

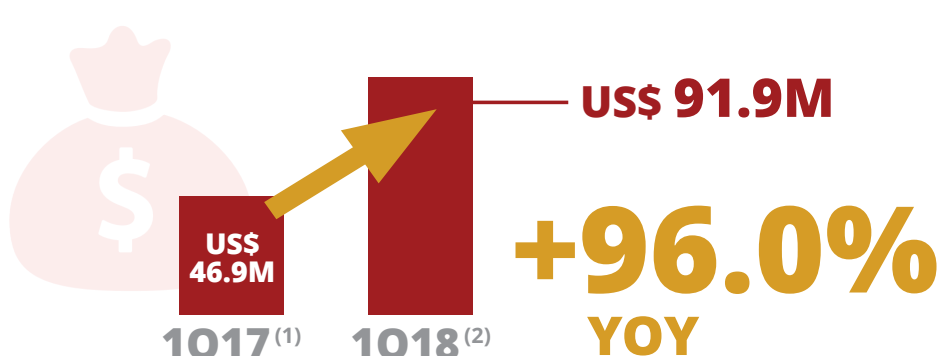
"Total gross billing and total net revenues grew 96.0% and 36.1%, respectively, compared to Q1 last year. Especially, **gross billing from mobile audience solutions reached a historical high** of US\$73.6 million. We also realized a **positive adjusted EBITDA** earlier than expected, largely thanks to efficient operational control and greater economies of scale."

