



iClick Interactive

Q1 2019 Earnings Presentation

NASDAQ: **ICLK** | 29 May 2019



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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 loss, and diluted adjusted net 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 loss, and diluted adjusted net 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 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 loss, and diluted adjusted net 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 loss, and diluted adjusted net 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 loss to net loss, its most comparable GAAP measure. Additionally, currency-neutral revenue is calculated using actual exchange rates in use during the comparative prior year period to enhance the visibility of the underlying business trends excluding the impact of translation arising from foreign currency exchange rate fluctuations. 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

iClick, BTG WELINK and Tencent form strategic partnership



About Beijing Tourism Group (BTG)

- BTG is one of the top ten tourism service groups in China which operates over 7,000 outlets in the sectors of dining, lodging, transportation, travel, shopping and entertainment
- BTG WELINK is the online retail services arm of BTG

Rationale

- ✓ To leverage the digital strengths, data capabilities and payment technologies of the three companies to help BTG establish a new customer relationship management system providing its customers with an array of smart lifestyle O2O solutions.

iClick & VGI signed agreement to form a joint venture in Thailand



About VGI Global Media

- A unique market leader in Thailand providing fully integrated O2O solutions, consolidated Out-of-Home advertising channels with over THB 7,000 million inventory on hand
- Parent company - BTS Group Holdings Plc (BTS.BKK) - the main mass-transit services provider in Thailand and a constituent member of the SET50 “Blue-chip” Index.

Rationale and Synergies

- ✓ Thailand is one of the most popular overseas destinations for Chinese tourists. In 2018, there were 10.5 million visitors from China, with a total expenditure of USD 18 billion.
- ✓ Generate significant cross border marketing opportunities, which can be addressed through a suite of mobile and new media products

iClick Strengthens its KOL marketing capabilities in China



About RED (Xiaohongshu)

- A fastest-growing integrated social media and e-commerce platform and one of the most popular social apps among Generation Z in China
- Allows KOLs to share their first-hand user experiences about fashion, skin care, beauty, travel, food and lifestyle

