

Aurora Mobile Partners with Leading O2O Pharmacy Platform, Dingdang Kuaiyao, to Strengthen AI-based “Internet Plus Healthcare” Smart Operations

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SHENZHEN, China, Jan. 07, 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 Dingdang Kuaiyao Technology Group Co., Ltd. (“Dingdang Kuaiyao”), a leading online-to-offline (“O2O”) pharmaceutical drug purchasing and delivery platform in China, to help Dingdang Kuaiyao strengthen its smart operations.

Dingdang Kuaiyao established a new online-to-offline pharmaceutical retail model via the integration of “direct supply from pharmaceutical factories, online ordering and offline delivery”. Through its self-owned offline drugstores, dedicated drug delivery team and drug purchasing APP, Dingdang Kuaiyao provides 24/7 healthcare-related services to customers in its core service areas, a three-to-five-kilometer radius around their drugstores in large cities, and provides drug delivery within 28 minutes as well as round-the-clock medication guidance from professional pharmacists. As a leading platform in the field of “Internet Plus Healthcare” in China, Dingdang Kuaiyao has continued to maintain its strong competitive advantages in pharmaceutical retail and customer service by leveraging its extensive user base, intelligent healthcare scenario management system, mature healthcare service operations, and dedicated logistics team to support its “drug delivery within 28 minutes” service. Going forward, Dingdang Kuaiyao will continue to develop its “healthcare-focused and full-scenario services” strategy with the aim of building a new smart healthcare ecosystem based on the integration of “medical care + medicine + health check-up + medical insurance”.

Through the partnership, Aurora Mobile will leverage its artificial Intelligence (AI)-driven and machine learning-based push service capabilities and one-stop operational platform to enable Dingdang Kuaiyao to gain in-depth insights into its users’ needs, conduct real-time decision making and drive sustainable growth. In addition, the targeted push notification services based on intelligent operational analysis will help Dingdang Kuaiyao improve user stickiness and engagement, facilitate customized services and intelligent operations, and strengthen its “Internet Plus Healthcare” smart operations.

Founded in 2011, Aurora Mobile has conducted in-depth research and made strategic investments within the mobile development sector for almost a decade and continues to focus on developers’ needs to help them improve operational efficiency, drive business growth and monetization. Aurora Mobile has launched a series of services including push notifications, one-click verification, instant messaging, statistics and analytics, APP traffic monetization (JG Alliance) and other services. As of September 2020, Aurora Mobile had provided software development kits to over 1.65 million APPs. Recently, Aurora Mobile signed milestone agreements with a number of leading platforms in the finance, insurance, weather, internet tools, gaming, fresh food e-commerce, online education, smart home, and new energy vehicle sectors, including Ping An Bank, Data Center of China Life, Moji Weather, WiFi Master, Lilith Games, Missfresh, 17zuoye, Kuaikan World, Ecovacs Robotics, WM Motor, Dongfeng Motor and other well-known companies, to drive user growth, 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 to 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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