

# Aurora Mobile's Mobile Ad Mediation Platform ("Adpub") Passes CAICT's SDK Security Test and Evaluation

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SHENZHEN, China, Jan. 12, 2023 (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 its mobile ad mediation platform ("Adpub") has passed the security test and evaluation and has been granted a related certificate in the SDK Security campaign which was initiated by the China Academy of Information and Communications Technology ("CAICT") in June 2021. This is Aurora Mobile's fifth product to pass this SDK test and evaluation, following JPush, JMessage, JG VaaS and JVerification.

Adpub helps app developers significantly improve advertising monetization with its technology-driven app monetization solutions. Adpub enables app developers to get one-click access to more than ten mainstream ad platforms such as csjplatform.com and Tencent Youlianghui. Combined with the Header Bidding function, it can effectively maximize advertising revenue.

Closely following the development trends in information technology and leveraging CAICT's accumulated deep knowledge in data security and mobile security fields, the SDK Security campaign has established a complete SDK test and evaluation system covering multiple operating systems including Android and iOS through forward-looking research and practical exploration. The SDK test and evaluation system incorporates security requirements for SDKs in five critical functions, including basic product security, data storage security, data interaction security, key component security, and code and document security.

The certification of Adpub fully demonstrates the leading position of Aurora Mobile in the data compliance and personal information protection fields. Going forward, Aurora Mobile will continue to upgrade and enhance the product and service capability of Adpub to help enterprises and developers optimize monetization.

## 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 to 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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