

# Aurora Mobile Receives Wide Attention and Positive Appraisal on Smart Products and Data Protection Compliance at the 2021 World Internet Conference Wuzhen Summit

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SHENZHEN, China, Sept. 27, 2021 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading mobile developer service provider in China, today announced its progress on data protection and compliance and its smart developer service products at the 2021 World Internet Conference Wuzhen Summit (the "Summit"), held from September 26 to September 28, 2021 in China.

During the Summit, nearly 2,000 delegates from over 80 countries and regions attended the conference in-person or virtually. One of the highlights of the event was the visit of government officers to Aurora Mobile's exhibition booth, namely Mr. Zhao Zeliang, Deputy Director of the Cyberspace Administration of China (CAC), Mr. Wang Xiujun, former Deputy Director of the CAC, Chairman of the Cyber Security Association of China (CSAC), and Chairman of the China Internet Development Foundation, Mr. Hu Xiao, Director of the Network Data Administration of the CAC, and Mr. Li Yuxiao, General Secretary of the CSAC, and they also toured the exhibition on "Cyberspace Security and Data Protection". The government officers praised the Company's efforts and progress on data protection and data privacy compliance best practices, as well as valuable suggestions and guidance for the Company to further promote regulation for the healthy development of the mobile apps ecosystem.

The theme of the Summit was, "Towards a New Era of Digital Civilization – Building a Community with a Shared Future in Cyberspace", which focused on the latest trends in the development of cutting-edge global internet technologies and cyberspace governance. As a leading mobile developer service provider in China, Aurora Mobile presented its core products that help developers improve operation efficiency, drive business growth and monetization. The product line included JG VaaS (Video as a Service), JG UMS (Unification Messages System) and JG Alliance, all of which attracted wide attention and was well received by the Summit delegates.

In addition to presenting core products and progress on data protection and data privacy compliance at the conference, Aurora Mobile also distributed the "APP&SDK Compliance Guide" to attendees. The guide features easy-to-understand graphical content to help developers get the full picture of data compliance related information, and to further promote the development of a compliant mobile apps ecosystem.

## 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.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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