

Aurora Mobile Partners with Leading Healthcare APP Developer Health Headline to Jointly Develop Comprehensive Healthcare Service Platform

August 24, 2021

SHENZHEN, China, Aug. 24, 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 Health Headline Technology (Hubei) Co., Ltd. ("Health Headline"), the parent company of Health Headline APP. Leveraging the Company's Video-as-a-Service solutions ("JG VaaS"), Aurora Mobile helps Health Headline deliver comprehensive healthcare information to users in China.

JG VaaS delivers rich content to comprehensive healthcare service platform by Health Headline

In China, rising living standards continue to boost overall well-being, creating more public awareness on healthy living and demand for comprehensive healthcare services. In the mobility era, people are faced with information overload from countless platforms and resources. Traditionally, there has been a lack of diversified, professional, and personalized high quality content available in the healthcare information service sector.

To provide more digitalized services, Health Headline APP has expanded its service channels to include social e-commerce, in addition to providing users with targeted and personalized information on more than 40 healthcare related content channels. The professionally curated content caters to public demand for comprehensive healthcare information on healthy living habits, policy trends, industry trends, scientific medical knowledge, healthcare management and retirement. Even the elderly and young children can easily learn and understand popular health topics in articles, videos, infographics and other user-friendly formats. Backed by professional doctors, healthcare experts, and well-known self-publishing authors, the platform creates a closed loop of services designed for sharing scientific healthcare and know-how, promotes online engagement and social e-commerce.

JG VaaS optimizes high-quality content comprising of more than 130 million short videos and over 200,000 daily updates produced by over 100,000 contracted content providers. At the same time, JG VaaS also provides comprehensive analytical capabilities on user behaviors, content preferences and application scenarios. Leveraging these high-quality videos and AI-driven analytics in JG VaaS, Health Headline APP provides users with immersive short video services powered by its own proprietary algorithm on recommendations, rich media and digital healthcare information. All these advantages continue to enhance Health Headline APP's user experience and user stickiness in various interest groups.

Increasing user value through continuous product innovation

Mr. Liqiang Lu, senior vice president of Health Headline commented, "We are pleased with JG VaaS helping us source for high-quality video content. Based on user behaviors and insights, JG VaaS products have been very effective in recommending personalized video content in real time to our APP users. Interesting video content has encouraged higher user engagement, increased users' retention time and user stickiness, and helped to optimize the overall user experience on our platform. We look forward to a long-term working relationship with Aurora Mobile and deeper cooperation on more collaborative opportunities in the future."

Mr. Shan Jie, Aurora Mobile's head of JG VaaS business, commented, "This cooperation demonstrates Health Headline's trust and recognition of our robust technical capabilities and services. Going forward, Aurora Mobile will provide more high-quality solutions to help Health Headline develop a leading healthcare information platform. Meanwhile, Aurora Mobile continues to leverage JG VaaS and our extensive experience with developer services to help developers optimize user experience, improve user stickiness and increase users' average daily screen time."

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"), which has integrated seven major messaging channels namely mobile Apps, WeChat official accounts, WeChat mini-programs, Short Message Service ("SMS"), emails, Fuwu 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, and financial risk management, empowering various industries to improve productivity and optimize decision-making.

For more information, please visit <http://ir.iiguang.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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