

Aurora Mobile Partners with China's Online Afterschool Education Leader, Zuoyebang, to Promote Quality Growth of its Online Education App

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SHENZHEN, China, March 25, 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 Zuoyebang Education Technology (Beijing) Co., Ltd. ("Zuoyebang"). Leveraging the strengths of both companies, Aurora Mobile will facilitate digital upgrading and smart operation analytics to complement Zuoyebang's operational expertise. At the same time, both parties have plans to jointly promote the quality development of the online education sector to make premium education more accessible to students in China.

As a leader in China's online afterschool education sector, Zuoyebang's APP has been activated on more than 800 million registered user devices, which gives an estimate that for every ten children in China, seven have downloaded and used the APP. As one of the most popular apps in the education category, Zuoyebang has 170 million monthly active users and over 50 million daily active users. As of 2020, Zuoyebang has continued to provide live streaming courses to over 65 million students. Banking on a database of more than 300 million questions to date, Zuoyebang leverages its proprietary big data technology to help students identify the right answers to difficult questions and strengthen their weak areas.

Following last year's coronavirus health crisis and the government's call to "suspend school but not learning", the advantages of this new form of online education has been widely recognized by students and parents. As the education industry continues to evolve to meet accelerating demand, there is a need for Zuoyebang and other top online education platforms to lead the way for quality development. To stand out from intense competition, online education companies are especially dependent on digital upgrades, improving operations and strengthening their organizational capabilities.

Through this partnership, Aurora Mobile will provide its artificial intelligence-driven and machine learning-based operational analytics services to help Zuoyebang enhance its intelligent operation capabilities and improve its operational efficiency. Both companies have shown full confidence in the success of the collaboration and will jointly explore more opportunities in the online education sector.

Aurora Mobile is a leading mobile developer service provider in China and 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, 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 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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