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Q1 2022
EARNINGS PRESENTATION
June 9, 2022

Part 1

2022 Q1 Business Highlights

SendCloud – China's Leading Email API Platform

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SendCloud

- Acquisition of majority interest in SendCloud was **completed in March 2022**
- Integration of operations has started:
  - Explore **more cross-selling opportunities** (selling JG products and services to SendCloud customers and vice versa)
  - SendCloud email services are **embedded in JG UMS product**

Aurora Mobile Ad Mediation Platform – Launched !!

- Company has recently launched its **mobile ad mediation platform** to help developers improve monetization efficiency
    - Mobile ad mediation platform unlocks and maximizes traffic value
    - Traffic stratification makes monetization more effective
    - A variety of ad formats cover various monetization scenarios
- **Strong technology capability**
    - Integrated platform allows full competition of ads from different platforms
    - Extensive technology accumulation assists in operational decision-making
    - Professional operation services provide full support to developers

Part 2

2022 Q1 Financial Highlights

Group Revenues - Defined

Group Revenues Definition

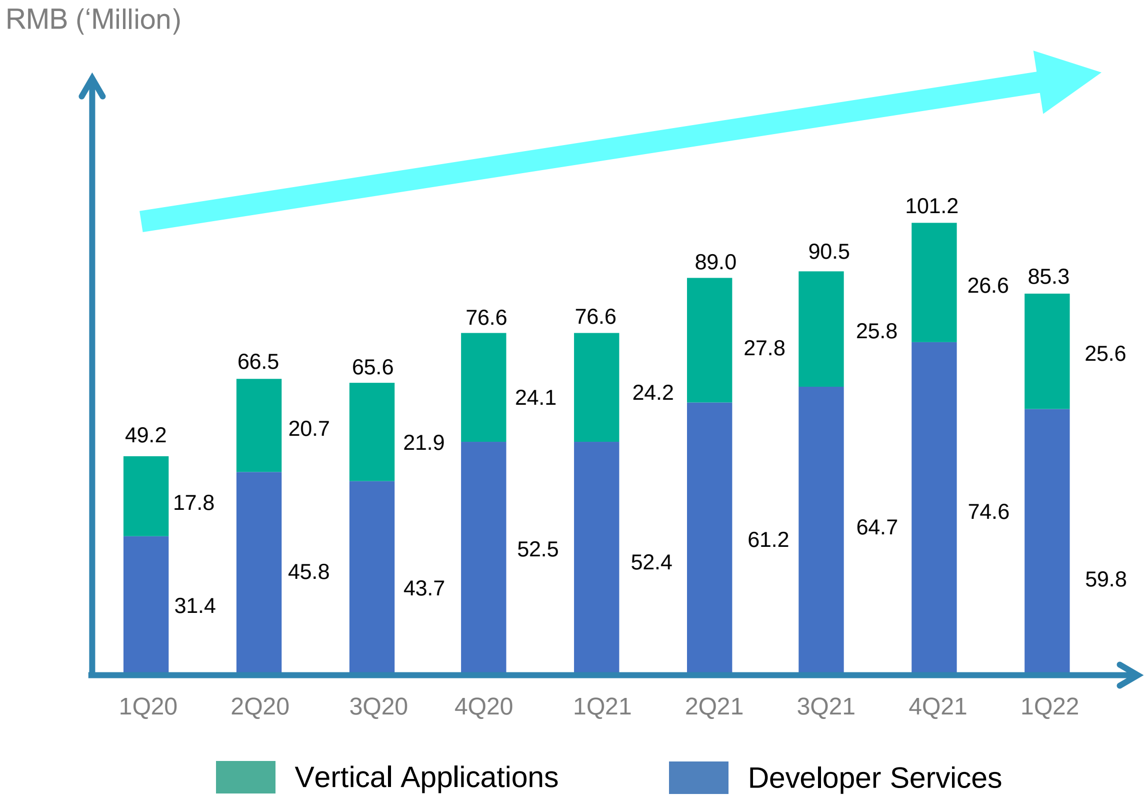
(a) Developer Services

- Subscription
- Value-Added-Services

(b) Vertical Applications

- Market Intelligence
- Financial Risk Management

Total Group Revenue Achieved Steady Growth of 11% YoY Despite Tough Operating Environment



