

Aurora Mobile Receives CAICT's Second-Level Data Security Governance Certification

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SHENZHEN, China, Feb. 06, 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 it has passed the Data Security Governance ("DSG") evaluation and certification of the China Academy of Information and Communications Technology ("CAICT") after strict assessment, and received the key executive-level DSG certification, a second-level DSG certification.

Launched in December 2020, CAICT's DSG evaluation and certification service (the "DSG Certification") is the first domestic assessment service to address enterprises' demand for DSG capability evaluation. It aims to provide enterprises with an accurate assessment of their DSG capabilities and directions for improvement, and promote the overall development of DSG in industries. CAICT has established a mature evaluation system for the DSG Certification based on rich experience, consisting of 15 specific evaluation items at three levels: basic security, data life cycle security, and data security strategy. The DSG certification is carried out from the four governance dimensions of organizational structure, system process, technical tools, and personnel capabilities and offers five levels of certification.

As a leading provider of customer engagement and marketing technology services in China, Aurora Mobile has always attached great importance to its own DSG capability building and continued to improve its technologies to help customers improve DSG. As of September 2022, Aurora Mobile has provided services to more than 1.85 million apps through the SDK and API modes, with a monthly active unique device base of 1.45 billion and 64.6 billion installations of the Company's SDKs.

Going forward, Aurora Mobile will continue to strengthen its efforts in the data security area, helping enterprises improve DSG and promote the healthy development of the data security industry.

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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