

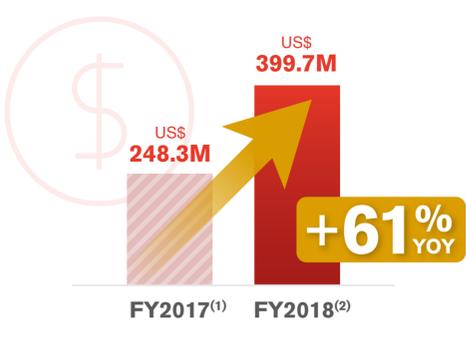
“2018 was a very productive year as we achieved record high results in various key financial and operational metrics, and continued the transformation of iClick to a CRM and Marketing Cloud Platform.”

– Sammy Hsieh, CEO & Co-Founder

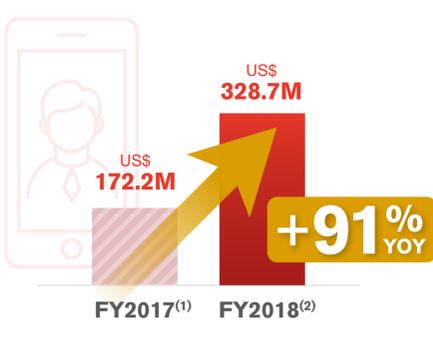
GROSS BILLING

Increased 61% YoY as a result of the increased average marketing spend per marketer

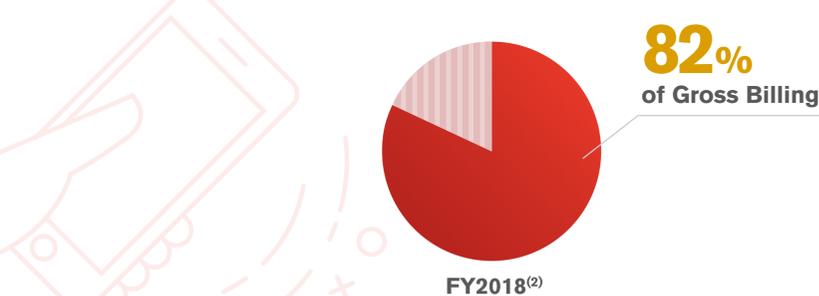
Total Gross Billing



Gross Billing from Mobile Audience Solutions



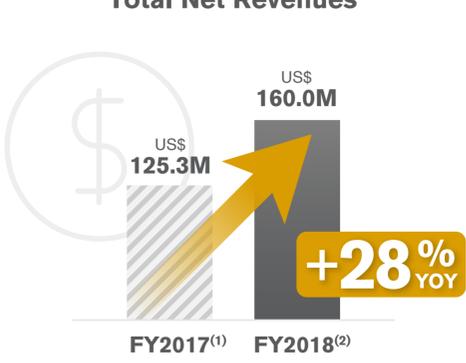
Contribution of Mobile Audience Solutions for Total Gross Billing



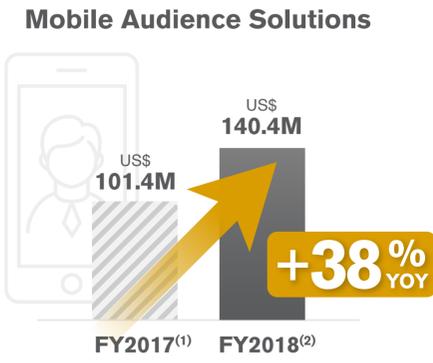
NET REVENUES

28% YoY increment was mainly driven by the growth in mobile audience solutions

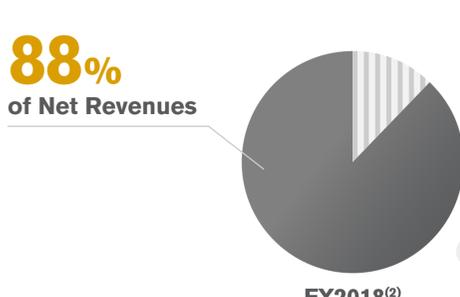
Total Net Revenues



Net Revenues from Mobile Audience Solutions



Contribution of Mobile Audience Solutions for Total Net Revenues



GROSS PROFIT

Increased significantly by 32% YoY hitting a record high result



ADJUSTED EBITDA

Record high adjusted EBITDA due to a substantial increase in gross profit



OTHER BUSINESS UPDATES



Acquired controlling investment in Changyi

leading software vendor specialized in retail and CRM solutions in China, accelerating the transformation of iClick in providing Enterprise & CRM Solution to the enterprise clients.



Launched Smart Government initiative for Hefei National High-tech Industry Development Zone

to build a more intelligent and efficient public service platform through the company's SaaS based enterprise solutions.

Industry recognition earned in China



Marketing Technology Platform of the Year
Digital Marketing Technology Company of the Year

Top 10 Integrated Marketing Platform

Platinum Service Partner
Best Data Partner

(1) For the twelve months ending December 31, 2017

(2) For the twelve months ending December 31, 2018

For full results of the Fourth Quarter and Full Year 2018 Financial Results, please visit ir.i-click.com.

Safe Harbor Statement

This announcement contains forward-looking statements. 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; 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 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; effectiveness of its algorithms and data engines; its ability to collect and use data from various sources; fluctuations in foreign exchange rates; and general economic conditions in China. 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.