

# Aurora Mobile Signs 5G Strategic Cooperation Framework Agreement and 5G Messaging Connection Test Agreement with Beijing Unicom

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SHENZHEN, China, Nov. 27, 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 5G strategic cooperation framework agreement and a 5G messaging connection test agreement with China United Network Communications Limited Beijing Branch ("Beijing Unicom"). The two milestone agreements make Aurora Mobile a 5G strategic partner and 5G messaging partner of Beijing Unicom, marking the start of a new chapter in Aurora Mobile's development as it collaborates with telecom carriers to promote 5G messaging applications in China.

5G messaging, also known as Rich Communication Services ("5G RCS"), is an important part of the new-generation digital infrastructure. Not only will 5G RCS upgrade communication services by replacing traditional short message services, but it also represents a key inflection point for the information service industry. 5G RCS platforms, which are based on next-generation international information service standards, will support diversified multimedia formats beyond texts, including audio and video, eCards and location information, significantly expanding the range of messages people can send and receive. It will also enable a more in-depth interactive communication experience for users, allowing them to access "one-stop services" in the message windows, with functions that cover searches, discovery, interaction and payments.

The agreement signed with Beijing Unicom for supporting the connection test for 5G RCS messages demonstrates the industry-wide acclaim and trust that Aurora Mobile commands for its 5G RCS technical capabilities. Next steps will involve Aurora Mobile keeping pace with the rapid deployment of 5G infrastructure in China, providing additional support to fuel Beijing Unicom's 5G RCS messaging ecosystem, gaining more insights into customer needs, and expanding high-quality 5G service offerings.

Going forward, Aurora Mobile will continue to leverage its competitive advantages in the field of mobile Internet and big data analysis and processing by actively supporting the development of 5G markets through its cooperation with Beijing Unicom and all parties across the 5G industry ecological chain. The Company will continue to focus on the exploration, innovation and development of intelligent applications based on 5G RCS messaging technology, as it further supports the communication services ecosystem and accelerates digital transformation across various industries.

## 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.

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