

Aurora Mobile Partners with Segway-Ninebot to Promote Smart Mobility Services for Personal Electric Transportation

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SHENZHEN, China, March 04, 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 Segway and Ninebot, Inc. ("Segway-Ninebot") (689009: SH), a well-known unicorn company in the short-distance transportation sector. Aurora Mobile will provide push notification services and smart operational analytics to Segway-Ninebot to improve user experience and upgrade their smart mobility services.

Segway-Ninebot is a global innovative enterprise in the field of intelligent short-distance transportation and service robots. With the mission of "simplifying the movement of people and things, making life more convenient", Segway-Ninebot has developed a series of innovative products, from smart delivery robots to self-balancing electric scooters, which are sold in more than 100 countries and regions. It has over 1000 patents in China and other global intellectual property (IP). On October 9, 2014, Segway-Ninebot received a US\$80 million investment from Xiaomi, Sequoia Capital and Shunwei Capital, and joined Xiaomi's ecosystem. In 2015, Segway-Ninebot became a global enterprise after it acquired Segway, the US pioneer and manufacturer of self-balancing scooters in the world. On October 9, 2020, Segway-Ninebot was listed on the Science and Technology Innovation Board of the Shanghai Stock Exchange (SSE), and became the first company with a variable interest entity (VIE) structure to issue Chinese Depositary Receipts (CDR) in China.

Driven by the upgrading of intelligent consumption, development prospects of the short-distance transportation industry remains broad and smart mobility solutions continues to grow in demand. As the world's leading provider in short-distance transportation products and smart robots, Segway-Ninebot deployed its strategy for the Internet of Things (IoT) very early on to allow users to easily connect personal scooters to an APP and enhance their travel experience. Through this partnership with Segway-Ninebot, Aurora Mobile will provide its artificial intelligence-based operational analytics and targeted push notification services to help Segway-Ninebot personalize its customers' smart mobility experience. This cooperation demonstrates the industry-wide acclaim and trust that Aurora Mobile commands for the robust technology and services it offers to leading intelligent transportation system (ITS) providers. Both companies are confident that the cooperation will uncover more opportunities in this tremendous growth sector.

Aurora Mobile is a leading mobile developer service provider in China and was listed on Nasdaq in July 2018. For almost a decade, Aurora Mobile has focused on meeting the needs of developers and has launched a series of products to help them to improve operational efficacy, drive business growth and monetize 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, 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, Lilith 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. 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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