Rationale

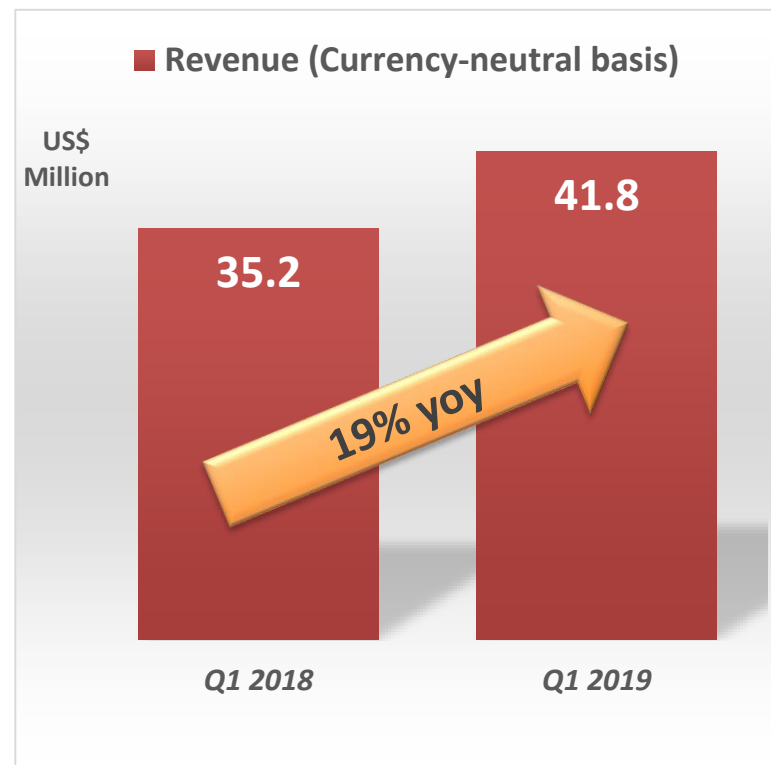
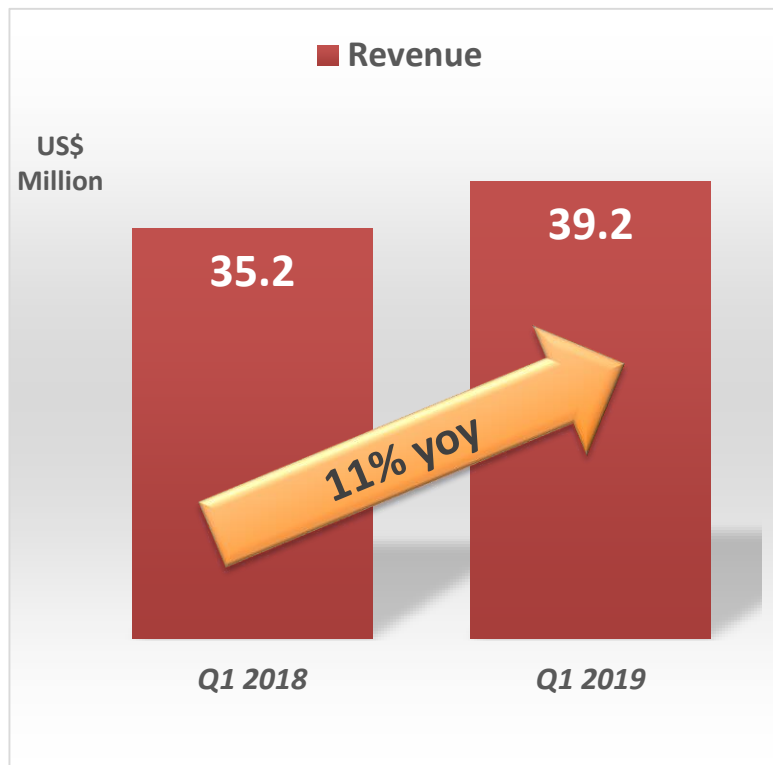
- ✓ According to Accenture’s research, 70% of Chinese Generation Z consumers prefer to purchase products directly on social media platforms
- ✓ iClick has established a network of over 300 mid- and top-tier KOLs, who are active on RED and is poised to support international brands on both data-driven brand marketing and KOL marketing.



