

Aurora Mobile Partners with Data Center of China Life to Empower User Analytics

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SHENZHEN, China, Nov. 13, 2020 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading mobile developer service provider in China, today announced that it has entered into a partnership with Data Center of China Life Insurance Company Ltd. ("China Life"), a leading life insurance company in China, to deploy intelligent solutions for user analytics and enhance overall operational and service efficiency.

This partnership allows Aurora Mobile to provide Data Center of China Life with comprehensive and intelligent operating data statistics and analytics by leveraging its stable, secure, efficient, and intelligent big data analytics platform built on private cloud infrastructure. Aurora Mobile will help China Life more accurately understand its user needs, increase user conversion, improve user experience and retention. This cooperation demonstrates the industry-wide acclaim and trust that Aurora Mobile commands for the robust technical capabilities and services it offers to leading insurance APPs in China.

As a leading mobile developer service provider in China for almost a decade, Aurora Mobile continues to leverage its "APP developer-centric" strategy to help mobile APP developers optimize user experience and conduct more in-depth operations through agile product development. Iterative technology improvements are deployed with a clear focus on increasing demand for mobile operations, business growth and monetization. The Company has successively launched push notifications, one-key authentication, instant messaging, statistics and analytics, and APP traffic monetization (JG Alliance) and other services. Aurora Mobile also leverages its AI-driven data processing platform to provide customers with one-stop diversified big data service solutions, helping customers across various industries to improve operational efficiency and conduct data-led decision making.

Aurora Mobile remains committed to helping mobile APP developers satisfy the growing demands for operational efficiency, generate business growth and drive monetization efforts. Going forward, Aurora Mobile will continue to explore other strategic partnerships to help them incorporate digital operations, optimize decision-making and improve operational efficiency.

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 APP 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.

For general inquiry, please contact:

Aurora Mobile Limited

E-mail: ir@jiguang.cn

Christensen

In China

Mr. Eric Yuan

Phone: +86-10-5900-1548

E-mail: eyuan@christensenir.com

In US

Ms. Linda Bergkamp

Phone: +1-480-614-3004

Email: lbergkamp@christensenir.com