

Aurora Mobile Partners with Wanda Film to Boost Smart Movie Experience

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SHENZHEN, China, April 15, 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 Wanda Film Holding Co Ltd. (002739.SZ) ("Wanda Film"). Leveraging its artificial intelligence-based processing platform, Aurora Mobile aims to help Wanda Film get more accurate insights on consumers' needs and bring a smarter movie experience to everyone.

Founded in 2011, Aurora Mobile is a leading mobile developer service provider in China. 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 on services. As a one-stop platform of diversified big data service solutions, Aurora Mobile is committed to helping customers in various verticals improve operational efficiency and conduct data-led decision making. As of December 2020, Aurora Mobile has provided software development kits to over 1.69 million APPs.

Driven by the upgrading of intelligent services, technologies such as analytical capabilities and intelligent marketing specifically for the film industry have huge prospects in China due to its potential for broad applications. As a leader in the film industry, Wanda Film has always been focused on consumers' needs and to improve their viewing experience by continuously introducing and promoting advanced technologies for the film industry. The film company has maintained its leading position in China for 11 consecutive years, in terms of market share, number of audiences, single screen output, and average attendance. Through the partnership, Aurora Mobile will leverage its AI-based analytical processing capabilities to help Wanda Film engineer a better viewing experience for movie-goers and further enhance services for greater customer 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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