ChinaNet Online Holdings Launches the First Blockchain-Powered Mobile Application for Intelligent Marketing and Advertising

June 4, 2018

BEIJING, June 04, 2018 (GLOBE NEWSWIRE) -- ChinaNet-Online Holdings, Inc. (Nasdaq:CNET) ("ChinaNet" or the "Company"), an integrated online advertising, precision marketing, and data analysis and management platform company, announced today the launch of its beta version of Business Opportunity Headline (BOH). BOH is the first blockchain-powered marketing and advertising mobile application available in Greater China on both IOS and Android App stores.

BOH is based on a distributed business opportunity transaction platform designed to improve the performance and transparency of the Company's marketing and advertising solutions. It enables information sharing among all users, including merchants, consumers, service providers, and platform providers. Users are encouraged to interact with each other and consume, share and validate existing information. The platform then rewards users for their interactions with Martingale Bonus Points (MBP), an application of utility token, which can be used to purchase the Company's products and services on the platform including advertisement placements, newsfeeds and subscriptions. In the future, ChinaNet aims to have these MBP be exchangeable with other cryptocurrencies legally allowed in both the U.S. and China. Consequently, BOH empowers users to produce original content with valuable and verifiable information. Meanwhile the platform helps to establish a credible reputation for advertisers, marketers and viewers, as well as users. For additional information, please see BOH on the IOS and Android App stores.

"We are excited to launch the beta version of our first blockchain marketing and advertising solution," Mr. Handong Cheng, Chairman, and Chief Executive Officer of CNET, commented, "In the past 12 years, our advertising solutions have helped over 6 million customers with their online marketing efforts, including over 250,000 small and medium enterprises. During this time, we've prioritized trustworthiness over transaction volumes. Now we are using blockchain to provide verified sales leads in real time."

Mr. Cheng continued, "We've realized that the main causes of low-performing ads were low accuracy and credibility of content distribution combined with the lack of trust between consumers and advertisers. The blockchain-powered BOH is developed specifically to address and solve these problems by significantly improving the transparency, and thus the effectiveness of our advertising services. As we are moving forward with the beta testing process, we are encouraged by the initial performance of BOH and the positive user feedback that we have collected so far. Later, BOH will be further integrated with our next version of CloudX, making it smarter and more efficient and enabling it to provide better returns on customer spending. Looking ahead, we are confident that this intelligent advertising application will not only complement our existing service offerings but also lay a solid foundation for the further development of our Business Opportunity Social Ecosystem (BOSE) as well as additional blockchain-based products and services created by us or jointly developed with a third party."

About ChinaNet Online Holdings, Inc.

ChinaNet Online Holdings, Inc., a parent company of ChinaNet Online Media Group Ltd., incorporated in the BVI (ChinaNet), is an integrated online advertising, precision marketing and data-analysis and management services platform. ChinaNet provides prescriptive analysis for its clients to improve business outcomes and to create more efficient enterprises. The Company leverages an optimization framework, provided by its comprehensive data-analysis infrastructure, to blend data, mathematical, and computational sciences into an outcome management platform for which it monetizes on a per client basis. ChinaNet uniquely optimizes and prescribes its clients decision making processes based on its proprietary ecosystem. For more information, visit www.chinanet-online.com.

Safe Harbor Statement

This release contains certain "forward-looking statements" relating to the business of ChinaNet Online Holdings, Inc., which can be identified by the use of forward-looking terminology such as "believes," "expects," "anticipates," "estimates" or similar expressions. Such forward-looking statements involve known and unknown risks and uncertainties, including business uncertainties relating to government regulation of our industry, market demand, reliance on key personnel, future capital requirements, competition in general and other factors that may cause actual results to be materially different from those described herein as anticipated, believed, estimated or expected. Certain of these risks and uncertainties are or will be described in greater detail in our filings with the Securities and Exchange Commission. These forward-looking statements are based on ChinaNet's current expectations and beliefs concerning future developments and their potential effects on the Company. There can be no assurance that future developments affecting ChinaNet will be those anticipated by ChinaNet. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond the control of the Company) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by such forward-looking statements. ChinaNet undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

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