



# iClick Interactive Asia Group Limited

## First Quarter 2020 Earnings Presentation

NASDAQ: **ICLK** | 22 May 2020

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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 distorted 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 past performance and future prospects 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 was presented with the most directly comparable GAAP financial measures together for facilitating a more comprehensive understanding of operating performance between periods.

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# **BUSINESS UPDATE**

# Key Business Updates

## Formed Advanced Strategic Collaboration with Tencent IBG

### Fast Facts

- Became the first overseas “Platinum Partner” of Tencent IBG, covering the regions of APAC and EMEA

### Rationale and Synergies

- ✓ The collaboration will unify iClick's strong multinational clients' coverage worldwide and Tencent IBG's advertising technology to deliver customized and premium digital marketing solutions to international advertisers
- ✓ With the strong network of Tencent IBG, iClick will be able to offer global brands a new level of market access to the wealth of opportunities in China.

## Launched SaaS Platform for Culture and Tourism Content with Tencent

### Fast Facts

- Launched a new recommendation management platform for culture and tourism content jointly developed with Tencent Culture and Tourism

### Rationale and Synergies

- ✓ The new joint initiative leverages Tencent Culture and Tourism's strong data capabilities and iClick's rich content resources and data tracking expertise
- ✓ The new platform will help iClick's travel industry clients improve operating efficiency, manage content resources, enhance the popularity of their business and increase consumer conversion rate

## Industry Recognition

### CIO Advisor APAC

- Top 10 Ad Management Companies 2020



### Tencent's Weixin Pay

- Industrial Excellence Award in Weixin Pay Application Competition



### Tencent Ads

- Best Creative Advertising Idea Award
- Excellence Award
- Commitment Award
- Innovation Award

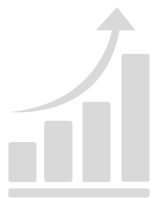




# **KEY FINANCIAL HIGHLIGHTS**

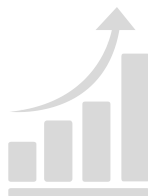
# Record High among the First Quarters

- Second consecutive quarter of positive adjusted net income\* -



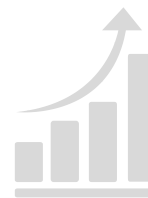
## Gross billing

US\$158 mn  
**+64%** YoY



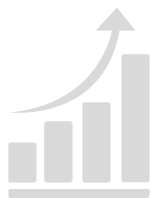
## Revenue

US\$49 mn  
**+25%** YoY



## Gross profit

US\$13 mn  
**+7%** YoY



## Adjusted EBITDA\*

US\$2.4 mn  
**+183%** YoY



## Adjusted net income\*

US\$553 K  
**Positive for 2<sup>nd</sup>  
consecutive  
quarter**

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.

