

## **CooTek Hosts Live Meditation Campaign Through its Breeze App at the Mobile World Congress 2019**

BARCELONA, Spain, Feb. 25, 2019 /PRNewswire/ -- CooTek (NYSE: CTK), a previous winner for the Mobile Innovation Award at the GSMA Global Mobile Awards, today hosted a live meditation campaign through its popular mindfulness and meditation app "Breeze" at the Mobile World Congress 2019 ("MWC19") to showcase how it can deliver relevant entertainment and meditation content.

Campaign participants were able to take a 10-minute break from their busy lives to listen to relaxing music and follow a guided meditation through the Breeze app. A sofa and noise-canceling headphones were provided to each participant in order to mimic an ideal meditation environment. "Phones can not only be our connection to the world, but also our shelter from stressful life," commented Mr. Zhengchao Lu, Product Director at CooTek.

Along with Breeze, CooTek also showcased its global portfolio of apps which span across five select verticals including fitness, lifestyle, healthcare, news and short videos, and entertainment at MWC19. These apps include the feminine care app, "Cherry," which provides professional healthcare content and a community for users to discuss and share content related to menstrual cycles, relationships, fashion, and more. The Company also showcased its "VeeU" short video app which generates personalized content containing the hottest and funniest short videos.

Founded in 2008, CooTek launched its first and most popular product, TouchPal Keyboard. In 2016, CooTek began extending its focus from TouchPal Keyboard to apps that deliver relevant content. Leveraging its advanced AI and big data technology, CooTek is able to create a unified content recommendation system which enables its portfolio apps to deliver the most relevant content to users.

Widening its focus has proven to be very successful for CooTek. The average daily active users ("DAUs") of CooTek's portfolio apps surged 14.7 times year-over-year in September 2018, and generated revenue growth of over 300% year-over-year in the third quarter of 2018. CooTek's portfolio apps accounted for approximately 66.6% to CooTek's total revenue during the third quarter of 2018.

"5G is coming in 2019 and will bring with it great opportunities as it revolutionizes global content delivery." said Mr. Michael Wang, CooTek's CEO. "Innovation is still the key to staying ahead. We will continue to innovate new technologies and invest in our content-rich apps so everyone can receive relevant content seamlessly."

### **About CooTek (Cayman) Inc.**

CooTek is a fast-growing global mobile internet company. The mission of CooTek is to empower everyone to express themselves and enjoy relevant content seamlessly. The Company's user-centric and data-driven approach has enabled it to release appealing products to capture mobile internet users' ever-evolving content needs and helps it rapidly attract targeted users. Focusing on 5 verticals of fitness, news and short videos, healthcare, lifestyle and entertainment, CooTek has developed multiple rapidly growing content-rich portfolio apps with news feed to deliver relevant content.

For more information, please visit: <https://www.cootek.com/>

### **Safe Harbor Statement**

This press release contains forward-looking statements made under the "safe harbor" provisions of Section 21E of the Securities Exchange Act of 1934, as amended, and 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. CooTek may also make written or oral forward-looking statements in its reports filed with or furnished to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Any statements that are not historical facts, including statements about CooTek's beliefs and expectations, are forward-looking statements that involve factors, risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Such factors and risks include, but not limited to the following: CooTek's mission and strategies; future business development, financial conditions and results of operations; the expected growth of the mobile internet industry and mobile advertising industry; the expected growth of mobile advertising; expectations regarding demand for and market acceptance of our products and services; competition in mobile application and advertising industry; and relevant government policies and regulations relating to the industry. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the U.S. Securities and Exchange Commission. All information provided in this

press release is current as of the date of the press release, and CooTek does not undertake any obligation to update such information, except as required under applicable law.

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