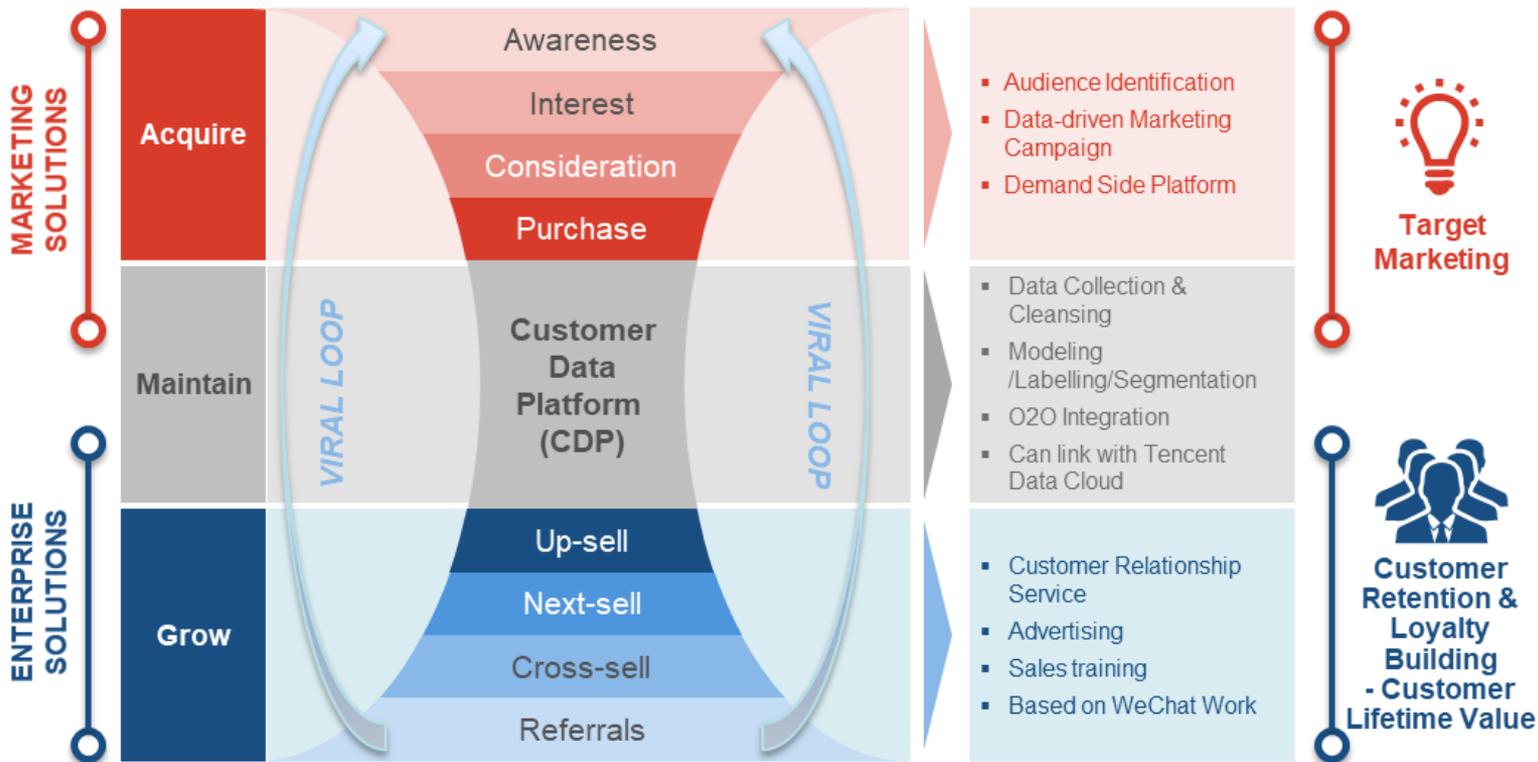
**OFFLINE PURCHASE  
BEHAVIOR**

Note: These data were for the 30 days leading up to June 30, 2020

# Growth Strategy –

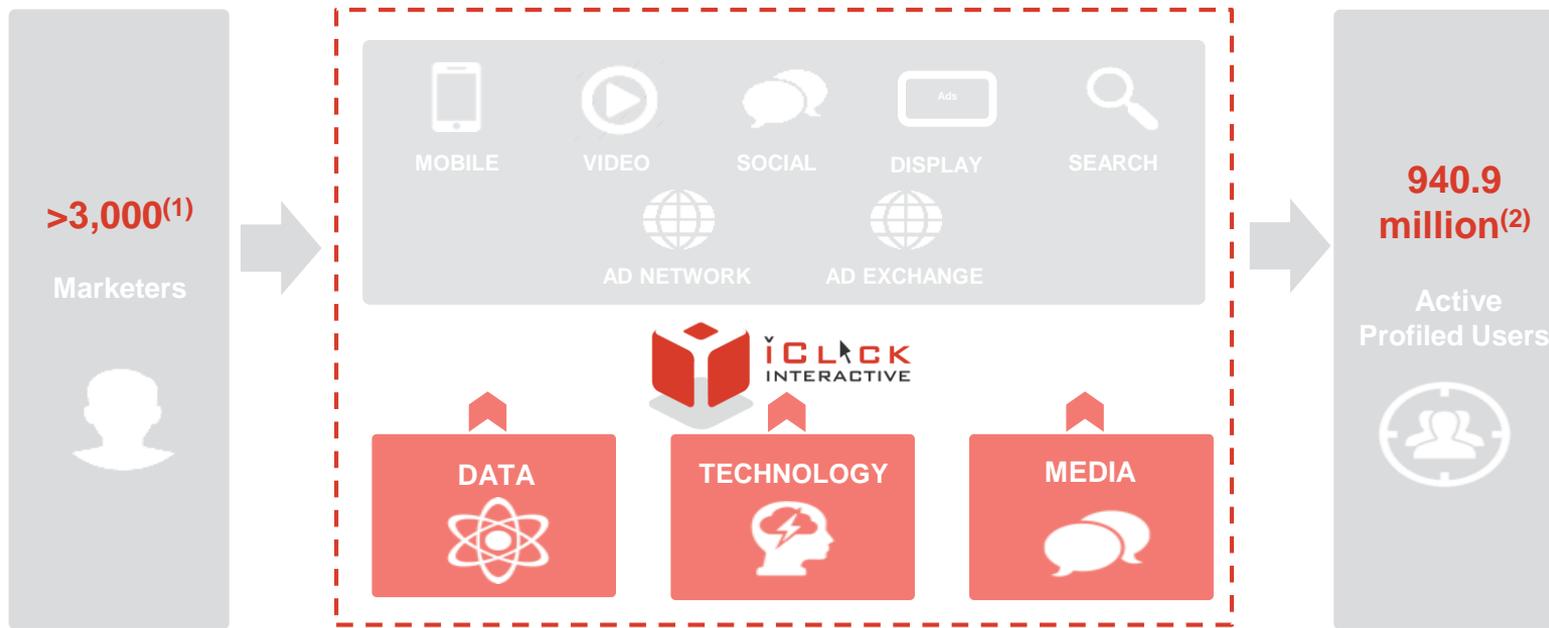
## Full-Stack Marketing and Consumer Lifecycle Solution

Transitioning to an **Integrated Enterprise** and **Marketing Cloud** Platform to unlock the full potential of smart retail (online and offline)



# Core Business – Marketing Solutions

We use **DATA** and **AI-DRIVEN TECHNOLOGY** to help brands target and acquire the **RIGHT CUSTOMERS** efficiently



We are the **LARGEST INDEPENDENT MARKETING TECHNOLOGY PLAYER** in China<sup>(3)</sup>

