

Aurora Mobile Expands Global Enterprise Solutions Footprint with Enhanced Offerings for the Japanese Market

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SHENZHEN, China, Oct. 06, 2025 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services in China, today announced that it is taking another significant step in global business expansion by introducing advanced omnichannel and AI solutions tailored for Japanese enterprises.

With extensive experience serving leading brands in e-commerce, finance, SaaS, manufacturing, gaming, and other sectors, Aurora Mobile delivers robust, scalable, and secure solutions designed to address complex enterprise requirements. Locally hosted infrastructure in Tokyo ensures Japanese clients benefit from high-speed, compliant, and reliable services.

Flagship platforms now available to Japanese businesses include:

- **EngageLab:** A full customer lifecycle omnichannel marketing automation platform, enabling seamless user engagement across AppPush, WebPush, Email, SMS, WhatsApp, OTP, and additional channels.
- **GPTBots.ai:** An enterprise-grade, no-code AI agent builder supporting not only standard and flow-based agents, but also advanced multi-agent collaboration. This platform empowers organizations to deploy intelligent agents for customer service, workflow automation, multilingual support, and integration with a wide range of enterprise systems.

To meet evolving business needs, Aurora Mobile is also rolling out new AI-powered productivity applications:

- **LiveSpeechly:** Real-time multilingual communication for business meetings and international customer service, compatible with all meeting platforms. Features include instant translation, automatic meeting minutes, and AI-generated summaries—no hardware or paid software required.
- **WorkPilot:** An AI-powered document and contract intelligence application, natively integrated with Microsoft Word. Enables secure, efficient drafting, review, translation, and knowledge management, with full customization for enterprise workflows.

As part of its commitment to the Japanese market, GPTBots.ai will be showcased at **NexTech Week Tokyo from October 8 (Wed) to 10 (Fri), 2025**, held at Makuhari Messe, Japan. The team will be present at the **Generative AI Hub, Booth number: 43-54**. Generative AI Hub is a special exhibit area dedicated to generative AI technologies inside AI EXPO Tokyo, which is a core part of NexTech Week Tokyo.

"We are excited to bring our proven enterprise know-how and digital transformation insights to Japan, and to work hand in hand with local businesses to unlock new levels of security, scalability, and innovation," said Mr. Weidong Luo, Chairman and Chief Executive Officer of Aurora Mobile.

A dedicated local team and infrastructure in Japan provide responsive support and ongoing innovation, ensuring long-term value for Japanese enterprise clients as part of Aurora Mobile's global vision.

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services in China. Since its inception, Aurora Mobile has focused on providing stable and efficient messaging services to enterprises and has grown to be a leading mobile messaging service provider with its first-mover advantage. With the increasing demand for customer reach and marketing growth, Aurora Mobile has developed forward-looking solutions such as Cloud Messaging and Cloud Marketing to help enterprises achieve omnichannel customer reach and interaction, as well as artificial intelligence and big data-driven marketing technology solutions to help enterprises' digital transformation.

For more information, please visit <https://ir.jiguang.cn/>.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of 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. Among other things, the Business Outlook and quotations from management in this announcement, as well as Aurora Mobile's strategic and operational plans, contain forward-looking statements. Aurora Mobile may also make written or oral forward-looking statements in its reports 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. Statements that are not historical facts, including but not limited to statements about Aurora Mobile's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Aurora Mobile's strategies; Aurora Mobile's future business development, financial condition and results of operations; Aurora Mobile's ability to attract and retain customers; its ability to develop and effectively market data solutions, and penetrate the existing market for developer services; its ability to transition to the new advertising-driven SAAS business model; its ability to maintain or enhance its brand; the competition with current or future competitors; its ability to continue to gain access to mobile data in the future; the laws and regulations relating to data privacy and protection; general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.

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