

# Aurora Mobile Partners with Star Charge to Jointly Promote the Development of New Energy Industry

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SHENZHEN, China, Jan. 16, 2024 (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 signed a strategic agreement with Star Charge, Asia's leading digital energy unicorn. Leveraging its powerful customer engagement platform and multi-channel messaging solution, Aurora Mobile will help Star Charge execute a more precise user outreach strategy and achieve a more efficient message delivery rate.

Star Charge, one of the core brands of Wanbang Digital Energy Co., Ltd. is located in Changzhou, Jiangsu Province. It specializes in the R&D and manufacturing of new energy vehicle charging equipment. Its products include AC and DC equipment, charging tips, power modules, smart electric cabinets, battery replacement equipment, etc. With core R&D capabilities such as intelligent control, Internet of Things, and high-power customization, Star Charge provides comprehensive services linking equipment, platforms, and users to various industrial customers, including but not limited to OEMs, public transportation, real estate, government, airports, logistics, special transportation, energy companies, car owner fleets, and charging operators. Leveraging the combined advantages of wind and solar energy storage and charging, smart microgrids, and smart operations and maintenance, Star Charge has developed a full lifecycle platform for vehicle charging and energy consumption.

Star Charge has won many national-level projects, such as the Energy Internet Major Application Demonstration Project of the National Energy Administration, the Intelligent Manufacturing 2025 New Model Application Project of the Ministry of Industry and Information Technology (MIIT), certain key R&D projects of the National Ministry of Science and Technology, and the Green Manufacturing System Integration Project of MIIT, and has been selected as a national-level demonstration platform. With the rapid expansion of new energy and the continuous development of intelligent mobility, users are increasingly demanding personalized and instant services. To meet this demand, Star Charge decided to integrate Aurora Mobile's powerful and outstanding intelligent push notification solution (JPush) to achieve excellent customer engagement.

In 2020, Star Charge pioneered the concept of "mobile energy network", which provides a comprehensive energy interconnection network based on mobile vehicles, mobile energy carriers, mobile energy replenishment facilities and mobile devices, and innovated the business model of "cloud management" based on "hardware + software + service". Leveraging JPush's user-defined label and alias functions, Star Charge can deliver personalized messages to customers and provide users with private charging, public charging, financial insurance and other services that cover users' entire charging cycle. Such targeted messaging not only improves Star Charge's user outreach efficiency, but also increases user interaction and loyalty.

Meanwhile, in response to the development of the private charging business, Star Charge uses JPush's rapidly integrated push SDK to deliver messages including nearby charging and energy replenishment information to users in milliseconds, enabling highly efficient timely messaging and making it convenient for users to receive information instantly, improving the user experience. JPush's proven architecture, with tens of billions of average daily visits, also ensures message stability and helps Star Charge build a stronger connection with users.

In addition, JPush also provides powerful analysis capabilities. By analyzing the click-through rate, interaction rate and user feedback on messages, Star Charge can understand user preferences and demands and further optimize products and services. This data-driven decision-making helps Star Charge drive continuous improvement and innovation.

With years of accumulated experience in the industry, Star Charge is now the strategic charging partner of more than 60 well-known vehicle companies around the world. As a participating company in the formulation of national standards in the charging field, Star Charge has participated in the drafting of all domestic charging standards and also participated in the drafting of IEC (International Electrotechnical Commission) international standards as the representative of China. It is also one of the two leading units designated by the National Standards Committee to develop domestic high-power charging standards.

To help Star Charge implement multi-channel messaging, reduce the cost of messaging between platforms, and reduce the difficulty of development, operation and maintenance, JPush provides Star Charge with a carrier-grade instant messaging system. It supports various operating systems, including Android, iOS, HarmonyOS, QuickApp, and WinPhone, and is fully compatible with JPush channels, APNs (Apple Push Notification service), FCM (Firebase Cloud Messaging), and the system-level push messaging channels of various mobile brands such as Huawei, HONOR, Xiaomi, OPPO, VIVO, Meizu, and ASUS, effectively reducing the R&D and labor costs caused by the development and operation of app messaging architecture.

Going forward, by leveraging JPush's accurate, efficient, stable and secure messaging service, Aurora Mobile will work with Star Charge to support the development of the new energy industry and provide users with a more convenient and intelligent mobility experience.

## 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.jiquang.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.

**For more information, please contact:**

Aurora Mobile Limited  
E-mail: ir@jiguang.cn

Christensen

In China  
Ms. Xiaoyan Su  
Phone: +86-10-5900-1548  
E-mail: Xiaoyan.Su@christensencomms.com

In US  
Ms. Linda Bergkamp  
Phone: +1-480-614-3004  
Email: linda.bergkamp@christensencomms.com