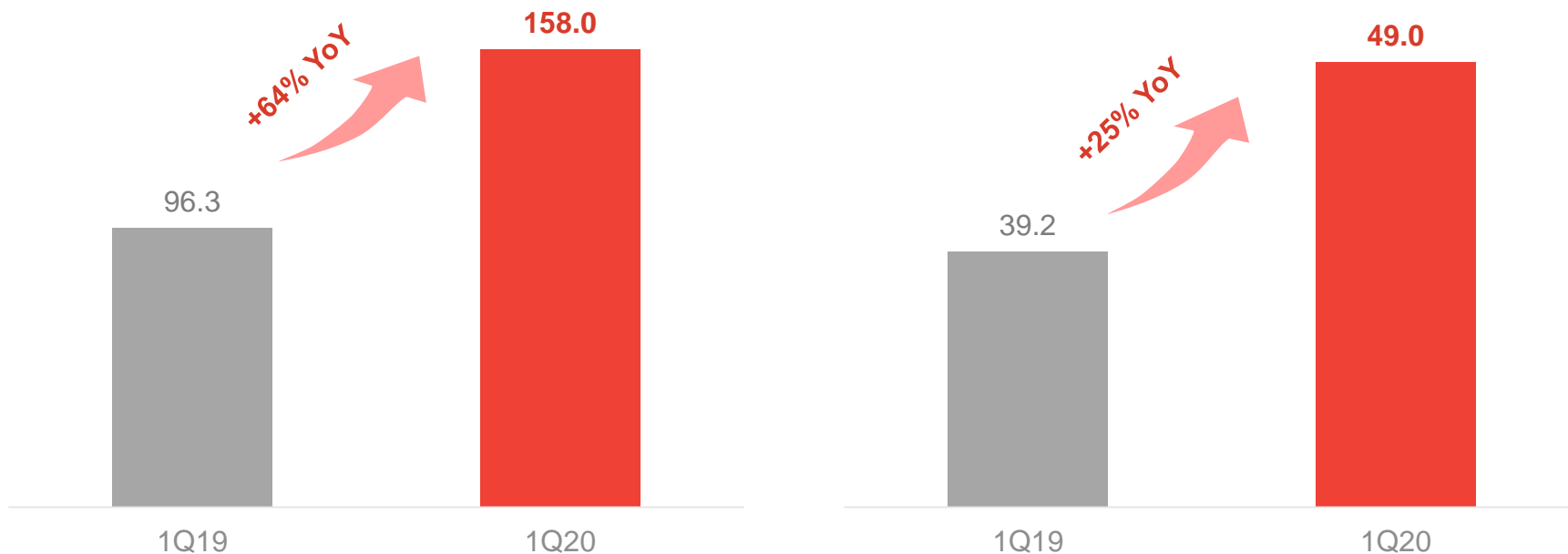
# Robust Gross Billing and Revenue Growth

- Driven by Growing Market Demand from Marketers and Enterprise Solutions -

US\$ mn

Gross Billing

Revenue



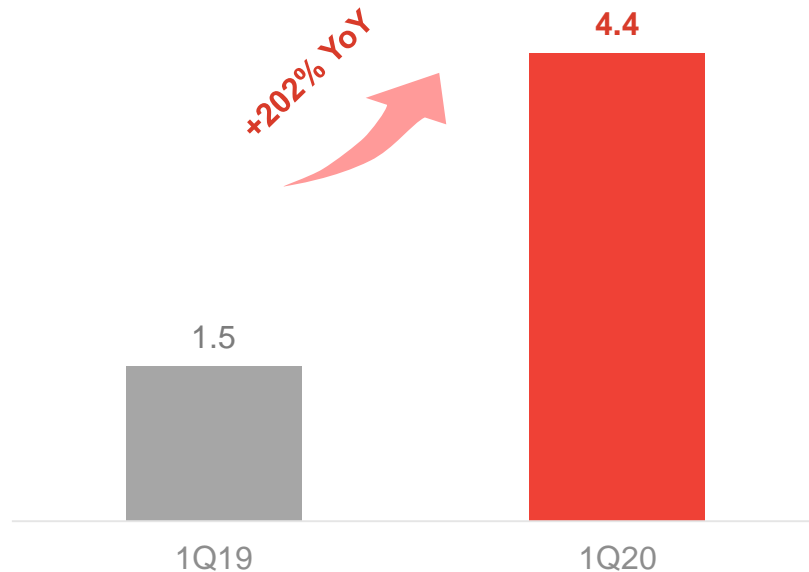
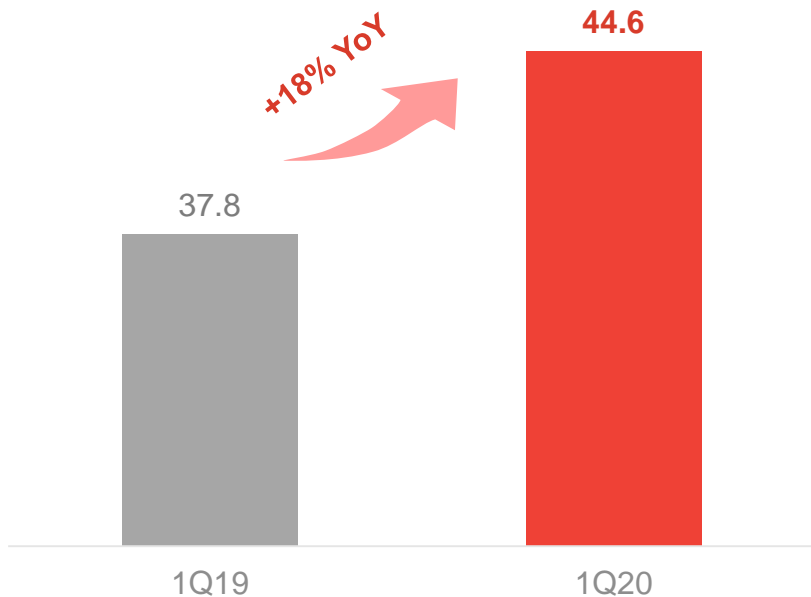
# Both Business Segments Record High among First Quarters

