

# Aurora Mobile Partners with Haier Technology to Enhance Smart Life Products and Services

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SHENZHEN, China, Dec. 18, 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 Qingdao Haier Technology Co. Ltd. ("Haier Technology").

Through the partnership, Aurora Mobile will use its artificial intelligence ("AI")-driven one-stop operational service platform and powerful data analysis capabilities to support Haier Technology's "U+ Smart Life Platform", enabling Haier Technology to gain comprehensive insights into user needs, conduct real-time decision making, drive sustainable growth of its smart life products and services, and promote a mutually beneficial relationship between Haier Technology and its users. Both parties are confident that this cooperation will lead to more growth opportunities in intelligent operations and the smart life sector going forward.

Haier Technology's "U+ Smart Life Platform" is the world's first fully-open, fully-compatible, and fully-interactive smart home platform. Haier Technology's U+ strategy has always been user-centric and focused on providing users with a customized and smart home experience across various scenarios through continuous improvement of IoT+AI capabilities.

To help mobile developers improve operational efficiency, and drive business growth through improved monetization, Aurora Mobile has launched push notifications, one-key authentication, instant messaging, statistics and analytics, JG Alliance and other services, covering a wide range of sectors, including e-commerce, education, financial services, short-form video streaming, social network and gaming. As of September 2020, Aurora Mobile had provided software development kits to over 1.65 million APPs. In addition, Aurora Mobile launched a Video as a Service solution ("JG VaaS") earlier this month, which enables mobile app developers to provide relevant user-friendly short video content in their apps. With an extensive pool of over 130 million high-quality short videos, JG VaaS enables developers to effectively arouse user interest, optimize user experience, increase users' average daily time spent and user stickiness, and reactivate dormant users.

## 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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