

Aurora Mobile Partners with BYD DiLink to Promote Digital Upgrade for the New Energy Vehicle (NEV) Industry

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SHENZHEN, China, Feb. 23, 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 BYD DiLink, a leading Chinese brand for intelligent connected systems. The two parties will fully leverage their respective technological advantages and collaborate to promote the digital upgrade of the new energy vehicle (NEV) industry by focusing on primary areas such as intelligent mobility solutions and intelligent customer service.

As a leading NEV manufacturer, BYD continues to fulfill its mission of "Technological Innovations for a Better Life". BYD has taken the lead in the shift towards vehicle electrification for the private transportation sector. To date, BYD has sold more than 910,000 units of NEVs, retaining the company's ranking at first place for eight consecutive years in terms of annual sales of NEVs in China. In addition, as an early mover invested in systems for intelligent connected vehicles (ICVs) in China, BYD has been at the forefront of solely developing DiLink, one of the most well-known ICV systems in China, and was the first domestic auto brand to make the automotive over-the-air (OTA) upgrade. BYD continues to be committed to provide users with a revolutionary new driving experience optimizing intelligent mobility technologies.

In recent years, electric vehicle (EV) deployment has been on the rise with major automakers heading into the increasingly competitive EV space. In addition, with the prevalence of cloud-based platforms, artificial intelligence (AI), big data and various other new technologies, smart manufacturing has become the latest trend and automakers are accelerating towards the extensive digital transformation and upgrade of the auto sector.

Through the partnership, Aurora Mobile will combine the power of its artificial intelligence ("AI"), targeted push notification services, advanced analysis and operational machine learning capabilities to help BYD DiLink gain more comprehensive insights into user needs and improve user experience by providing safe, convenient and user-friendly smart mobility services. Both parties are confident in the success of the cooperation and will continue to explore further growth opportunities in the smart Internet of Vehicles ("IoV") industry going forward as industry-wide digital upgrading continues to accelerate. The collaboration with BYD DiLink marks another strategic move forward for Aurora Mobile in the electric vehicle and IoV industries following a series of partnership agreements with the global leading NEV manufacturer, WM Motor, Niu Technologies, Dongfeng Motor and JMEV. The wide application of Aurora Mobile's cutting-edge AI technology and data analytics capabilities in the new energy automotive sector further cements the Company's leadership in the market.

Aurora Mobile is a leading mobile developer service provider in China, which was listed on Nasdaq in July 2018. 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, new energy vehicle, community buying-group and local on-demand delivery sectors, including Ping An Bank, Data Center of China Life, Moji Weather, WiFi Master, Liliith Games, Missfresh, 17zuoye, Beijing Unicom, Dongfeng Motor, Nice Tuan, Dada Now 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 and was listed on Nasdaq in July 2018. 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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