

# Aurora Mobile Partners with Moonshot AI to Provide Messaging Services and Verification Services for Kimi App

April 1, 2024 at 6:01 AM EDT

SHENZHEN, China, April 01, 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 Beijing Moonshot AI Technology Co., Ltd. ("Moonshot AI"), a leading artificial general intelligence (AGI) company in China, to provide intelligent messaging services and verification services for Moonshot AI's smart assistant app Kimi.

The partnership reflects Moonshot AI's high recognition of Aurora Mobile's robust and highly reliable technical capabilities and services. Both companies have high expectations and strong confidence that this cooperation will create further opportunities in the field of AGI.

## About Moonshot AI

Founded in March 2023, Moonshot AI announced in October 2023, just six months after its founding, that it had achieved a breakthrough in long-text language models and launched Kimi App, the first smart assistant product to accept up to 200,000 Chinese characters as input. This is the world's longest context window supported by a commercially available large language model (LLM) and marks Moonshot AI's achievement of world leadership in this technology. Recently, Moonshot AI completed a new round of funding of more than \$1 billion from investors including Sequoia China, Xiaohongshu and Alibaba. The company's existing shareholders also participated in the round. This is the largest single round of funding ever raised by an LLM company in China to date. Less than a year after its founding, Moonshot AI's valuation has reached approximately US\$2.5 billion, making it one of the leading companies in the domestic LLM space.

## 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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