

Aurora Mobile's JPush Solution Empowers CFMOTO to Optimize User Reach and Engagement

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SHENZHEN, China, Sept. 22, 2022 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services in China, today announced that it has signed a strategic agreement with Zhejiang CFMOTO Power Co., Ltd. (603129.SS) ("CFMOTO"), a leading manufacturer of motorcycles and powersports vehicles, to help optimize user reach and engagement with its intelligent push notification solution JPush.

In the new consumer era, consumer brands have been developing and completing their own ecosystem to not only provide quality products and services to users, but also leverage effective communication tools and channels to enhance user engagement and stickiness and unlock long-term user value. With JPush Solution, Aurora Mobile will help CFMOTO implement accurate, personalized, and intelligent user reach and engagement capabilities fully catering to users' needs in products and social experience.

JPush helps brands improve user experience with accurate, stable, and timely push messaging solutions.

CFMOTO App serves as an intelligent mobile service platform to connect CFMOTO's users and vehicles, which integrates a series of functions such as driver and vehicle connection, user interaction, customer services, and membership services. It is designed to provide high-quality online customer services across the full customer cycle. One of the most favored services by CFMOTO's motorcycle drivers is the real-time fault warning. For example, in the static or moving state, abnormal vibrations generated by a motorcycle will be monitored and a warning will be sent to the driver in real-time. Simultaneously, customer service staff will be notified by the system to further check with the driver about potential emergency rescue.

JPush fully supports various operating systems including Android, iOS, HarmonyOS, QuickApp and WinPhone, and is compatible with JPush channels, APNs (Apple Push Notification service), FCM (Firebase Cloud Messaging) and the system-level push messaging channels of various mobile brands such as Huawei, Xiaomi, OPPO, VIVO, Meizu and ASUS. As such, JPush ensures CFMOTO's motorcycle drivers not to miss any safety-related message. In addition, JPush rapidly integrates SDK notifications in 3 minutes and delivers notifications within milliseconds, protecting CFMOTO's user safety in a timely manner.

Concerning CFMOTO App's large global user base, JPush provides stable and reliable push notification services. During the development phase, JPush undertook six major tests, including tests for no-load traffic, no-load power consumption, online reliability, concurrency capability, service stability, and network robustness, and its architecture has been proven to be able to support tens of billions of daily visits. Therefore, JPush empowers CFMOTO with effective, accurate and personalized push notification solutions to deliver a stable and comfortable interaction experience to its users.

JPush digs deeper into unlocking user value through multimedia user engagement.

In order to help CFMOTO improve its app open rates and user stickiness, JPush provides various message templates in different types and formats, including 9 message types such as customized message, rich media message, in-app reminder, short-video message and fence message, and diversified formats such as notification bar, large text, large picture, notification drawer, full-screen notification, feed, pop-up and customized formats.

These built-in templates can be quickly and flexibly applied in different messaging scenarios in CFMOTO App, including marketing event-related messaging, to enhance user interest. For example, messages combining texts with pictures or short videos about motorcycle driver events or new motorcycle test drives are more attractive than pure text messages, and fence messages help motorcycle drivers easily find CFMOTO's stores or motorcycle inns.

Behind JPush's strong service capabilities is Aurora Mobile's commitment to helping enterprises to establish a smart and close connection with their customers and become the most valuable enterprise service provider. Going forward, the Company will continue to explore new opportunities in the customer engagement field with new products, services, and technologies, helping enterprises carry out multiple-channel intelligent user reach and engagement at low costs and high efficiency.

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services in China. Since its inception, Aurora Mobile has focused on providing stable and efficient messaging services to enterprises and has grown to be a leading mobile messaging service provider with its first-mover advantage. With the increasing demand for customer reach and marketing growth, Aurora Mobile has developed forward-looking solutions such as Cloud Messaging and Cloud Marketing to help enterprises achieve omnichannel customer reach and interaction, as well as artificial intelligence and big data-driven marketing technology solutions to help enterprises' digital transformation.

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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