

Versus Signs Agreement with iClick to Bring Prizing Technology to Consumers Throughout China

Vancouver, British Columbia--(Newsfile Corp. - December 9, 2019) -**Versus Systems Inc.** (CSE: VS) (OTCQB: VRSSF) (FSE: BMVA) ("Versus" or the "Company"), which offers a proprietary in-game prizing and promotions engine, has signed an agreement with [iClick Interactive Asia Group Limited](#) (NASDAQ: ICLK) to collaborate and bring Versus' technology to iClick's customer base in China.

iClick is an independent online marketing and enterprise data solution provider in China that expertly connect brands to consumers in China with omnichannel, integrated, cross-platform and cross-screen advertising, leveraging its over 800 million Chinese consumers' dataset.

"iClick has an outstanding roster of brands and content creators that it works with, as well as incredible access to Chinese consumers," said Matthew Pierce, CEO of Versus. "Our ability to provide a unique level of data brand engagement that is not typically attainable with traditional online marketing programs should be highly valuable to iClick. They are the ideal partner as we build out our customer base in China and enable brands to leverage prizing more effectively."

Versus' proprietary prizing and promotions engine can provide in-depth insight into how consumers engage with its promotions while offering consumers a highly engaging way to interact with brands while gaming.

China accounts for [one-quarter](#) of global game revenues, and it is [predicted that](#) by 2021, digital advertising in China will account for 75.6% of total advertising spend in the country.

About iClick Interactive Asia Group Limited

iClick Interactive Asia Group Limited (NASDAQ: ICLK) is an independent online marketing and enterprise data solutions provider that connects worldwide marketers with audiences in China. Built on cutting-edge technologies, iClick's proprietary platform possesses omnichannel marketing capabilities and fulfills various marketing objectives in a data-driven and automated manner, helping both international and domestic marketers reach their target audiences in China. Headquartered in Hong Kong, iClick was established in 2009 and is currently operating in ten locations worldwide including Asia and Europe.

About Versus Systems

Versus Systems has developed a proprietary in-game prizing and promotions engine that allows game publishers and developers to offer in-game prizing across various platforms including mobile, console, PC games, and streaming media. Brands pay to place products in-game and gamers compete for those prizes.

For more information on Versus Systems visit www.versussystems.com or visit Versus

Systems official [YouTube channel](#).

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