

Aurora Mobile Releases 2Q2021 State of the Internet Research Report

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SHENZHEN, China, Aug. 11, 2021 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading mobile developer service provider in China, today released its self-published [2Q2021 State of the Internet Research Report](#), which provides a comprehensive look at the data statistics of China's Internet industry mobile apps with insights on the overall app market, performance of popular apps, analysis on hot topics and niche markets.

The report's key insights include:

- **The average number of apps installed per device continued to grow:** In the second quarter of 2021, the total number of app installations per capita of mobile netizens continued to rise, reaching 66, and the average daily app usage time per capita was 5.1 hours, a decrease of 0.2 hours from the previous quarter and a decrease of 0.9 hours from the same period last year.
- **On overall time spent, short video continues to gain share:** In the second quarter of 2021, the user time spent for the short video industry accounted for 29.8%, compared to 20.4% in the instant messaging industry which was in second place. In addition, online video time spent continued its downward trend, with Q2 accounting for 7.3%, compared with the previous quarter this was lower by 0.7%, and a decrease of 1.6% compared with the same period last year.
- **Online Grocery Comparison – Dingdong vs Miss Fresh:** At the end of June 2021, two fresh produce e-commerce and logistics platforms, Dingdong and Miss Fresh, were listed on the New York Stock Exchange and Nasdaq, respectively. In the second quarter, MAU of the two platforms increased significantly. In June 2021, MAU of Dingdong reached 9.5 million, and DAU reached 6.7 million.

From June's active users based on city distribution, MAU of Miss Fresh in first-tier cities accounted for 60.6%, with 29.4% majority stake of users from Beijing. MAU in first-tier cities of Dingdong reached 50.0%, with the largest portion of 27% of users in Shanghai.

- **App usage and sales trends of China's EV Market:** In the past year, sales continued to show an upward trend for Tesla China and three new domestic car manufacturers namely Nio, Xpeng and Li Auto. In June 2021, the monthly sales of these three major domestic EV companies increased significantly compared with the same period last year, but there was still a big gap in sales volume compared to Tesla China.

In June 2021, MAU of Tesla app reached 764,000, an increase of 2.2 times on a year-over-year comparison, and MAU of Xpeng Auto app reached 152,000, an increase of 2.3 times.

For a free copy of Aurora Mobile's 2Q2021 Internet Research Report, please visit <https://www.jiguang.cn/reports/542>. For more detailed information regarding this report, please contact Alan Wong: alan.wong@jiguang.cn

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, 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 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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