- Remarkable Growth in Enterprise Solutions -

US\$ mn

## Revenue of Marketing Solutions

## Revenue of Enterprise Solutions



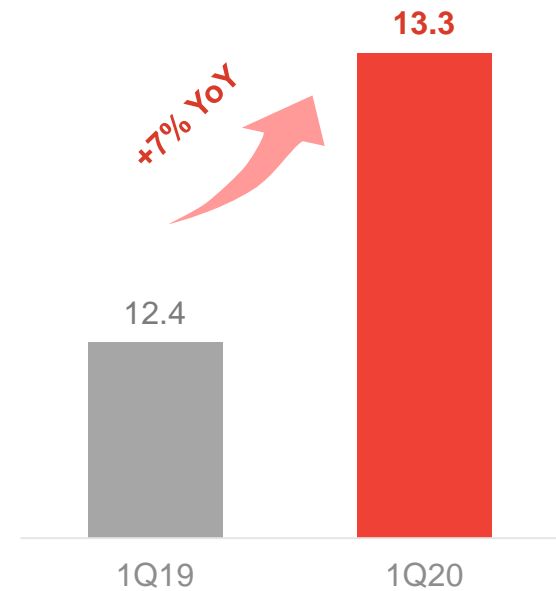


# Brilliant Gross Profit and Non-GAAP Performance

- Adjusted EBITDA\* Nearly Tripled -

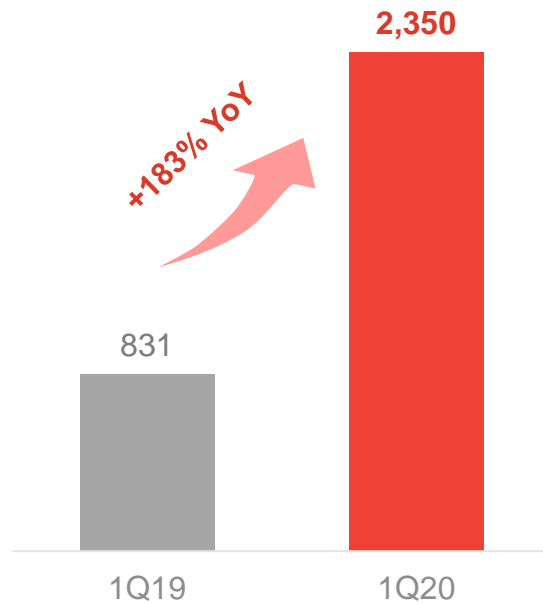
- Second Consecutive Quarterly Adjusted Net Income\* -

