

Aurora Mobile Partners with Ping An Futures to Help Optimize Customer Engagement

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SHENZHEN, China, Oct. 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 Ping An Futures Co., Ltd. ("Ping An Futures"), a subsidiary of Ping An Insurance (Group) Company of China, Ltd. (601318.SH; 2318.HK) ("Ping An Group"), to help enhance user stickiness and engagement with its intelligent push notification solution JPush.

Founded in 1996, Ping An Futures is a commodity and derivatives service platform under Ping An Group with a registered capital of RMB722 million. Ping An Futures serves as an important part of Ping An Group's full set of financial services and has been rated as an A-level futures company by the China Securities Regulatory Commission for three consecutive years. After years of development, Ping An Futures has become a domestic one-stop intelligent futures trading platform, providing users with comprehensive financial market information and trading services.

JPush provides refined push notification services leveraging accurate user profiles.

In the futures market, long-term partnerships between investors and service platforms are critical. Investors need useful investment tools to facilitate trading, like a full range of information services, while service platforms need to build a good user engagement system supporting user acquisition and retention. Therefore, as the complexity of the investor base and the diversification of each user's trading preferences are growing, service platforms are increasingly exploring accurate, personalized and intelligent user engagement models. JPush helps Ping An Futures with highly refined push notification services leveraging a combination of "accurate individual user identification" and "conditional user grouping".

JPush provides various message formats, such as notification bar, large text, large picture, notification drawer, full-screen notification, feed, pop-up and customized formats. These novel message formats can effectively enhance user interest and click-through rates. For example, when an introductory course for junior investors is pushed, a variety of notification styles will help Ping An Futures increase the viewing rate and users' favorable impression of its app, therefore, developing close relationships with new users and improving user stickiness.

JPush helps Ping An Futures effectively carry out intelligent user engagement with comprehensive and stable services.

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, which totally cover the devices of Ping An Futures' users. Additionally, JPush is equipped with multi-dimensional messaging tools to manage objects, content, channels and goals. For its new users, Ping An Futures leverages JPush to regularly push basic knowledge and information about the futures market, getting them familiar with the market. For experienced users, JPush can further push messages about trading skills and investment dynamics, helping them improve their trading skills.

In daily trading, users are most concerned about real-time market signals. JPush delivers notifications within milliseconds and provides full-time market dynamics-related push messaging across the whole process from pre-market to after-market trading. This will ensure that important market information is pushed to users in the shortest time, effectively increasing users' reliance on the Ping An Futures app.

JPush provides 24/7 technical support to customers to ensure constant push notification services even during Chinese holidays when customers need information for hedging or other purposes. For Ping An Futures' trading plans during long holidays, JPush can provide in-time push notifications related to risk management, investment strategies and transactions to investors when other markets fluctuate during a Chinese holiday. This will significantly enhance the credibility of the Ping An Futures app.

With the development of fintech, it is crucial for trading platforms to provide secure, stable and personalized services to investors. Going forward, Aurora Mobile will continue to upgrade its products and solutions to help financial customers effectively carry out multiple-channel intelligent user reach and engagement.

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.

For more information, please contact:

Aurora Mobile Limited
E-mail: ir@jiguang.cn

Christensen

In China
Mr. Eric Yuan
Phone: +86-10-5900-1548
E-mail: eric.yuan@christensencomms.com

In US
Ms. Linda Bergkamp
Phone: +1-480-614-3004
Email: linda.bergkamp@christensencomms.com