

Remark Holdings

KanKan AI Deploying its Digital Marketing Platform at Large Commercial Bank in China

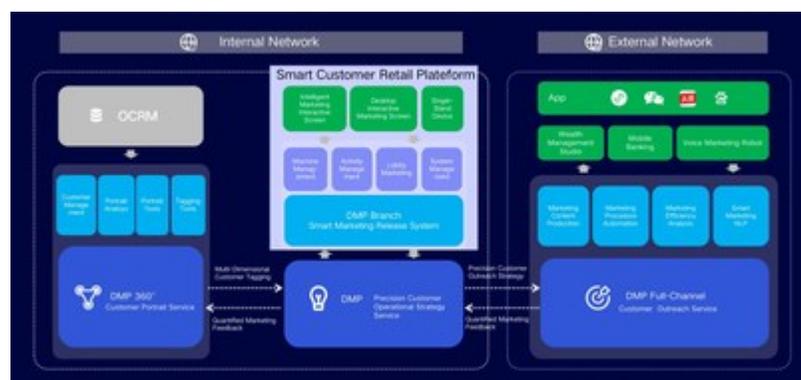
February 2, 2021

LAS VEGAS, Feb. 2, 2021 /PRNewswire/ -- Remark Holdings, Inc. (NASDAQ: MARK), a diversified global technology company with leading artificial intelligence ("AI") solutions and digital media properties, today announced that one of the largest commercial banks in China chose KanKan AI to upgrade 150 branches servicing approximately 1.8 million banking customers in the Sichuan Province. KanKan AI will install its recently released Digital Marketing Platform ("DMP") along with customized operational solutions and various supportive services. The DMP provides private-domain traffic operational tools to integrate customer data from existing WeChat accounts, mini-apps (apps that can be accessed without downloading), and each branch's customer accounts. Using KanKan AI's computer vision technology, DMP generates a private-domain traffic pool, with which branches can unify the management and release of marketing content, conduct precision marketing delivery based on customer grouping, and carry out marketing efficiency tracking analysis.

KanKan AI to upgrade 150 branches servicing approximately 1.8 million banking customers in the Sichuan Province

"With the ongoing COVID-19 pandemic, commercial banks and financial institutions have ceased most of their offline marketing activities. Branch managers have realized the pressing need to integrate omnichannel marketing strategies and provide a unified intelligent marketing platform," noted Kai-Shing Tao, Chairman and Chief Executive Officer of Remark Holdings. "The DMP, which includes the Smart Customer Retail Platform previously installed at various branches, is a more comprehensive intelligent solution that can be customized to meet each branch's marketing goals by personalizing services for

each customer."



In the first half of 2021, KanKan AI will continue its product implementation on the bank's DMP system and target four other major banks across five provinces in Southwest China. Additional information regarding KanKan AI and its other innovative solutions can be found on its website (<https://www.kankanai.com.cn/en/>)

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About Remark Holdings, Inc.

Remark Holdings, Inc. (NASDAQ: [MARK](#)) delivers an integrated suite of AI solutions that enable businesses and organizations to solve problems, reduce risk and deliver positive outcomes. The company's easy-to-install AI products are being rolled out in a wide range of applications within the retail, financial, public safety and workplace arenas. The company also owns and operates an e-commerce digital media property focused on a luxury beach lifestyle. The company is headquartered in Las Vegas, Nevada, with additional operations in Los Angeles, California and in Beijing, Shanghai, Chengdu and Hangzhou, China. For more information, please visit the company's website (www.remarkholdings.com).

Forward-Looking Statements

This press release may contain forward-looking statements, including information relating to future events, future financial performance, strategies, expectations, competitive environment and regulation. Words such as "may," "should," "could," "would," "predicts," "potential," "continue," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," and similar expressions, as well as statements in future tense, identify forward-looking statements. These statements involve known and unknown risks, uncertainties and other factors, including those discussed in Part I, Item 1A. Risk Factors in Remark Holdings' Annual Report on Form 10-K and Remark Holdings' other filings with the SEC. Any forward-looking statements reflect Remark Holdings' current views with respect to future events, are based on assumptions and are subject to risks and uncertainties. Given such uncertainties, you should not place undue reliance on any forward-looking statements, which represent Remark Holdings' estimates and assumptions only as of the date hereof. Except as required by law, Remark Holdings undertakes no obligation to update or revise publicly any forward-looking statements after the date hereof, whether as a result of new information, future events or otherwise.

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