

# Aurora Mobile Partners with Leading Online Brokerage Firm, Tiger Brokers, to Unlock Smart Operations

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SHENZHEN, China, Jan. 05, 2021 (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 UP Fintech Holding Limited (NASDAQ: TIGR), known as "Tiger Brokers" in Asia. By leveraging its industry-leading artificial intelligence ("AI") and machine learning capabilities, Aurora Mobile will provide push notification services and other capabilities to help Tiger Brokers improve user engagement and expand its use base.

Established in 2014, Tiger Brokers is a leading online brokerage firm specialized in serving global investors. Currently Tiger Brokers provide stock trading brokerage services, its core business, to individual and institutional investors in major global stock markets such as the U.S. market, UK market, Hong Kong market and A-share markets through the Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect programs. In addition, Tiger Brokers has transformed from a pure retail brokerage firm initially to a full-service online brokerage firm covering brokerage, investment banking, ESOP, and wealth management. It holds 29 types of securities licenses or qualifications worldwide, and has expanded its businesses into Singapore, New Zealand, the U.S. and other countries. Tiger Brokers doubled its revenues for three consecutive quarters this year, the fastest growth rate among the U.S. and Hong Kong stock brokers. As of the end of October this year, the number of client accounts on Tiger Brokers' platforms exceeded 1 million.

Leveraging its industry-leading advantages and full trust gained from customers, Aurora Mobile will use AI-empowered, stable, efficient, safe and intelligent push notification services and machine learning-based data processing and analysis capabilities to help Tiger Brokers gain comprehensive insights on its user needs, provide targeted and matched personalized experience to cater to user's interest, and improve user stickiness and engagement, as a result, to conduct dynamic smart operations. This cooperation confirms the industry-wide acclaim and trust that Aurora Mobile commands for the robust technical capabilities and services it offers to leading online brokerage platforms.

Established in 2011, Aurora Mobile is a leading mobile developer services provider in China. Focusing on providing services to help mobile developers in their full life circle to improve operational efficiency, drive business growth and monetization, Aurora Mobile has launched a series of services including push notifications, one-key authentication, instant messaging, statistics and analytics, APP traffic monetization (JG Alliance), JG UMS and other services. As of September 2020, Aurora Mobile had provided software development kits to over 1.65 million APPs. Recently, Aurora Mobile signed a series of agreements with leading brands in sectors such as finance, insurance, gaming, fresh food e-commerce, online education, smart home, and new energy vehicle manufacturing, including Ping An Bank, Data Center of China Life, Moji Weather, WiFi Master, Lilith Games, Missfresh, 17zuoye, Kuaikan World, Ecovacs Robotics, Haier Technology and WM Motor, 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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