

Aurora Mobile Partners with Leading New Energy Vehicle Provider WM Motor to Improve User Experience with AI Technologies

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SHENZHEN, China, Dec. 16, 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 agreement with WM Motor, a leading emerging provider of new energy vehicle ("NEV") mobility solutions in China, to support WM Motor's digital transformation of operations, improve its user experience and deepen exploration of the smart driver services sector.

Since its inception in 2015, WM Motor has focused on leveraging user-centric technologies, adopted a "smart, refined, relaxed, interesting, and inclusive" approach to developing its brand, and is committed to enabling every family to own a smart car and make smart driving a part of everyday life. Through the partnership, Aurora Mobile will leverage its industry-leading artificial intelligence ("AI")-driven targeted push services as well as its powerful and intelligent operational analytics capabilities to help WM Motor gain comprehensive insights into user needs, conduct real-time decision making, drive sustainable growth and as a result, maximize user value. Both parties are confident that this cooperation will lead to more growth opportunities in the smart driver services going forward.

Aurora Mobile is a leading mobile developer service provider in China. In almost a decade, Aurora Mobile has launched a series of products catering to mobile developers' needs and helped them to improve operational efficiency, drive business growth and monetization. As of September 2020, Aurora Mobile had provided software development kits to over 1.65 million APPs. In addition, Aurora Mobile launched a Unification Messages System ("JG UMS"), which has integrated seven major messaging channels, including mobile Apps, WeChat official accounts, WeChat mini-programs, Short Message Service, emails, Fuwu Alipay and DingTalk, to enable enterprise customers to reach targeted customers more efficiently through one integrated messaging platform.

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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