

Aurora Mobile Partners with Closeli to Create a New Way to Experience its Intelligent Visual Cloud Platform

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SHENZHEN, China, Aug. 26, 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 Closeli, Inc. ("Closeli"), a technology innovation company focused on visual AI cloud platform services and intelligent hardware development. Leveraging Aurora Mobile's push notification solution JPush, the Company will provide intelligent messaging services for Closeli's open cloud platform. The two companies will jointly promote the construction of the intelligent visual cloud platform and create a new user experience.

Closeli has the world's leading visual intelligence algorithms and complete end-to-end industry solutions and is committed to becoming the global video cloud platform and video related product provider of choice for users. Closeli has partnered with Aurora Mobile to better serve its users and improve user operation efficiency.

The cooperation between Closeli and Aurora Mobile is an important endeavor for both parties to complement each other's strengths and grow together. The powerful functions of JPush provide Closeli with accurate and efficient user reach and interaction solutions, helping it to improve user operation efficiency and create a new experience of intelligent visual cloud platform.

JPush can help Closeli accurately push differentiated content to different types of users, such as product information, technology updates, event notifications, etc., effectively improving user engagement. With JPush's user-defined label and alias features and its ability to send over 10 billion real-time messages per day, Closeli can more efficiently profile user behavior, refine target user needs, and accurately send differentiated messages to users, providing them with personalized, in-depth, experiential, and touching content and services.

For example, Closeli can use JPush to create user profiles and timely push the latest visual AI technology application cases to help users understand the latest technology trends, and recommend related products, services and solutions on Closeli's cloud platform to help users improve their business efficiency and competitiveness.

Multi-channel reach to create a seamless experience

JPush provides various message formats, such as notification bar, large text, large picture, notification drawer, full-screen notification, feed, pop-up, and customized formats, which can meet the needs of different messaging scenarios and achieve a richer and more comprehensive marketing effect for products.

In addition, JPush fully supports various operating systems, including Android, iOS, HarmonyOS, QuickApp and Web, and is 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, Xiaomi, OPPO, VIVO, Meizu and ASUS. Based on its infrastructure with a capacity of over 10 billion daily visits, JPush ensures secure and stable push notifications, enabling messages with quality content to reach users quickly and efficiently.

The deployment of the JPush solution not only improves Closeli's user operation efficiency, but also helps Closeli create a new experience of the intelligent visual cloud platform. By integrating its own powerful visual AI technology and the strong capabilities of JPush, Closeli provides users with a personalized and intelligent service experience, helping them to use its cloud platform more efficiently to achieve their business goals.

Going forward, JPush will continue to help Closeli further deepen its technological capabilities and accelerate the process of digital transformation with professional technical services and a comprehensive product matrix. Together, the two companies will develop a new ecosystem for the intelligent visual cloud platform and provide users with a more convenient, efficient and intelligent service 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.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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