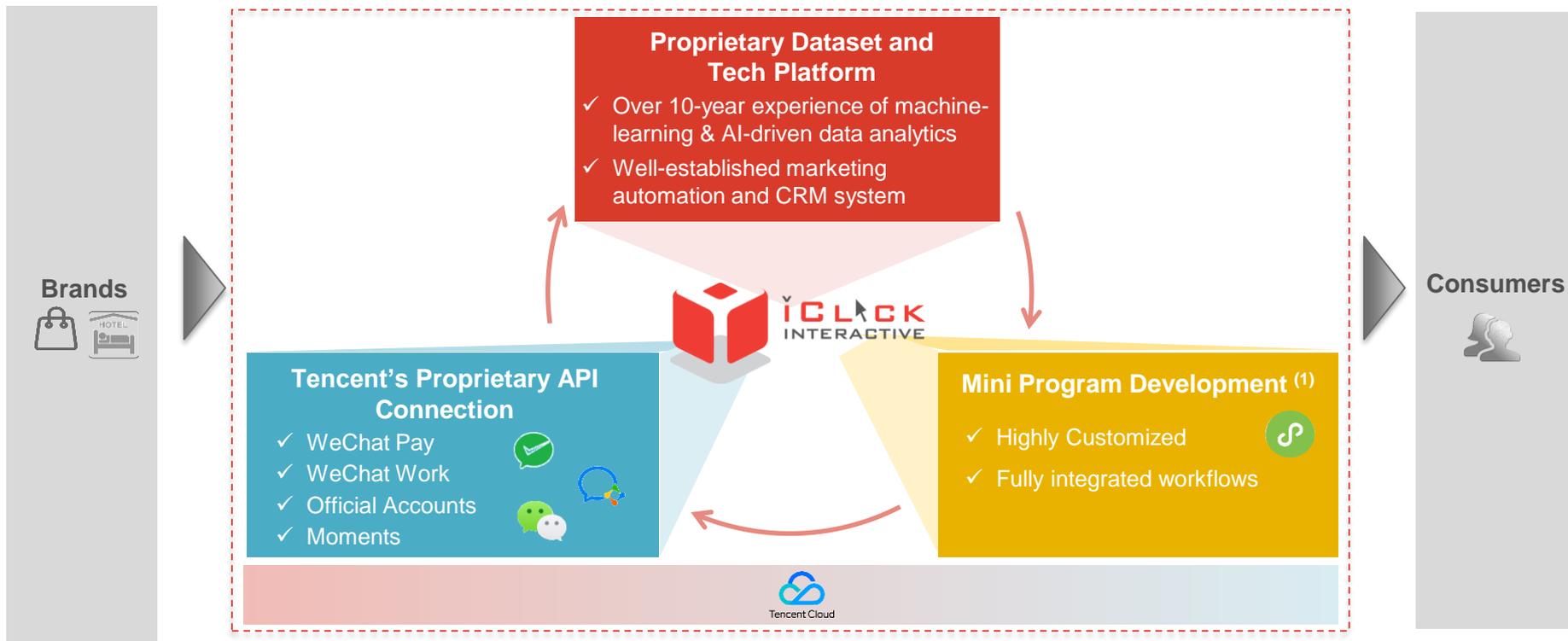
(1) Data for 2019

(2) Data in the 30 days leading up to June 30, 2020

(3) Based on gross billings in 2018, according to Frost & Sullivan. Independent marketing technology companies refer to online marketing technology companies that do not own, or are not part of any group which owns, any online publishing resources

# New Business Line – Enterprise Solutions (SaaS-based)

Our strategic partnership with Tencent to offer **fully-integrated data-driven and smart Enterprise Solutions**, which enable brands to manage their consumers more efficiently, increase repurchase rate and enhance consumer loyalty.



(1) WeChat mini-programs are "sub-applications" within the WeChat ecosystem which provide advanced features to users such as e-commerce, task management, coupons.



# APPENDIX

# Unaudited Reconciliations of GAAP and non-GAAP Results

## Reconciliation of Adjusted EBITDA<sup>1</sup> from Net Income/(Loss)

(US\$'000, unaudited)	Three Months Ended December 31,		Year Ended December 31,	
	2020	2019	2020	2019
Net income/(loss)	640	(5,999)	(14,906)	(10,849)
Add/(less):				
Depreciation and amortization	2,018	1,641	6,725	6,656
Interest expense	863	902	2,650	1,915
Interest income	(193)	(213)	(1,297)	(537)
Income tax expense	286	60	1,633	47
EBITDA	3,614	(3,609)	(5,195)	(2,768)
Add/(less):				
Share-based compensation	2,370	458	6,249	2,115
Fair value losses on derivative liabilities	—	—	11,466	—
Fair value losses/(gains) on convertible notes	—	813	4,433	(133)
Other gains, net <sup>2,8</sup>	(1,767)	(698)	(2,789)	(1,501)
Convertible notes issuance cost <sup>3</sup>	—	4,556	44	4,556
Net loss attributable to noncontrolling interests <sup>4</sup>	646	259	2,288	1,246
Share of losses from an equity investee <sup>5</sup>	26	177	111	408
Cost related to new business setup or acquisitions <sup>6</sup>	154	298	217	1,047
Cost related to filing of Form F-3 <sup>7</sup>	22	253	450	1,035
Adjusted EBITDA <sup>8</sup>	5,065	2,507	17,274	6,005

### Notes:

- Adjusted EBITDA represents net income/(loss) before (i) depreciation and amortization, (ii) interest expense, (iii) interest income, (iv) income tax expense, (v) share-based compensation, (vi) fair value losses on derivative liabilities, (vii) fair value (losses)/gains on convertible notes, (viii) other gains, net, (ix) convertible notes issuance cost, (x) net loss attributable to noncontrolling interests, (xi) share of losses from an equity investee, (xii) cost related to new business setup or acquisitions, and (xiii) cost related to filing of Form F-3.
- Other gains, net has been adjusted out, except for amounts of US\$1,045 thousand, US\$323 thousand, US\$3,063 thousand, and US\$1,491 thousand in relation to government grants for the three months ended December 2020 and 2019 and the year ended December 31, 2020 and 2019, respectively.
- Convertible notes issuance cost represents legal and professional fee for the issue of convertible notes.
- Net loss attributable to noncontrolling interests has been adjusted back because the Company's management regularly reviews EBITDA excluding noncontrolling interests as a measure of its operational performance.
- Share of losses from an equity investee represents share of losses incurred by the Company's Thailand business operated through an equity investee over which the Company has significant influence, and which is not considered to be a part of the core business that the Company operates through its consolidated entities.
- Cost related to new business setup or acquisition represents transaction cost for setting up Thailand business and other acquisitions, including audit, legal and professional fee in connection therewith.
- Cost related to the filing of Form F-3 represents audit, legal and professional fees.
- The comparative figures for the three months ended December 31, 2019 and year ended December 31, 2019 were restated to conform to the presentation of the figures for the same periods of 2020.

