

Aurora Mobile Partners with Kuaishou to Improve Monetization Efficiency

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SHENZHEN, China, Feb. 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 Kuaishou Technology (01024.HK) ("Kuaishou"), China's leading short video content community and social platform, to improve advertising monetization efficiency. By leveraging its powerful artificial intelligence ("AI") and advanced analysis technologies, Aurora Mobile's advertisement SaaS services will enable Kuaishou to help brands and performance-based advertisers to accurately target potential customers, enhance advertising conversion rate, reduce operational costs, and promote a mutually beneficial relationship between Kuaishou and advertisers on its platform.

The short-form video market continues to experience huge growth. Short-form video advertising that features high traffic and conversion rates has become a preferred marketing approach for many brands and performance-based advertisers. According to Kuaishou's IPO prospectus, as filed with the Hong Kong Stock Exchange in early 2021, Kuaishou's revenue was RMB25.3 billion for the first half of 2020, representing a year-over-year growth rate of 48%, and a clear reflection of the rapid development of the wider short-form video market. Aurora Mobile's advertisement SaaS services, based on its data desensitization resources and machine learning algorithms, features cutting-edge time-sensitive labeling capabilities with extensive industry coverage. Not only will this advertisement SaaS services customize user labels according to Kuaishou's requirements, but it will also adapt to Kuaishou's labeling settings to deliver a seamless advertising service, helping Kuaishou advertisers to accurately target potential customers, improve conversion rates, and reduce the ongoing cost of invalid advertising traffic.

According to the cooperation agreement, Aurora Mobile will benefit from a revenue share agreement based on advertising revenues allocated to Kuaishou if the labels provided by Aurora Mobile are used by advertisers on the platform. The partnership creates the opportunity for more extensive and deeper cooperation in the future, and Aurora Mobile believes that its innovative technology solutions will further empower Kuaishou's ability to monetize traffic and help more advertisers improve brand marketing and operational efficiency.

Founded in 2011, Aurora Mobile is a leading mobile developer service provider in China. The Company continues to focus on developers' needs and has launched push notifications, one-key authentication, instant messaging, statistics and analytics, traffic monetization (JG Alliance), JG VaaS, JG UMS and other services. By leveraging its artificial intelligence-based data processing platform, Aurora Mobile is also committed to providing customers with one-stop, diversified big data service solutions, helping customers in various verticals to improve operational efficiency and conduct data-led decision making. 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, telecom and new energy vehicle sectors, including Ping An Bank, Data Center of China Life, Moji Weather, WiFi Master, Lilith Games, Missfresh, 17zuoye, Beijing Unicom, 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 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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