

Aurora Mobile's JPush SDK Passes CAICT's Test and Evaluation for Push Notification Service's High-Performance Persistent Connection

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SHENZHEN, China, Feb. 01, 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 JPush SDK has passed the test and evaluation of the China Academy of Information and Communications Technology ("CAICT") for push notification service's high-performance persistent connection, and received a related certificate. This test and evaluation program involves various tests on traffic, service stability, network robustness and others, and it is a part of CAICT's Foundation Plan to help enterprises carry out high-quality digital transformation.

Mobile internet service is now a fundamental service related to national economic and social development, and it is also important for various industries to explore digital transformation which has a profound impact on the country's economic and security condition. However, the development of the mobile internet requires not only investment by operators, but also a reasonable, effective and restrained use of network resources by network users. A persistent connection, meaning one connection can be used to transmit multiple requests and response messages between a terminal and a server, is a common method for continuous data interaction in an IP network and enables data transmission anytime and anywhere. Compared with a non-persistent connection, a persistent connection significantly reduces the cost and time spent on HTTP connections.

However, maintaining persistent connections requires continuous consumption of network resources. With the development of mobile internet services, a large number of applications using low-performance persistent connections have resulted in a huge burden to mobile networks, wasting precious wireless spectrum resources. From the user's point of view, low-performance persistent connections will cause a waste of system resources of mobile terminals, waste of electricity, network lag and other problems. At present, with the upgrading of the domestic consumer market, consumers pay more attention to terminal experience. Therefore, it is very important to encourage developers to use high-performance persistent connection services. This can not only make full use of terminals performance but also improve user experience.

Aurora Mobile's JPush SDK can fully satisfy developers' demand for high-performance persistent connections. Going forward, the Company will continue to cooperate with CAICT to support and promote the digital transformation and upgrade of various industries and enterprises.

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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