KEY FINANCIAL HIGHLIGHTS

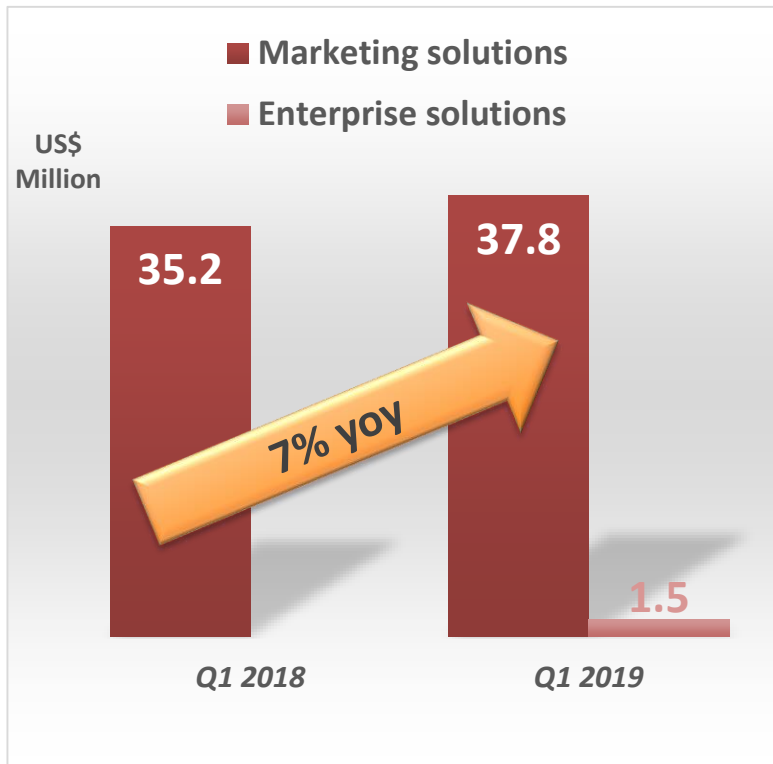
Revenue

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



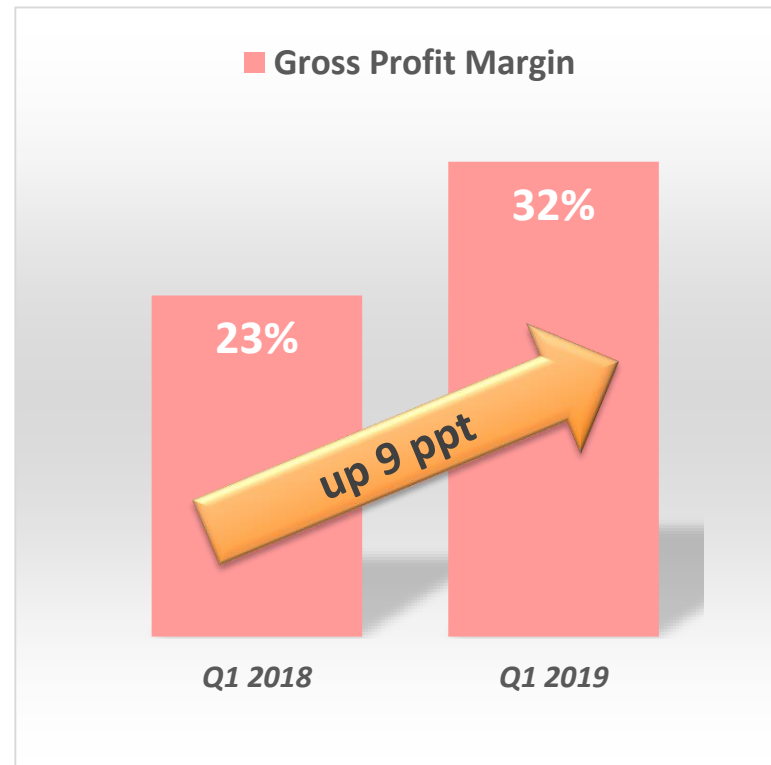
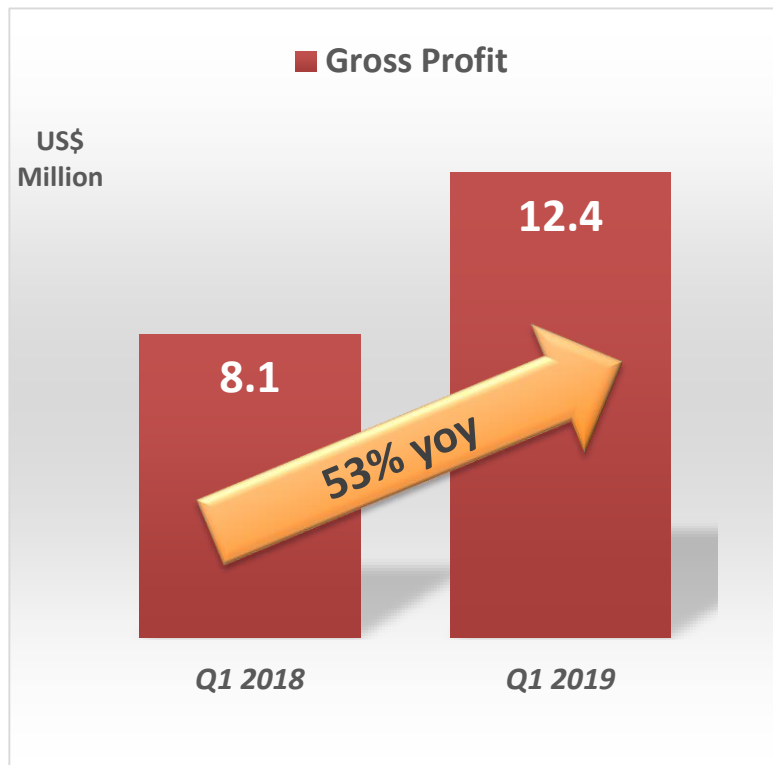
Revenue Breakdown

