

Aurora Mobile Launches JG VaaS (Video as a Service) Service to Improve User Engagement through Short-video Streaming

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SHENZHEN, China, Dec. 02, 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 launched a Video as a Service solution ("JG VaaS") recently, which enables mobile app developers to provide relevant user-friendly short video content in their apps, therefore improving user experience, increasing user engagement and stickiness, and enhancing monetization capability.

According to Aurora Mobile's internally-generated statistics, mobile users' average daily time spent on short videos versus other APP features is increasing. Short video has become a powerful tool for APP developers to expand their user base and improve user engagement. JG VaaS provides extensive high-quality short video resources. With more than 100,000 contracted content producers, JG VaaS has a pool of over 130 million short videos with 200,000+ daily updates. For APPs that have no short video feature, they can install JG VaaS SDK to enable their users to enjoy both horizontal and vertical short video formats instantaneously; for APPs that have video service capabilities but lack high-quality video content, they can connect to JG VaaS API to access the video resources.

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By leveraging JG VaaS, APP users can receive personalized video recommendations on a timely basis as all the video content provided by JG VaaS is tailored to user profiles. APP developers can also build customized video channels according to its target user base, such as fitness, pets, beauty and other video categories, allowing developers to effectively arouse user interest, optimize user experience, and increase users' average daily time spent and user stickiness. In addition, through integrating with Aurora Mobile's push notification service, JG VaaS can push personalized high-quality video content to users to improve user retention and reactivate dormant users. During the initial trial phase, a number of hero APPs already successfully improved their user engagement by using JG VaaS. According to the Company's internally-generated statistics, use of JG VaaS significantly increased average user time spent per day by 30% to 370% within these apps.

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Mr. Fei Chen, Aurora Mobile's President, commented, "The consumption of short video content has exhibited phenomenal growth in recent years, led by super apps such as Douyin and Kuaishou. Instead of consuming short videos mainly in purposely built video apps, we believe the future consumption of short videos will be in a distributed way where users can consume short videos by opening any APP at any time, particularly with the proliferation of 5G mobile network. Short video streaming will become the standard feature of all the APPs. Our VaaS product makes this possible. Before launching this product, we surveyed about 500 developers among our vast developer network. These developers were evenly distributed across diversified industry verticals, and a range of DAUs levels, in order to make the survey results unbiased. There was overwhelming interest from developers to trial this product and the general view was that the product would help them enrich their APP content, improve their user experience, increase their user spending time and user stickiness, and eventually increase the traffic value of their apps. Based on survey results, we estimate that the market opportunity could be well over RMB50 billion. We believe our exclusive and trusting relationships with the developer community, and years of experience and accumulated knowledge in building developer services will give us an unparalleled advantage in tapping into this massive market opportunity."

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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