

Remark to Partner with Acxiom in China

LAS VEGAS, Oct. 31, 2017 /PRNewswire/ -- Remark Holdings, Inc. (Nasdaq: MARK), a global digital media and technology company, announced that it is partnering in China with [Acxiom®](#) (Nasdaq: ACXM), the data foundation for the world's best marketers. Acxiom will work closely with Kankan, Remark's data and AI offering, and together they will provide research and targeting solutions for a list of clients.

"Kankan's data sources are unique and are derived from their longstanding Alibaba, Tencent and other third-party partnerships. On a case-by-case basis, they will enable us to provide a deeper level of insight to assist our clients' growth in China," commented Frederic Jouve, CEO of Acxiom China. "We are excited about this partnership and are looking to extend it beyond China with additional insights available utilizing Kankan's AI portfolio of solutions. When brands better understand consumers' needs and preferences, consumers have a much better experience with the brands they love."

Kankan has spent time building one of the world's largest data connection networks, comprising 1.3 billion active user profiles, 14 billion images and videos, 22 billion posts and over 130 billion comments and reviews. Kankan is a leading platform that aggregates e-commerce and social media data which provides valuable insights on the vast majority of the Chinese population. Mining such data has enabled the company to build best-in-class consumer segments - used for both research and targeting.

"With the shift going on in media targeting globally, we are well-poised to help leading brands and agencies target customers and prospects far more efficiently to ensure the right message is delivered to the right audience at the right time," said Kai-Shing Tao, Remark Holdings' Chairman and CEO. "We are naturally delighted and proud that a leading company like Acxiom has asked us to partner with them, and we look forward to a long-term, mutually beneficial partnership."

Remark Holdings

About Remark Holdings, Inc.

Remark Holdings, Inc. (Nasdaq: MARK) primarily focuses on the development and deployment of artificial-intelligence-based solutions for businesses and software developers in many industries. Additionally, the company owns and operates digital media properties that deliver relevant, dynamic content. 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 at www.remarkholdings.com.

About Acxiom

Acxiom provides the data foundation for the world's best marketers. We enable people-based marketing everywhere through a simple, open approach to connecting systems and data that drives seamless customer experiences and higher ROI. A leader in identity and [ethical data use](#) for more than 48 years, Acxiom helps thousands of clients and partners around the globe work together to create a world where all marketing is relevant. Acxiom is a registered trademark of Acxiom Corporation. For more information, visit Acxiom.com.

Investor Relations Contact:

Douglas Osrow
Remark Holdings, Inc.
dosrow@remarkholdings.com
702-701-9514 ext. 3025

View original content:<http://www.prnewswire.com/news-releases/remark-to-partner-with-acxiom-in-china-300546125.html>

SOURCE Remark Holdings, Inc.

News Provided by Acquire Media