Enterprise Solutions Started to Contribute

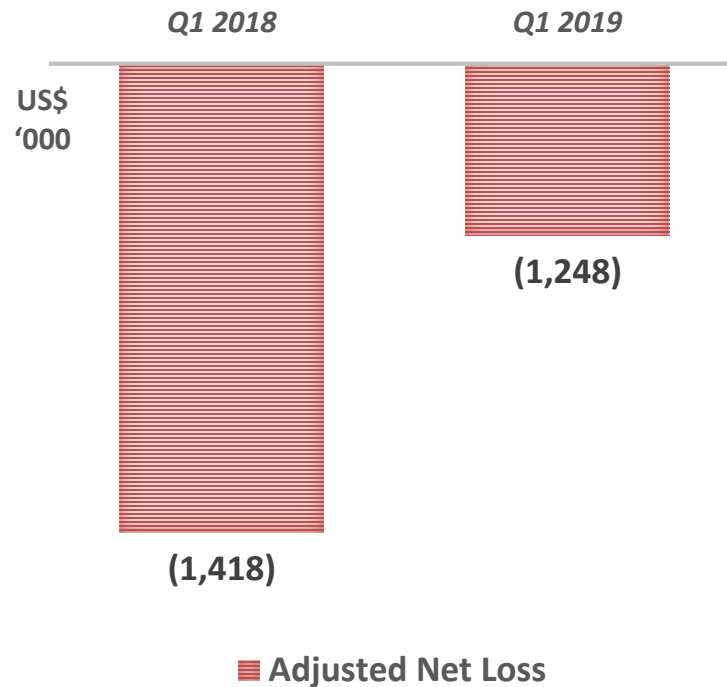
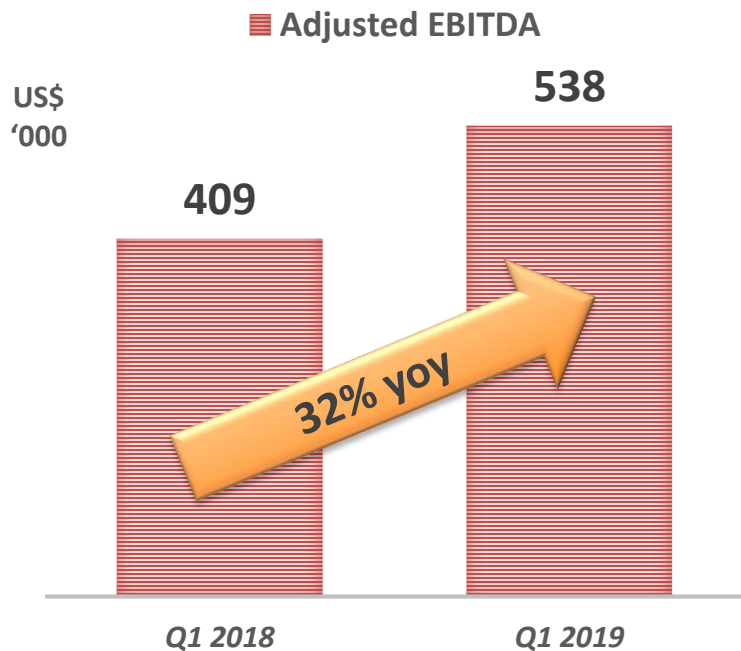


