

Aurora Mobile Enters into Partnership with New Energy Vehicle provider Dongfeng Motor to Strengthen AI-based Smart Mobility Services

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SHENZHEN, China, Dec. 31, 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 new energy vehicle provider Dongfeng Motor Group Company Limited ("Dongfeng Motor"), to help DFGO, a comprehensive one-stop mobility service platform of Dongfeng Motor, to improve operational and service efficiency and optimize user experience in smart mobility.

As a part of Dongfeng Motor's strategic transformation, DFGO is committed to becoming a leading service provider of smart mobility solutions to deeply and perfectly embed mobility services into smart city development. Currently, DFGO covers various services including online car-hailing, premium car hailing, timeshare car leasing, taxi-hailing, used-car transaction services and electric vehicle charging. Going forward, DFGO will continue to upgrade its products and technologies to actively participate in smart city development including connecting its platform with urban transportation systems and providing comprehensive city-wide mobility solutions by expanding its service coverage to bike sharing, bus services, hitch riding and intercity vehicle services.

Through the partnership, Aurora Mobile will use its artificial intelligent (AI)- empowered targeted push notification services and machine learning-based powerful operational analysis capabilities to help DFGO gain comprehensive insights into user needs, improve user experience by providing users with safe, convenient, pleasant and smart mobility services, and ultimately maximize customer value. Both parties are confident that this cooperation will lead to more growth opportunities in the smart mobility sector going forward. This is the fourth major win for Aurora Mobile in the new energy vehicle/mobility sector after the global leading new energy vehicle manufacturer, WM Motor and Niu Technologies. This demonstrates the leading and dominant position Aurora Mobile commands in serving the new energy vehicle/mobility sector.

Aurora Mobile is a leading mobile development service provider in China. In almost a decade, Aurora Mobile has focused on mobile developers' needs and launched a series of products to help developers 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. Recently, 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, and enables businesses 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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