

Aurora Mobile Partners with 17zuoye to Power User Operations with AI Technologies

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SHENZHEN, China, Nov. 24, 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 Shanghai Yiqi Zuoye Information Technology Co., Ltd. ("17zuoye"), a leading K12 education technology company in China, to improve user experience and enhance user engagement and stickiness.

The partnership will leverage Aurora Mobile's industry-leading AI-driven push technical capabilities, one-key authentication (JVerification product) services and machine learning-based intelligent operational data analytics to help 17zuoye more accurately understand its users' 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 educational learning platforms.

As a leading K12 education technology platform, 17zuoye is committed to the mission of "making learning beautiful" and strives to bring together through technology, K-12 in-school education and after-school supplementary education to create a more efficient, effective, and engaging personalized education experience for teachers, students and parents, opening up a new era of smart education solutions. 17zuoye's in-school classroom solution delivers data-driven smart teaching, learning, exercise and assessment products to teachers, students and parents. It leverages big data and artificial intelligence ("AI") education technologies to lift some of the burden off teachers and increase their teaching efficiency, helping students to develop and maintain learning curiosity and enthusiasm and keeping parents updated with the progress of their kids, making learning a wonderful experience.

Aurora Mobile is a leading mobile developer service provider in China with deep expertise in the mobile development sector and proven experience accumulated over almost a decade. Aurora Mobile continues to leverage its "APP developer-centric" strategy to help mobile APP developers increase demand for mobile operations, business growth and monetization through iterative technology and product improvements. A series of services including push notifications, one-key authentication, instant messaging, statistics, analytics and APP traffic monetization (JG Alliance) have been successively launched. In addition, Aurora Mobile also leverages its artificial intelligence ("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.

Going forward, Aurora Mobile will continue to embrace innovative development, expand cooperation, and empower APP developers with strong capabilities in product development, operations, and technology iteration. With more intelligent developer services and superior machine learning data analysis capabilities, 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 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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