Gross Profit

Record High in Gross Profit and Improvement in Gross Profit Margin

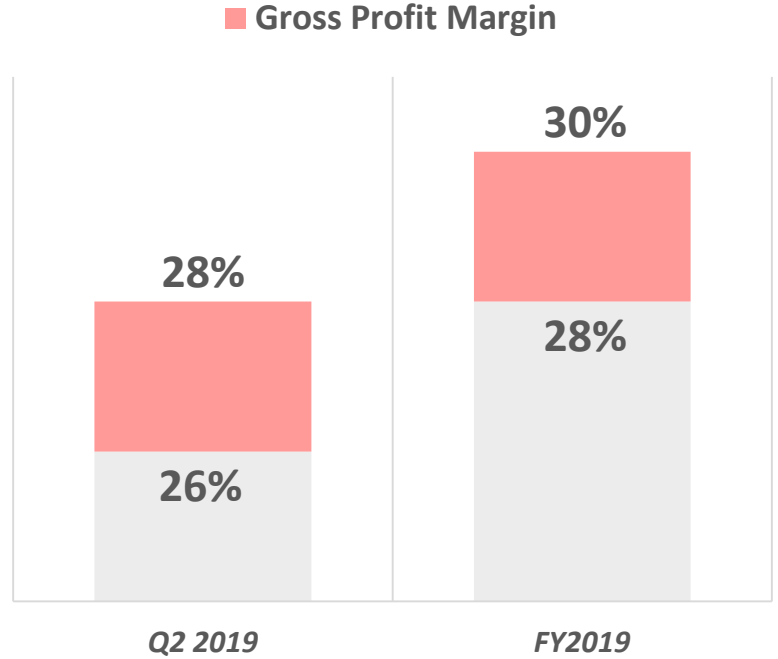
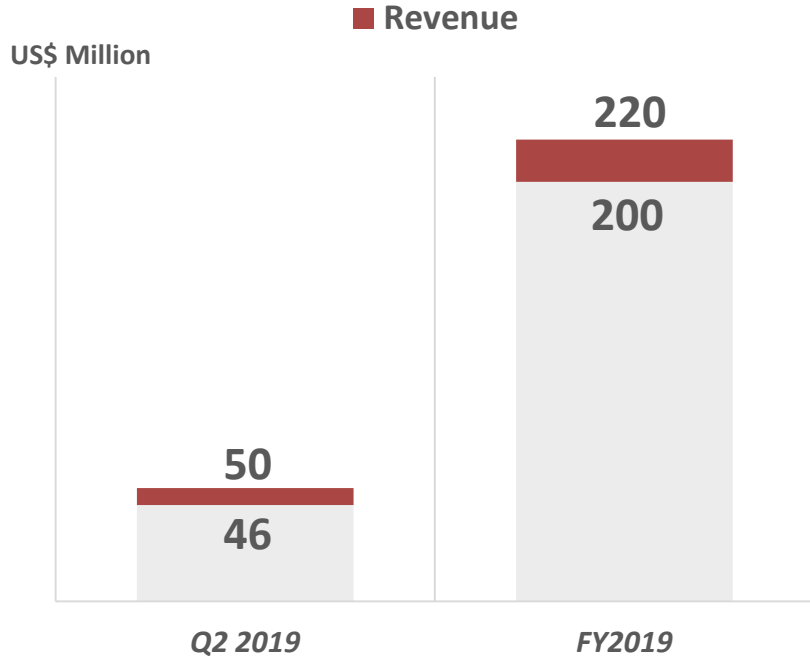


