

Aurora Mobile Partners with Leading Land Freight Logistics Platform Haoyunbao APP to Empower Smart Trucking Experience

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SHENZHEN, China, July 01, 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 Hefei Weitian Yuntong Information Technology Co. Ltd. ("Hefei Weitian"), a leading logistics information service provider. Aurora Mobile will help Hefei Weitian by providing Video-as-a-Service solutions ("JG VaaS") to boost user acquisition and engagement for its trucking logistics APP - Haoyunbao.

In China, about 80% of the trucking logistics industry is undertaken by independent truckers. They face a number of challenges such as insecure job environment, low shipping rates, long distance solo driving, limited access to emergency services and road rescue services. Designed to tackle these issues, the Haoyunbao APP lists shipping orders and enables secure shipping payments, in addition to on-demand entertainment videos and provides trucking assistance and other useful information to drivers.

JG VaaS brings on-demand short entertainment videos to Haoyunbao users

The trucking logistics industry is typically characterized as solo truck driving over long distances. Long-haul truckers usually drive alone for a significant amount of time, so watching short videos has become their main source of recreation when they stop for breaks. Before the adoption of JG VaaS, Haoyunbao's in-house team used to collect and upload videos for its users. However, this approach was inefficient as limited videos were available and required extensive manpower and resources. Other methods deployed also did not allow Haoyunbao to attain a library of diversified video content at reasonable costs.

The launch of JG VaaS has effectively addressed these pain points. Currently, JG VaaS has over 100,000 contracted content creators producing over 130 million high-quality short videos, and more than 200,000 daily updates. APPs like Haoyunbao, which was already equipped with video service capabilities but lacked high-quality video content, can easily connect to the JG VaaS API to access the huge amount of high-quality video resources. APPs without short video features can also allow users to watch videos on horizontal or vertical screens by installing JG VaaS SDK.

By leveraging the advanced analytical capabilities that Aurora Mobile has accumulated for almost a decade, JG VaaS provides Haoyunbao users with enriched video content and more personalized video recommendations. Aurora Mobile has a proven architecture that can host tens of billions of daily visitors, and continues to guarantee service stability throughout the network at all times. Powered by JG VaaS, Haoyunbao APP can easily access short video services without the need for additional in-house operations, and feature high-quality short video content that are comparable to that of Douyin or Kuaishou.

JG VaaS focuses on users' needs and empowers value creation for higher customer retention

Mr. Meng Yan, the product head of Haoyunbao commented, "Even before introducing JG VaaS, we have been a long-time customer of Aurora Mobile. We have always been very satisfied with their products and services, especially JPush, its push notification services. JG VaaS has increased our user retention time and met our needs for short entertainment videos, and its dedicated one-on-one customer service has impressed us beyond expectations."

Mr. Shan Jie, Aurora Mobile's head of JG VaaS business commented, "The cooperation with Haoyunbao demonstrates the industry-wide acclaim and trust that Aurora Mobile commands for our robust technical capabilities and services we provide to leading land freight logistics platforms in China. Going forward, we will work together to enhance the operations of Haoyunbao's short video ecosystem. Meanwhile, Aurora Mobile continues to leverage our extensive experience with developer services to help developers optimize user experience, improve user stickiness and increase users' average daily screen time."

Aurora Mobile is a leading mobile development 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 efficiency, drive business growth and monetize services. As of March 2021, Aurora Mobile provided software development kits to over 1.73 million APPs. The Company also launched a Unification Messages System ("JG UMS") recently, which has integrated seven major messaging channels namely mobile Apps, WeChat official accounts, WeChat mini-programs, Short Message Service ("SMS"), emails, Fumu Alipay and DingTalk, and enables enterprise users to reach their target customers more efficiently through one integrated messaging platform.

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.

For more information, please visit <http://ir.jiguang.cn/>

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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