

Aurora Mobile Partners with iQIYI to Develop a Smart Advertising and Marketing Ecosystem

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SHENZHEN, China, Feb. 08, 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 iQIYI (Nasdaq: IQ), China's leading online video platform, to jointly develop a smart advertising and marketing ecosystem through innovative collaboration that leverages both companies' complementary strengths in the marketing sector.

iQIYI is one of the most popular online video platforms in China and provides massive, high-quality, and high-definition online video services. iQIYI's content has always reflected its DNA, which is to create positive energy and youthful vibes as it continues to actively promote innovation throughout its products, technology, content, and marketing. In order to help advertisers achieve their business objectives, iQIYI has been delivering blockbuster content, upgrading its technical support, providing innovative and diverse services and offering the most suitable marketing solutions to its customers.

By leveraging Aurora Mobile's anonymised data resources and machine learning algorithms, the Company's advertisement SaaS services have strong time-sensitive labeling capabilities with ultra-wide industry coverage. Not only does the solution customize user labels according to a platform's requirements, but it also adapts to a platform's own label setting to deliver a seamless advertising service, helping advertisers to accurately target potential customers, achieve marketing targets, and reduce the ongoing cost of invalid advertising traffic.

Through the partnership, Aurora Mobile's advertisement SaaS services will improve the way iQIYI's custom labelling system helps advertisers maximize reach, execute precise targeting, deliver effective advertising, and enhance ROI. The strong innovative technology capabilities of the two companies allow for more extensive and in-depth cooperation in the future. Future collaboration may include development of other innovative advertising models that improve user experience and enhance advertising conversion rate. The goal is to support healthy development of an advertising and marketing ecosystem that consistently provides robust, smart, and integrated solutions to clients.

Founded in 2011, Aurora Mobile is a leading mobile developer service provider in China. The Company has launched push notifications, one-key authentication, instant messaging, statistics and analytics, traffic monetization (JG Alliance), JG VaaS, JG UMS and other services. 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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