Non-GAAP Results



Guidance

Q2 2019 & FY2019





BUSINESS OVERVIEW

About iClick Interactive

Strong Marketing Solutions and Data Analytics Capabilities

COVER



114,000
MOBILE APPS



2.1Mil
WEBSITES

ANALYSE



0.8 TB
DATA COLLECTED
DAILY



824.9Mil
ACTIVE
PROFILED USERS

16 AVERAGE ATTRIBUTES
PER PROFILE



INTENT



INTEREST



ONLINE TRANSACTION



SOCIAL

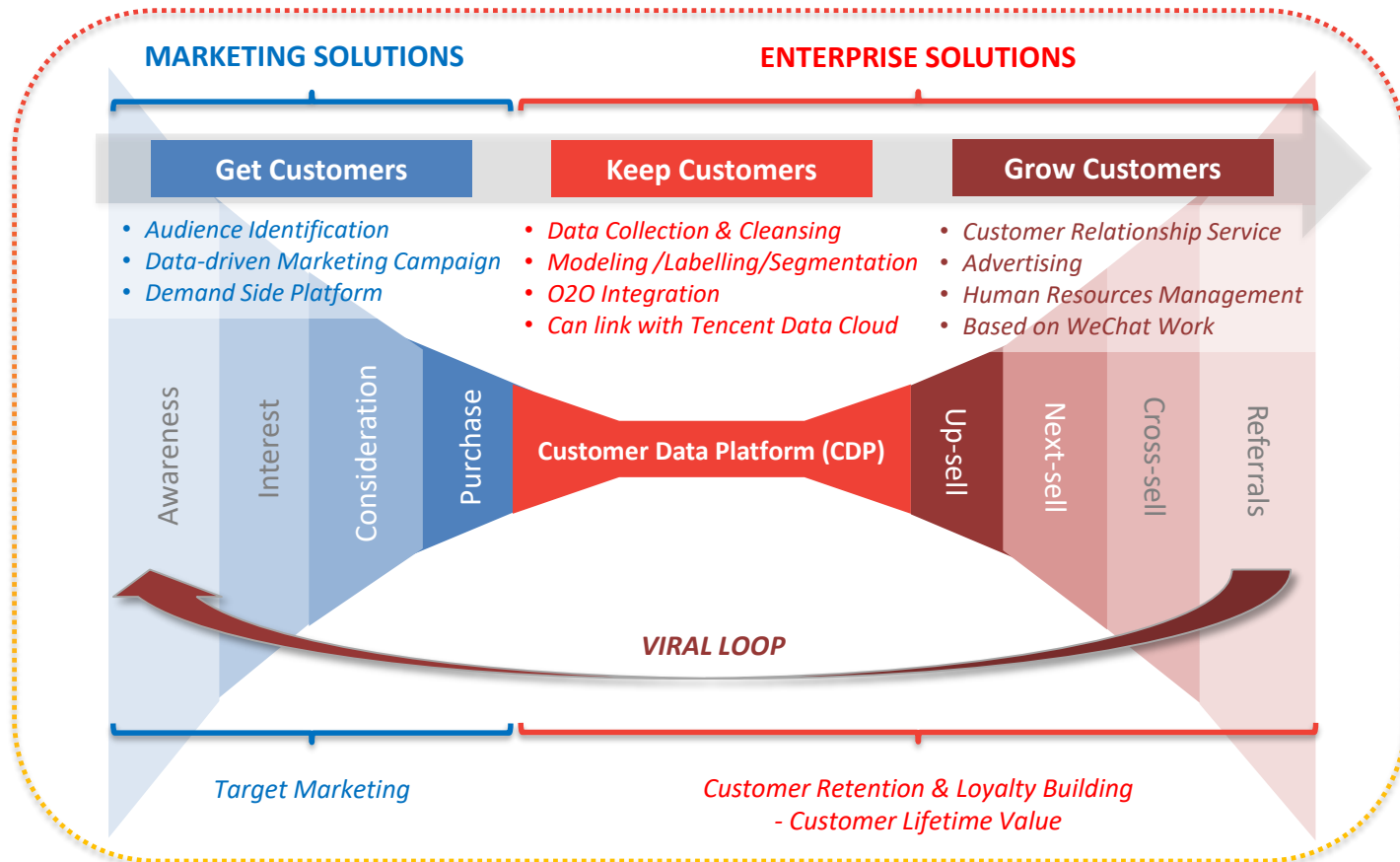


DEMOGRAPHIC



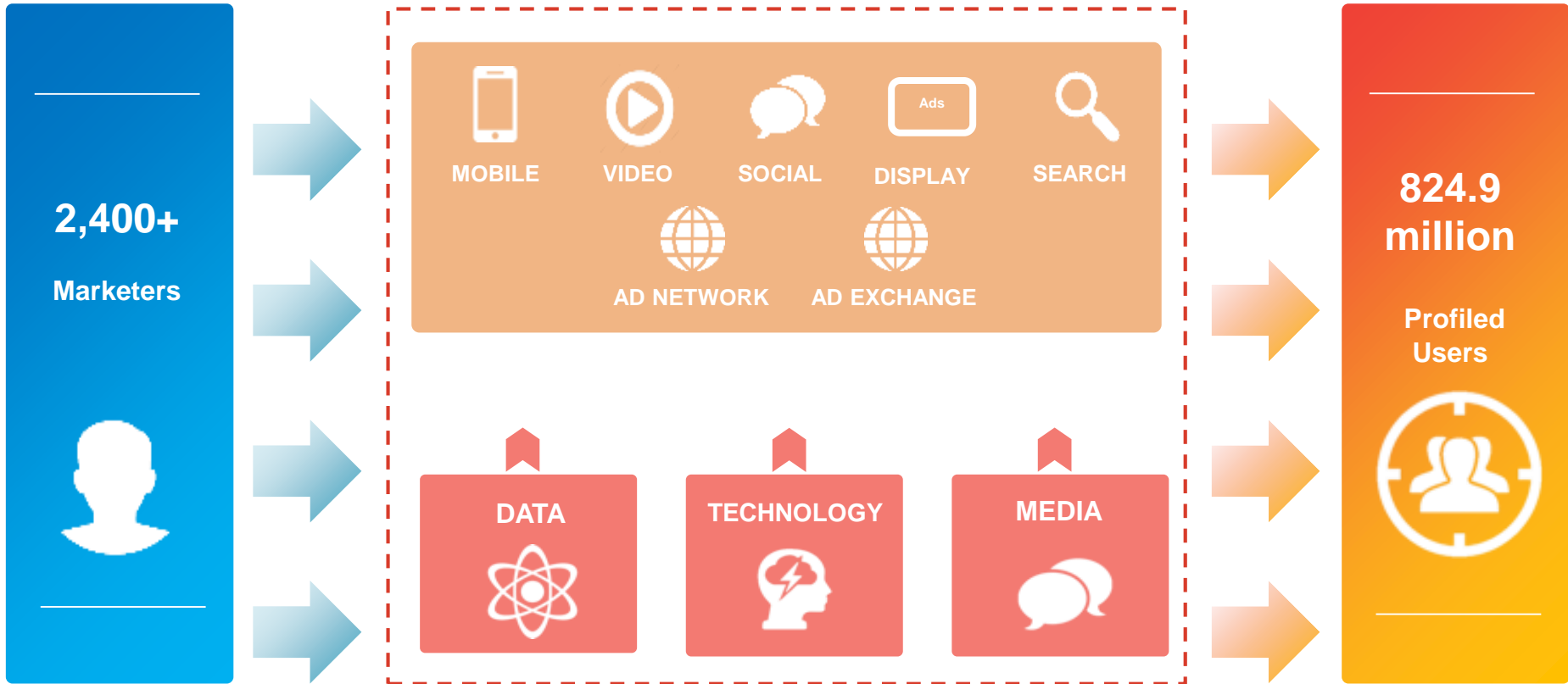
**OFFLINE PURCHASE
BEHAVIOR**

Integrated CRM & Marketing Cloud Platform to Unlocks the Potential of Smart Retail