## Gross Profit



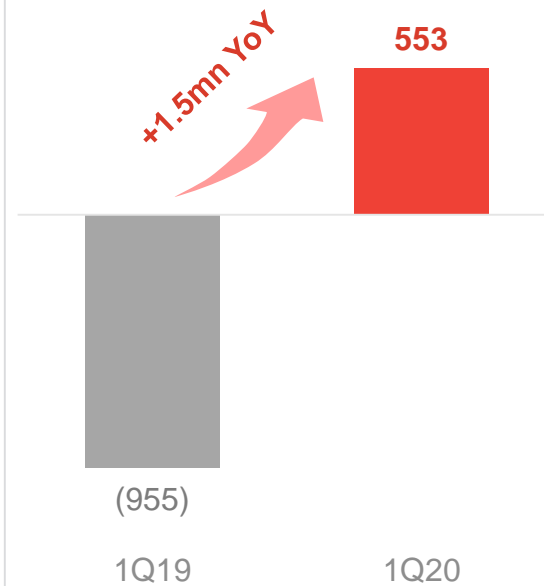
US\$ mn

## Adjusted EBITDA\*



US\$ '000

## Adjusted Net Income/(Loss)\*



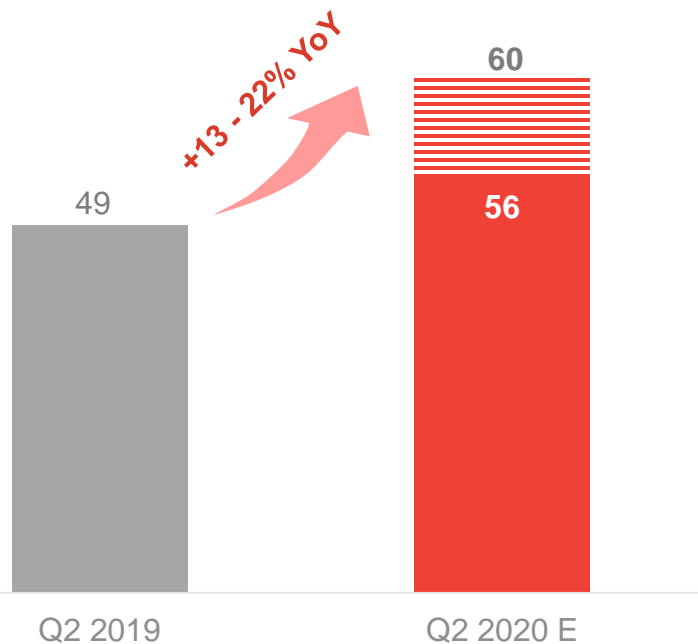
US\$ '000

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.