Revenue increased by a steady 11% YoY or RMB8.7M driven by growth in:

- Developer Services by 14%; and
- Vertical Applications by 6%

Revenue decreased by 16% QoQ due to:

- Completion of various large private cloud projects in Q4’21
- Seasonally tougher operating environment in the first quarter of every year
- To a certain degree, impact of COVID-19 pandemic

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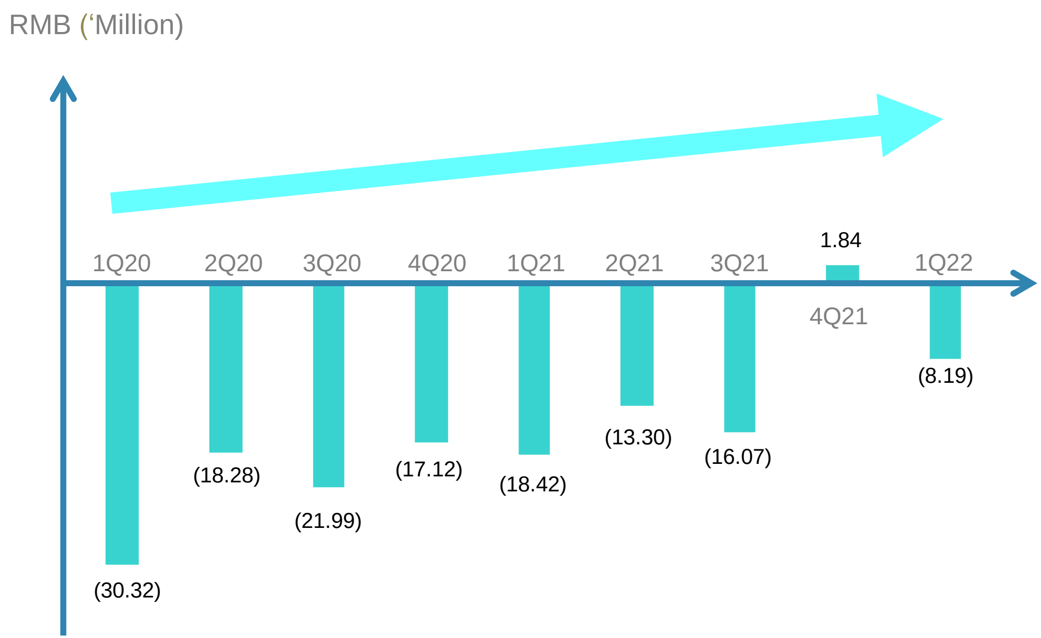
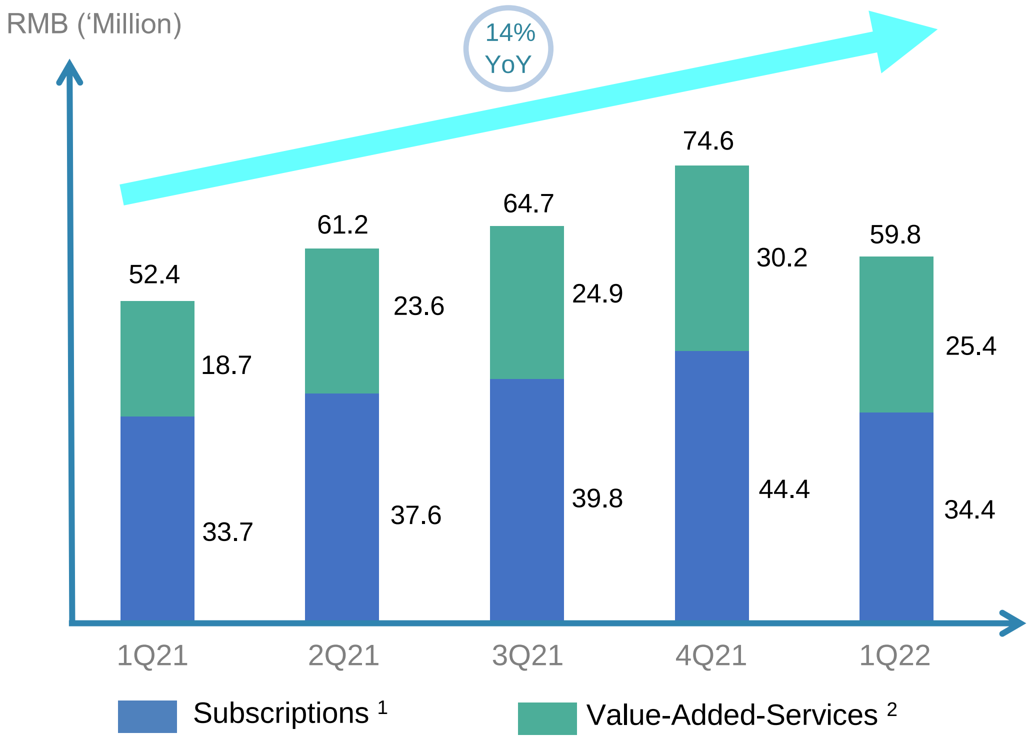
Adjusted EBITDA Improved 56% YoY



