

Aurora Mobile has Entered into a Strategic Cooperation with WiFi Master

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SHENZHEN, China, Oct. 28, 2020 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora" or the "Company"), a leading mobile developer service provider in China, today announced that it has entered into a strategic cooperation with WiFi Master, the world's largest peer-to-peer free WiFi sharing platform, to enhance and optimize user experience for all their applications.

WiFi Master, formerly WiFi Master Key, was launched in 2012. The company is committed to building a comprehensive solution for WiFi access through sharing, investment, self-building, cooperation and public welfare projects that help global users connect to various internet scenarios such as sharing knowledge, entertainment, and consumption to achieve "Connection Creates Beauty". According to data from APP Annie, WiFi Master was among the top 10 most popular APPs in the world in terms of monthly active users in 2018 and 2019.

Aurora Mobile has been active in the field of servicing mobile APP developers in China for almost a decade. With its "APP developer-centric" strategy, Aurora Mobile has continuously focused on helping mobile APP developers meet their operational and growth demands and user experience optimization, through on-going improvements and iterations of products and technologies. Aurora Mobile recently launched "JG Alliance", an APP traffic monetization service, which integrates innovative and more effective forms of advertising such as popular in-app advertising, short-form video streaming and interactive advertising. This combination greatly improves user experience and user stickiness as it provides more interactive advertising with more interesting content tailored to users' needs, which encourages proactive interaction rather than forced views of ads.

Through this cooperation, Aurora Mobile's JG Alliance services will further enhance WiFi Master's user experience, and in-turn WiFi Master will help building a solid foundation for Aurora Mobile to scale up its mass pool of traffic resources within JG Alliance.

Going forward, Aurora Mobile will continue to improve APP user stickiness, optimize user experience, to unlock value of APP traffic, expand cooperation and embrace innovative development of the business for all APP developers.

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile is a leading mobile developer service provider in China. Aurora Mobile is committed to providing efficient and stable push notification, one-click verification, and traffic monetization services to help developers improve operational efficiency, grow and monetize. Meanwhile, Aurora Mobile's vertical applications have expanded to market intelligence, financial risk management, and location-based intelligence, empowering various industries to improve productivity and optimize decision-making.

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 periodic 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-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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