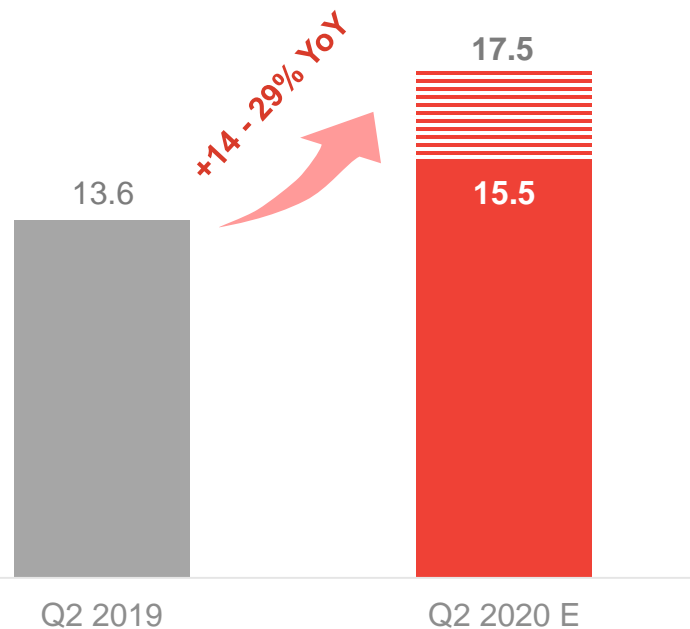
# Guidance – Q2 2020

US\$ mn

## Revenue



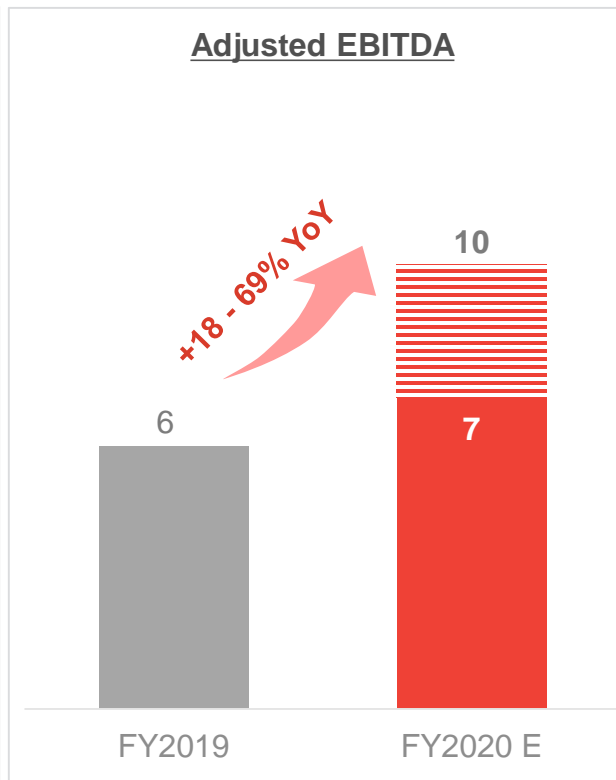
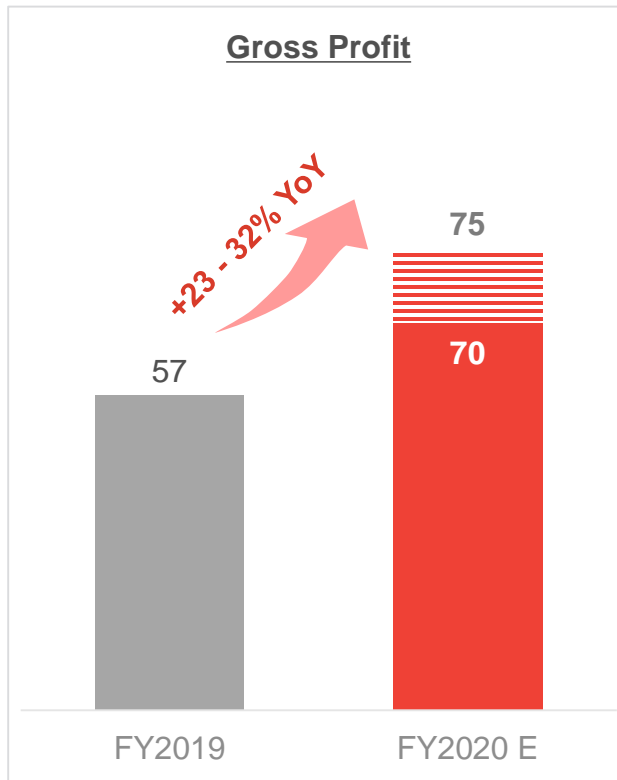
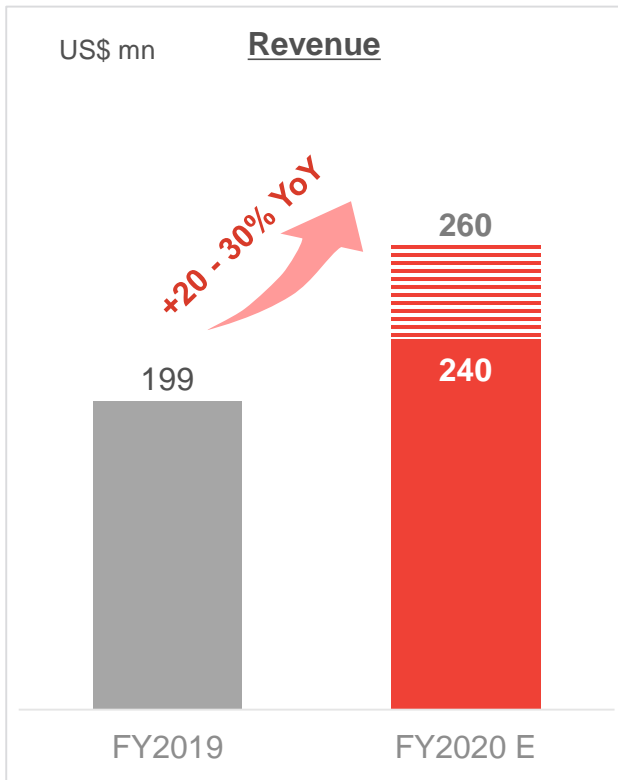
## Gross Profit



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

# Guidance – FY2020

- Upward Revision to Adjusted EBITDA\* Guidance -



Note:

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

2. \* Adjusted EBITDA of FY2019 represents net loss before (i) depreciation and amortization, (ii) interest expense, (iii) interest income, (iv) income tax expense/(benefit), (v) share-based compensation, (vi) fair value losses/(gains) on convertible notes, (vii) other gains, net, (viii) convertible notes issuance cost, (ix) net loss attributable to noncontrolling interests, (x) share of losses from an equity investee, (xi) cost related to new business setup or acquisitions, and (xii) cost related to filing of Form F-3.