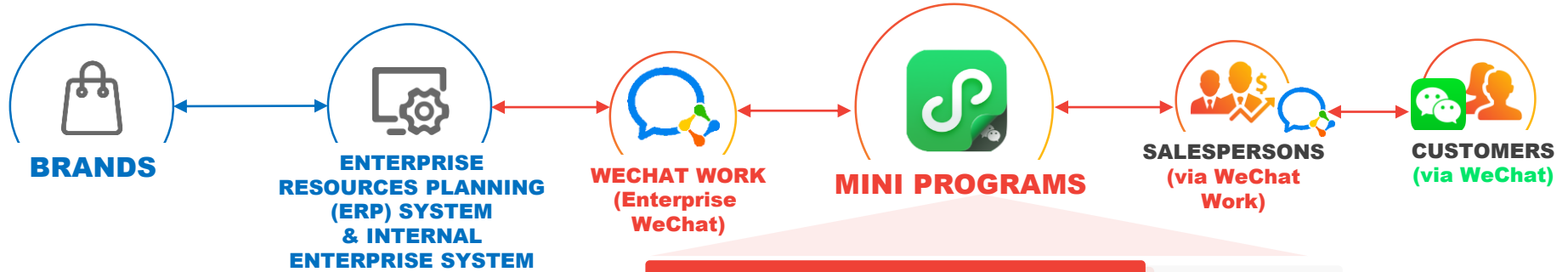
Marketing Solutions

- We Use Data and Technology to Help Marketers Make Better Marketing Decision



Enterprise Solutions

Mini Programs Powered By iClick



CUSTOMER RELATIONSHIP SERVICE (CRS)

Mini program for brands and sales person to connect with customers directly via WeChat for communication and to review customers' purchase history and behavioral information for marketing and promotion

ADVERTISING

An one-to-one messenger for sales persons to increase customer retention, e.g. product recommendation, sending coupons, anniversary greetings

HUMAN RESOURCE MANAGEMENT (HRM)

An internal communication tool to manage brand's sales person, e.g. management & training, business support



WHY WECHAT?

1.11 BILLION

Weixin & WeChat Monthly Active User Accounts*

* Source: Tencent Historical Operating Metrics, Q1 2019



APPENDIX

GAAP to Non-GAAP Reconciliation

Reconciliation of Adjusted EBITDA to Net Loss

	Three Months Ended March 31,	
	2019	2018
<i>(US\$'000, except share data and per share data, or otherwise noted, unaudited)</i>		
Net loss	(2,469)	(112)
Add/(less):		
Depreciation and amortization	1,734	1,362
Interest expense	205	172
Interest income	(99)	(151)
Income tax (benefit)/expense	(54)	444
EBITDA	<u>(683)</u>	<u>1,715</u>
Add/(less):		
Share-based compensation	658	774
Fair value losses on convertible notes	1,001	-
Other gains, net	(772)	(2,080)
Net loss attributable to noncontrolling interests	334	-
Adjusted EBITDA	<u>538</u>	<u>409</u>

Note: Adjusted EBITDA represents net loss before (i) depreciation and amortization, (ii) interest expense, (iii) interest income, (iv) income tax (benefit)/expense, (v) share-based compensation, (vi) fair value losses on convertible notes, (vii) other gains, net, and (viii) net loss attributable to noncontrolling interests.

GAAP to Non-GAAP Reconciliation

Reconciliation of Adjusted Net Loss to Net Loss

	<i>Three Months Ended March 31,</i>	
	2019	2018
<i>(US\$'000, except share data and per share data, or otherwise noted, unaudited)</i>		
Net loss	(2,469)	(112)
Add/(less):		
Share-based compensation	658	774
Fair value losses on convertible notes	1,001	-
Other gains, net	(772)	(2,080)
Net loss attributable to noncontrolling interests	334	-
Adjusted net loss	<u>(1,248)</u>	<u>(1,418)</u>

The basic and diluted adjusted net loss per ADS for the periods indicated are calculated as follows:

Numerator:

Adjusted net loss	<u>(1,248)</u>	<u>(1,418)</u>
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Denominator:

Denominator for basic and diluted net loss per ADS		
- Weighted average ADS outstanding	<u>56,376,610</u>	<u>52,148,518</u>
Basic adjusted net loss per ADS	<u>(0.02)</u>	<u>(0.03)</u>
Diluted adjusted net loss per ADS	<u>(0.02)</u>	<u>(0.03)</u>

Note: Adjusted net loss represents net loss before (i) share-based compensation, (ii) fair value losses on convertible notes, (iii) other gains, net, and (iv) net loss attributable to noncontrolling interests. There is no material tax effects on these non-GAAP adjustments.



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