

# Aurora Mobile Partners with Social Network Service Provider Mafengwo to Strengthen its Lead in the Online Travel Agencies Market

July 14, 2021

SHENZHEN, China, July 14, 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 Mafengwo Travel ("Mafengwo"), a leading travel social network service (SNS) platform in China that encourages users to share their travel experiences. By leveraging the strengths of both companies, Aurora Mobile will help Mafengwo upgrade its intelligent marketing capabilities, digital operations and boost its competitiveness in the tourism industry.

As China's leading online travel and leisure platform with almost 7 million unique visits per month and a user base of over 100M, Mafengwo is a one-stop portal with user-generated travel guides, e-commerce capabilities and caters to booking and travel arrangements for different occasions. The widely popular SNS platform understands what young people want, and takes travel to the next level by delivering best-in-class tailored experiences. Users can easily search for travel information on more than 60,000 destinations worldwide, and book from transport, hotels, attractions, restaurants, shopping, car rental to local leisure activities.

Leveraging its industry-leading, AI-powered and machine learning-driven push notification and advanced analytics capabilities, Aurora Mobile will help Mafengwo connect millions of users to the best travel products and service providers around the world, enhance decision-making on tailored travel itineraries and deliver optimum travel experiences. At the same time, product iterations and digital upgrading of the online travel platform will help it meet rising demand, improve merchants' profitability and transform the industry's value chain. This cooperation demonstrates the industry-wide acclaim and trust that Aurora Mobile commands for the robust technical capabilities and services it offers to leading travel SNS platforms in China.

Aurora Mobile is a leading mobile developer service provider in China. Since 2011, the Company has been fulfilling the needs of developers and has launched services such as push notifications, JVerification, instant messaging, statistics and analytics, traffic monetization (JG Alliance), JG VaaS, JG UMS and others. By leveraging its artificial intelligence-based processing platform, Aurora Mobile is committed to providing customers with a one-stop comprehensive platform of service solutions, helping customers in various verticals improve their operational efficiency and conduct data-led decision making.

## 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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