# **BUSINESS OVERVIEW**

# About iClick Interactive

## Strong Marketing Solutions and Data Analytics Capabilities

### COVER



**125,000**  
MOBILE APPS



**2.3Mil**  
WEBSITES

### ANALYSE



**0.9 TB**  
DATA COLLECTED  
DAILY



**930.8Mil**  
ACTIVE  
PROFILED USERS

**22** AVERAGE ATTRIBUTES  
PER PROFILE



**INTENT**



**INTEREST**



**ONLINE TRANSACTION**



**SOCIAL**



**DEMOGRAPHIC**



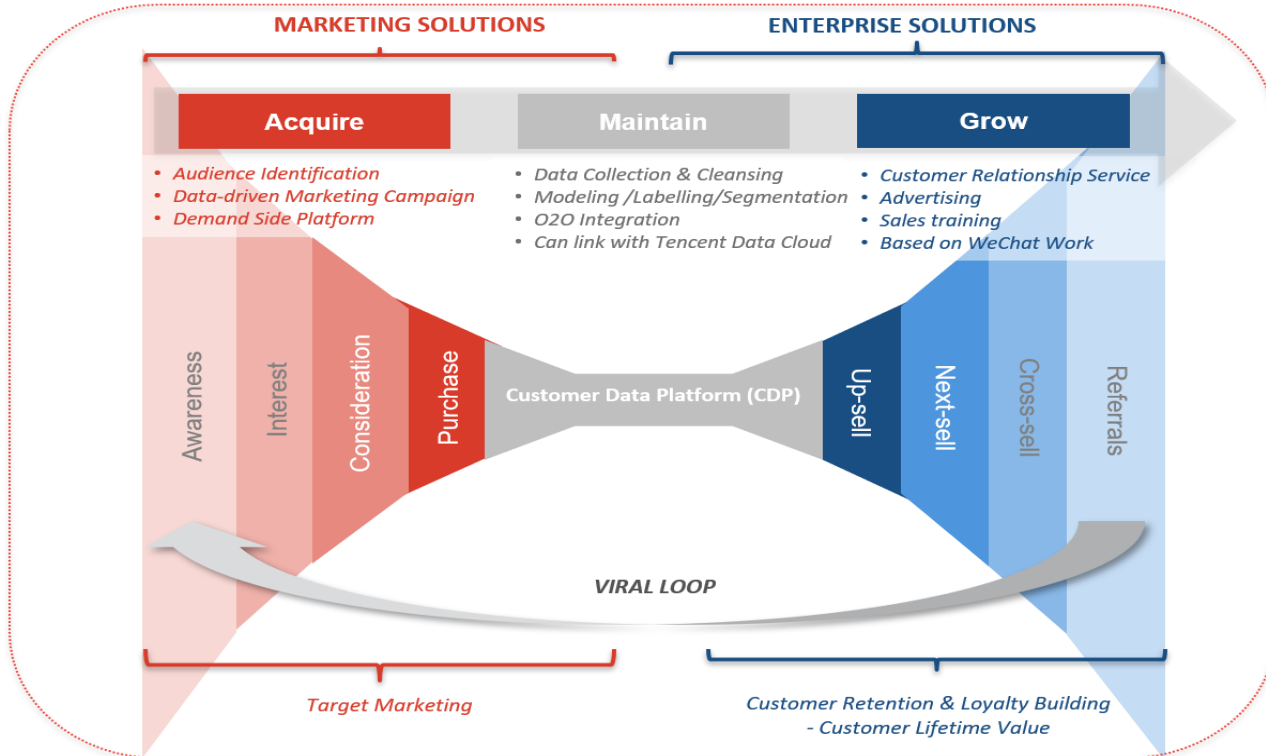
**OFFLINE PURCHASE  
BEHAVIOR**

Note: These data were for the 30 days leading up to March 31, 2020

# Growth Strategy –

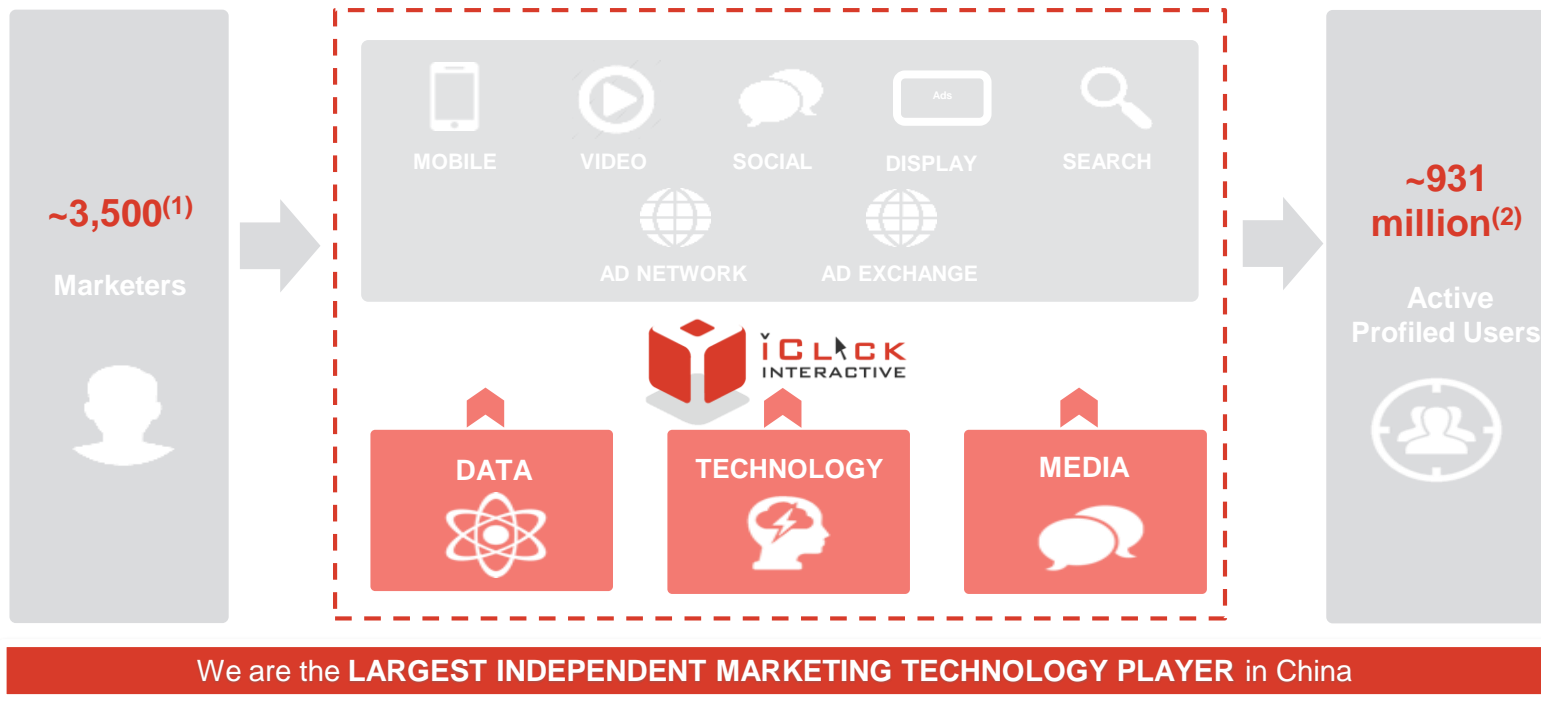
## Completing the Consumer Full-Cycle Solution

