

Aurora Mobile Continues to Expand Data Trading Scenarios with Three New Products Launched at the Shenzhen Data Exchange

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SHENZHEN, China, May 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 three data products – iAudience, Aurora Risk Factor and Aurora Risk Marketing Score, are available for trading on the Shenzhen Data Exchange, following the complete data product launch process approved by the exchange. This is another significant milestone for the Company in working with the Shenzhen Data Exchange to expand its data trading products after the launch of its MoonFox iApp on the exchange.

Aurora Mobile is one of the initial data providers of the Shenzhen Data Exchange. Its systems are connected to the exchange's trading service platform. With its strict compliance management system and professional data governance capabilities, Aurora Mobile has launched various proprietary data products on the exchange and developed a mature trading model in compliance with the exchange standards.

iAudience helps enterprises build a comprehensive user label system to improve service quality and carry out refined marketing and operations with a series of services such as label supplements, label modeling, user analysis and product positioning.

Aurora Risk Factor is a data product consisting of variables related to financial risk control scenarios. These variables are developed by the Company through modeling, training, testing and optimization of the underlying data in the work process serving enterprises while leveraging its accumulated industry experience. It has six sub-products, including more than 2,000 fields in 5 modules such as application behavior and device information. Aurora Risk Factor is applicable to scenarios such as customer acquisition, pre-loan risk control and credit management, and is applied to various strategies or models such as customer group stratification, anti-fraud and credit scoring.

Aurora Risk Marketing Score is a set of scores for financial marketing scenarios calculated based on the performance of more than 2,000 fields in Aurora Risk Factor in marketing scenarios using traditional machine learning algorithms and proprietary, patented algorithms. In marketing scenarios such as new customer acquisition and promotional activities, it helps companies identify high quality customers with high propensity.

Going forward, Aurora Mobile will continue to innovate and explore in the field of data services to provide richer and more secure data products for enterprise customers. The company aims to fully support data circulation, unleash data value and promote the development of the data element market.

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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