

"We are pleased to conclude the fruitful year of 2017 with a successful IPO in December and report both fourth quarter and full year results with record high in gross billing and net revenues."

— Sammy Hsieh, CEO & Co-Founder

## RECORD HIGH IN GROSS BILLING

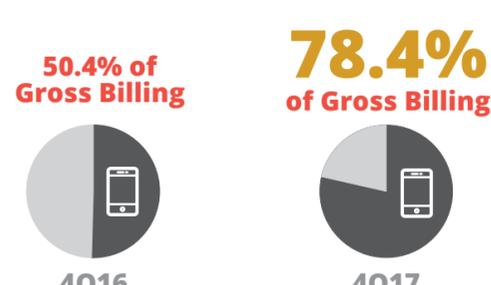
### GROSS BILLING



### GROSS BILLING FROM MOBILE AUDIENCE SOLUTIONS



### CONTRIBUTION OF MOBILE AUDIENCE SOLUTIONS



### GROWTH OF FY17 MOBILE GROSS BILLING COMPARED WITH FY16



## RECORD HIGH IN NET REVENUES

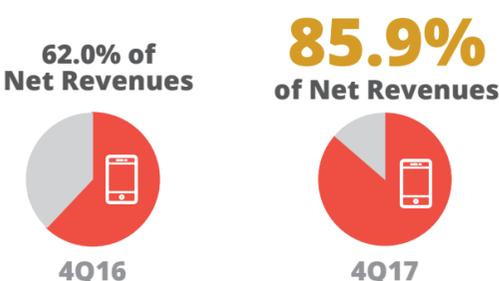
### NET REVENUES



### NET REVENUES FROM MOBILE AUDIENCE SOLUTIONS



### CONTRIBUTION OF MOBILE AUDIENCE SOLUTIONS



### GROWTH OF FY17 MOBILE NET REVENUES COMPARED WITH FY16



## OTHER HIGHLIGHTS

### Largest Independent Marketing Technology Platform in China in 2017

In terms of:

**Gross Billing in 2017** <sup>[1]</sup>

**Number of Active Profiled Users in 2017** <sup>[2]</sup>

**Number of Multinational Clients** <sup>[3]</sup>



### Deepening Relationships with Media Partners

**Tencent** 腾讯

Received **Tencent's Annual Distinguished Contribution Award for Outstanding Service Partners**

**Baidu** 百度

Received **Baidu's Authorized Partner for Native News Feed Advertising in 2018**



### Extended Application of Data to a Broader Scope of Marketing

**MobiPromo**®

Established data partnership with MobiPromo to enable audience identification for marketers to reach anticipated **2.8 billion** annual train travellers in China



### Highly Recognized Thought Leadership and Omni-Channel Platform

**Dr. Jian Tang, COO, CTO and Co-Founder, was awarded by FMarketing as "2017 Most Influential Digital Marketing Leader"**

**iClick Interactive was awarded by Chinese Eagle Awards as "Best Marketing Technology Platform in China"**



For full results for the fourth quarter and full year 2017, please visit [ir.i-click.com](http://ir.i-click.com).

[1] In terms of gross billing in 2017 according to a report commissioned by us and prepared by Frost & Sullivan.

[2] In terms of number of active profiled users in 2017 among independent online marketing technology platforms in China according to a report commissioned by us and prepared by Frost & Sullivan.

[3] In terms of number of multinational clients among all independent online marketing technology platforms in China in 2017 according to a report commissioned by us and prepared by Frost & Sullivan.

#### 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 strategies; 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; and general economic conditions in China. Further information regarding these and other risks is included in the Company's 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.