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



(1) Data for 2019

(2) Data in the 30 days leading up to March 31<sup>st</sup>, 2020

# New Business Line – Enterprise Solutions

We partner with Tencent to offer **fully-integrated data-driven and smart Enterprise Solutions**, which enable brands to manage their consumers more efficiently, help increase repurchase rate and therefore enhance the consumers' 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

# GAAP to Non-GAAP Reconciliation

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

<i>(US\$'000, unaudited)</i>	Three Months Ended	
	March 31,	
	2020	2019
<b>Net loss</b>	<b>(8,428)</b>	<b>(2,469)</b>
Add/(less):		
Depreciation and amortization	1,654	1,734
Interest expense	435	205
Interest income	(208)	(99)
Income tax benefit	(84)	(54)
<b>EBITDA</b>	<b>(6,631)</b>	<b>(683)</b>
Add/(less):		
Share-based compensation	1,575	658
Fair value losses on derivative liabilities and convertible notes	6,083	1,001
Other losses/(gains), net <sup>2,4</sup>	544	(479)
Convertible note issuance cost <sup>3</sup>	44	—
Net loss attributable to noncontrolling interests	694	334
Share of losses from an equity investee	41	—
<b>Adjusted EBITDA<sup>1,4</sup></b>	<b>2,350</b>	<b>831</b>

Note:

- Adjusted EBITDA represents net loss before (i) depreciation and amortization, (ii) interest expense, (iii) interest income, (iv) income tax benefit, (v) share-based compensation, (vi) fair value losses on derivative liabilities and convertible notes, (vii) other losses/(gains), net, (viii) convertible note issuance cost, (ix) net loss attributable to noncontrolling interests, and (x) share of loss from an equity investee
- Other losses/(gains), net has been adjusted out, except for amounts of US\$449 thousand and US\$293 thousand in relation to government grants for the three months ended March 2020 and 2019, respectively.
- Convertible note issuance cost represents legal and professional fee for the issue of convertible notes.
- The comparative figure for the three months ended March 31, 2019 was restated to conform to the presentation of the figure for the same period of 2020.

# GAAP to Non-GAAP Reconciliation

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

	Three Months Ended March 31,	
	2020	2019
<i>(US\$'000, except share data and per share data, or otherwise noted, unaudited)</i>		
<b>Net loss</b>	<b>(8,428)</b>	<b>(2,469)</b>
Add/(less):		
Share-based compensation	1,575	658
Fair value losses on derivative liabilities and convertible notes	6,083	1,001
Other (losses)/ gains, net <sup>2,4</sup>	544	(479)
Convertible note issuance cost <sup>3</sup>	44	—
Net loss attributable to noncontrolling interests	694	334
Share of losses from an equity investee	41	—
<b>Adjusted net income/ (loss)<sup>1,4</sup></b>	<b>553</b>	<b>(955)</b>
Net loss:	(8,428)	(2,469)
Add: Non-GAAP adjustments to net loss <sup>4</sup>	8,981	1,514
Adjusted net income/(loss) <sup>4</sup>	553	(955)
Denominator for net loss per ADS		
- Weighted average ADS outstanding	64,375,721	56,376,610
Denominator for diluted adjusted net income/(loss) per ADS		
- Weighted average ADS outstanding	71,501,720	56,376,610
Diluted net loss per ADS	(0.13)	(0.04)
Add: Non-GAAP adjustments to net loss per ADS	0.14	0.02
Diluted adjusted net income/(loss) per ADS	0.01	(0.02)

Note:

1. Adjusted net income/(loss) represents net loss before (i) share-based compensation, (ii) fair value losses on derivative liabilities and convertible notes, (iii) other losses/ (gains), net, (iv) convertible note issuance cost, (v) net loss attributable to noncontrolling interests, and (vi) share of loss from an equity investee. There is no material tax effects on these non-GAAP adjustments.

2. Other losses/(gains), net has been adjusted out, except for amounts of US\$449 thousand and US\$293 thousand in relation to government grants for the three months ended March 2020 and 2019, respectively.

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

4. The comparative figure for the three months ended March 31, 2019 was restated to conform to the presentation of the figure for the same period 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