

# Aurora Mobile Partners with Xingsheng Youxuan, a Leading Domestic Community Group Buying e-Commerce Platform, to Enhance Smart Services

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SHENZHEN, China, Feb. 02, 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 Xingsheng Youxuan, a leading domestic community group buying e-commerce platform, to provide diversified services within the Xingsheng Youxuan APP to improve user experience, increase user conversion rate, and unlock additional APP traffic value. The collaboration will allow both companies to fully leverage their respective technical capabilities and expertise to enhance delivery of smart services for community group buying e-commerce.

To achieve its mission of "rejuvenating convenience stores, changing consumer habits, and empowering upstream supply chain", Xingsheng Youxuan has created a new business model based on a "online pre-sale + offline self-pickup" concept to create a high-quality, affordable, and convenient service experience for consumers and merchants. So far, Xingsheng Youxuan has expanded cooperation with over 500,000 stores in more than 6,500 prefecture-level cities and towns across 15 provinces in China. As a result of this successful business model and rapid growth, Xingsheng Youxuan has attracted the attention and investment of many top domestic and foreign venture capital institutions, including Sequoia Capital, KKR, Temasek and Capital Today.

The partnership agreement allows Aurora Mobile to use its one-click login service (JVerification product) to help Xingsheng Youxuan deliver efficient and safe user login protocols, enhance user experience, and improve user conversion and retention rates. In addition, this user verification process is encrypted, which provides better protection for user data security. As 5G deployment accelerates, efficient, convenient, and safe registration and login protocols have become increasingly more important for mobile users, which is also a key factor in enabling APPs to improve user conversion rate and unlock APP traffic value.

The cooperation with Xingsheng Youxuan is another milestone for Aurora Mobile following the Company's recent partnership with Dada Now, a leading local on-demand delivery platform in China, and demonstrates the extent to which Aurora Mobile's powerful artificial intelligence ("AI") technologies have been fully applied across its product portfolio and gradually expanded into various industry verticals. Success in this area is enabling more partners to enhance their digital and smart operations.

Aurora Mobile is a leading mobile development service provider in China. Over 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 ("SMS"), emails, Fumu 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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