

# Aurora Mobile Deepens Cooperation with a Market-leading Global New Energy Vehicle Manufacturer

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SHENZHEN, China, May 11, 2022 (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 deepened cooperation with a market-leading global new energy vehicle manufacturer. According to the new partnership agreement, Aurora Mobile will provide the automaker with intelligent messaging, smart user operations and other service solutions. The Company announced the first partnership agreement with the automaker on December 22, 2020. The total contract value is more than 4 times compared with the first agreement, demonstrating the customer's trust and confidence in building a long-term partnership with Aurora Mobile to empower their smart driving experience for customers.

Leveraging its user-centric intelligent service system, critical focus on safe driving, enhanced user experience and its leading edge in the manufacturing field of new energy vehicles, the automaker has risen in popularity among Chinese consumers since it entered the domestic market in 2013. According to the automobile sales data released by the China Passenger Car Association (CPCA), the automaker sold nearly 56,000 vehicles in the local wholesale market in February this year, which has also established the automaker as one of the most outstanding first-tier vehicle manufacturers in China.

In recent years, user demand for enhanced intelligent driving experiences have become more prominent than ever, and the technological strength of automakers has become one of the most important differentiation in the highly competitive market. As the world's leading new energy vehicle brand, the automaker attaches great importance to user experience optimization. Both parties will work together again to jointly explore and optimize user experience with state-of-the-art and AI-driven technology.

## 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 <https://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 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 business 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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