

Aurora Mobile Partners with a Global Leading New Energy Vehicle Manufacturer to Deliver an Enhanced Intelligent Driving Experience

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SHENZHEN, China, Dec. 22, 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 a global leading new energy vehicle manufacturer to help the brand auto manufacturer enhance its operational and service efficiency and deliver an enhanced intelligent driving experience for customers.

The automaker is primarily engaged in the design, development, manufacture and sales of green energy vehicles, including high-performance sedans, SUVs and semi-trucks with global deliveries exceeding 100,000 in the third quarter of 2020. Meanwhile, it is committed to intelligent driving technologies and has developed an autopilot driver-assistance system which is widely recognized by drivers. In addition, the automaker has a mobile APP which allows car owners to monitor in real time the battery life, charging, location and hold status and remotely control the car, including locking or unlocking from afar, honking the horn, flashing headlights, opening or closing the roof vent and activating the keyless start feature.

Through the partnership, Aurora Mobile will leverage its powerful artificial intelligence ("AI")-driven targeted notification push services and machine learning-based operational analytics capabilities to help its partner gain better insights into users' operating habits and needs, improve user experience and operational efficiency, and further optimize smart driving functionality. Both parties will explore additional growth opportunities in the smart driving market going forward.

The cooperation further demonstrates the extensive acclaim and trust that Aurora Mobile commands for the robust AI technology capabilities it offers customers across various sectors. Recently, Aurora Mobile signed a series of agreements with leading brands in sectors such as finance, insurance, weather service, internet tools, gaming, fresh food e-commerce and online education, including Ping An Bank, Data Center of China Life, Moji Weather, WiFi Master, Lilith Games, Missfresh and 17zuoye, helping to grow their user base, improve user experience and increase traffic value.

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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