

Aurora Mobile's Overseas Messaging Cloud Solution Helps BYD Expand Overseas

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SHENZHEN, China, Sept. 27, 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 BYD Company Limited (002594.SZ) ("BYD") to help the automobile manufacturer expand its new energy vehicle business in Europe using its overseas messaging cloud solution (the "Solution").

BYD has established a foothold in the new energy vehicle market in Europe, and so far has delivered more than 1,000 pure-electric BYD Tang SUVs in Norway. Leveraging the Solution, Aurora Mobile will help BYD effectively carry out user reach in overseas markets and improve the messaging experience of users. The partnership with BYD demonstrates the industry-wide acclaim and trust that Aurora Mobile commands for its robust technical capabilities and services.

Chinese enterprises face various security compliance requirements when expanding overseas, such as the General Data Protection Regulation (GDPR) in Europe. To ensure overseas businesses are in compliance with the laws and regulations of different countries and regions, the Solution supports private cloud deployment and provides multiple review mechanisms such as sensitive words detection, message/template review, and administrative rights setting to reduce customers' compliance risks.

Additionally, the Solution offers international services with multi-node access to global servers, overseas networks, and international sending IPs, ensuring customers enjoy high availability of service, exclusive IP resources, and high-quality messaging.

Going forward, Aurora Mobile will continue to optimize products and technologies to help BYD expand overseas with high-efficiency user reach and intelligent marketing capabilities.

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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