

# **Aurora Mobile's EngageLab Platform Offers Global Multi-Data Center Storage for Its Push Notification Products to Meet the Data Security Compliance Requirements of Overseas Customers**

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SHENZHEN, China, May 25, 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 overseas messaging service platform EngageLab has established a reliable network of data centers in multiple regions around the world to ensure that customers can choose the storage location that best suits their business needs. These data centers meet the highest security standards and have passed a rigorous certification and audit process.

With the rapid growth in global data exchange, overseas customers have increasing data security and compliance requirements. In addition to Singapore, EngageLab has now added more data center options for overseas customers to deploy its push notification products AppPush and WebPush. These include China-Hong Kong, Germany-Frankfurt, USA-California, Japan-Tokyo, South Korea-Seoul, UAE-Dubai, Brazil-Sao Paulo and Australia-Sydney. Customers can select an appropriate data center to store data for an application based on comprehensive considerations such as the location of their end users.

EngageLab offers customers a multi-data center storage solution that allows them to store data for different applications in different data centers in different geographies. This decentralized storage ensures data redundancy and reliability and reduces the risk of data loss or corruption. In addition, multi-data center storage enables customers to better comply with data security and regulations in different countries and regions, such as the European Union's General Data Protection Regulation (GDPR) and the United States' California Consumer Privacy Act (CCPA).

The head of EngageLab said, "We are very pleased to launch a multi-data center storage solution to meet the pressing data security compliance needs of our overseas customers. We will continue to invest in technology innovation and global infrastructure building and are committed to providing our customers with the highest level of data security and compliance assurance. We believe that with the support of multi-data center storage, customers can have greater confidence in the management and protection of their data while complying with the regulatory requirements of various countries and regions."

Aurora Mobile will continue to monitor and respond to the latest industry developments as global data protection regulations expand and evolve. By working closely with customers and partners, the Company will help more overseas customers optimize 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 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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