# Unaudited Reconciliations of GAAP and non-GAAP Results

## Reconciliation of Adjusted Net Income/(Loss)<sup>1</sup> from Net Income/(Loss)

(US\$'000, except share data and per share data, or otherwise noted, unaudited)

	Three Months Ended December 31,		Year Ended December 31,	
	2020	2019	2020	2019
Net income/(loss)	640	(5,999)	(14,906)	(10,849)
Add/(less):				
Share-based compensation	2,370	458	6,249	2,115
Fair value losses on derivative liabilities	—	—	11,466	—
Fair value losses/(gains) on convertible notes	—	813	4,433	(133)
Other gains, net <sup>2,8</sup>	(1,767)	(698)	(2,789)	(1,501)
Convertible notes issuance cost <sup>3</sup>	—	4,556	44	4,556
Net loss attributable to noncontrolling interests <sup>4</sup>	646	259	2,288	1,246
Share of losses from an equity investee <sup>5</sup>	26	177	111	408
Cost related to new business setup or acquisitions <sup>6</sup>	154	298	217	1,047
Cost related to filing of Form F-3 <sup>7</sup>	22	253	450	1,035
Adjusted net income/(loss) <sup>8</sup>	2,091	117	7,563	(2,076)
Net income/(loss):	640	(5,999)	(14,906)	(10,849)
Add: Non-GAAP adjustments to net income/ (loss)	1,451	6,116	22,469	8,773
Adjusted net income/(loss)	2,091	117	7,563	(2,076)
Denominator for net income/(loss) per ADS - Weighted average ADS outstanding	97,715,972	57,240,609	78,736,872	56,950,785
Denominator for diluted adjusted net income/(loss) per ADS - Weighted average ADS outstanding	97,715,972	58,023,602	84,782,449	56,950,785
Diluted net income/(loss) per ADS	0.0065	(0.1048)	(0.1893)	(0.1905)
Add: Non-GAAP adjustments to net income/(loss) per ADS	0.0149	0.1068	0.2785	0.1540
Diluted adjusted net income/(loss) per ADS	0.0214	0.0020	0.0892	(0.0365)

Notes:

1. Adjusted net income/(loss) represents net income/(loss) before (i) share-based compensation, (ii) fair value losses on derivative liabilities, (iii) fair value losses/(gains) on convertible notes, (iv) other gains, net, (v) convertible notes issuance cost, (vi) net loss attributable to noncontrolling interests, (vii) share of losses from an equity investee, (viii) cost related to new business setup or acquisitions, and (ix) cost related to filing of Form F-3. There is no material tax effects on these non-GAAP adjustments.

2. Other gains, net has been adjusted out, except for amounts of US\$1,045 thousand, US\$323 thousand, US\$3,063 thousand, and US\$1,491 thousand in relation to government grants for the three months ended December 2020 and 2019 and the year ended December 31, 2020 and 2019, respectively.

3. Convertible notes issuance cost represents legal and professional fee for the issue of convertible notes.

4. Net loss attributable to noncontrolling interests has been adjusted back because the Company's management regularly reviews EBITDA excluding noncontrolling interests as a measure of its operational performance.

5. Share of losses from an equity investee represents share of losses incurred by the Company's Thailand business operated through an equity investee over which the Company has significant influence, and which is not considered to be a part of the core business that the Company operates through its consolidated entities.

6. Cost related to new business setup or acquisition represents transaction cost for setting up Thailand business and other acquisitions, including audit, legal and professional fee in connection therewith.

7. Cost related to the filing of Form F-3 represents audit, legal and professional fees.

8. The comparative figures for the three months ended December 31, 2019 and year ended December 31, 2019 were restated to conform to the presentation of the figures for the same periods of 2020.



## iClick Interactive Asia Limited

W | [www.i-Click.com](http://www.i-Click.com)

E | [ir@i-Click.com](mailto:ir@i-Click.com)

T | (852) 3700-9000



| iClick Interactive