— Sammy Hsieh, CEO & Co-Founder

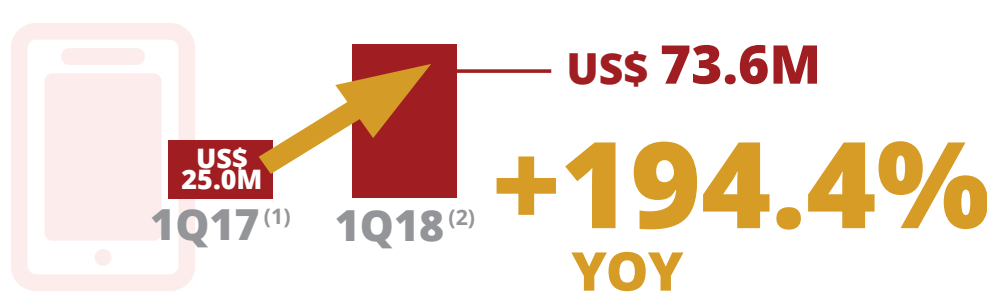
## GROSS BILLING

Strong start of the year by carrying the momentum from 2017

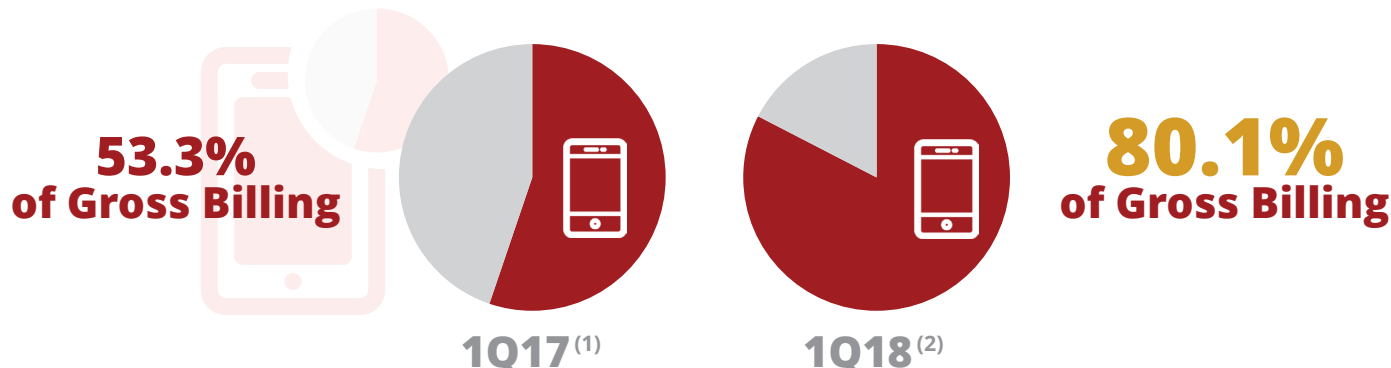
### TOTAL GROSS BILLING



### GROSS BILLING FROM MOBILE AUDIENCE SOLUTIONS



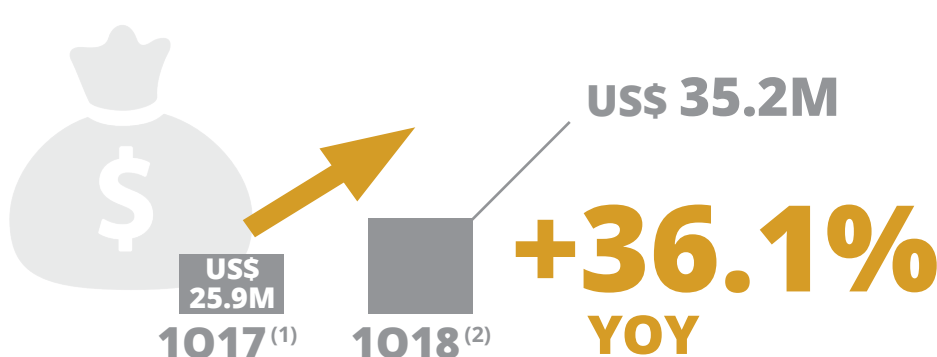
### CONTRIBUTION OF MOBILE AUDIENCE SOLUTIONS FOR TOTAL GROSS BILLING



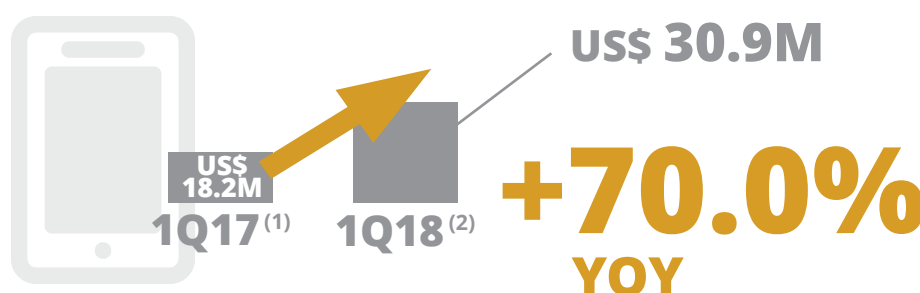
## NET REVENUES

Demonstrated successful shift of strategic focus to capture more demand in mobile audience solutions

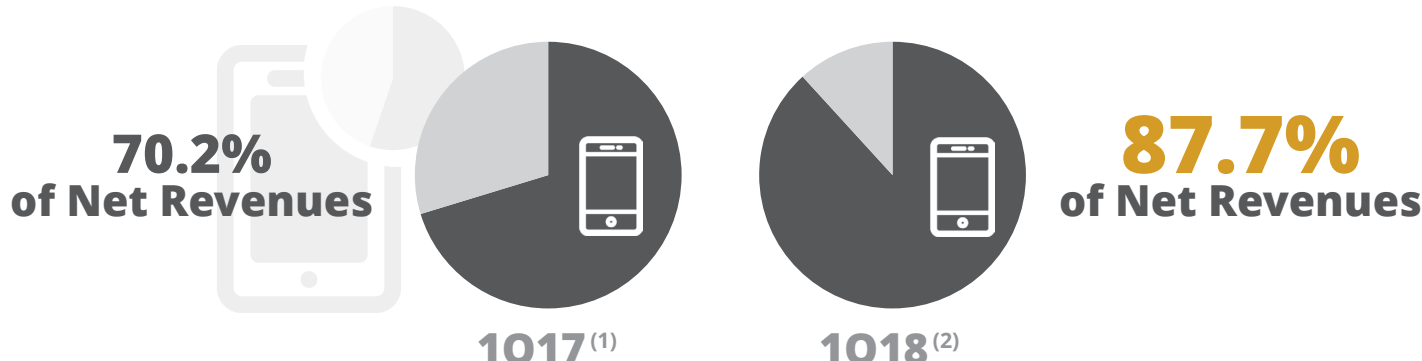
### TOTAL NET REVENUES



### NET REVENUES FROM MOBILE AUDIENCE SOLUTIONS



### CONTRIBUTION OF MOBILE AUDIENCE SOLUTIONS FOR TOTAL NET REVENUES



## ADJUSTED EBITDA

Positive adjusted EBITDA from continuous operational improvement



<sup>(1)</sup> For the three months ended March 31, 2017

<sup>(2)</sup> For the three months ended March 31, 2018

For full results for the first quarter of 2018, please visit [ir.i-click.com](http://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 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.