Year-over-Year improvement of 56% due to:

- Strong high margin SAAS Businesses **revenue growth of 11% YoY**
- **OPEX decreased by 7% YoY** demonstrating steady operating leverage and management's commitment to control costs

Another Quarter of Steady Developer Service Revenue Growth - Driven by a Strong 35% YoY Growth in Value-Added-Services



1. Includes push notification, sms, verification and other subscription based developer services

2. Includes both JG Alliance products and Advertisement SaaS

- Another Quarter of **Steady Growth in Developer Services revenue of 14% YoY**
- Subscription revenue:
  - Increased by 2% YoY or RMB0.7M mainly driven by new customer acquisition
- Value-Added-Services revenue:
  - **Increased significantly by 35% YoY or RMB6.64M** - mainly due to strong revenue growth from JG Alliance
  - **Mini program** and **APP Retargeting** continued to show strong demands, accounting for **more than 90%** of JG Alliance revenue

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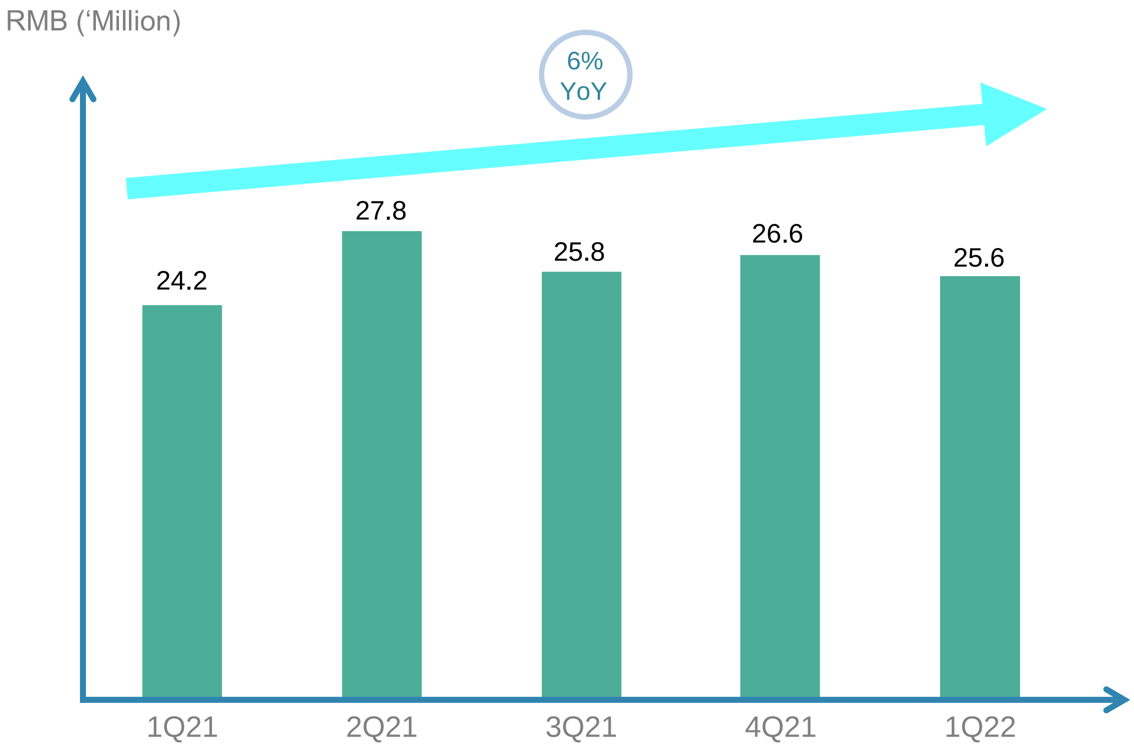
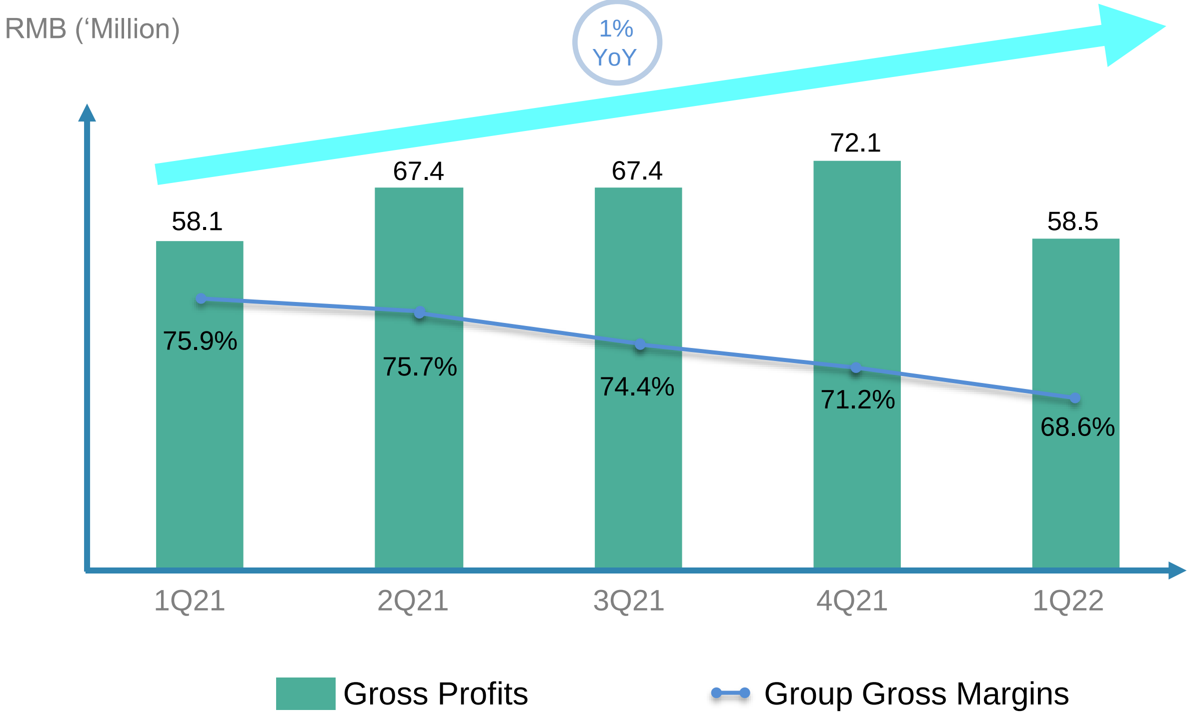
Vertical Application Revenue Growth Driven by Steady Double Digit Financial Risk Management Growth



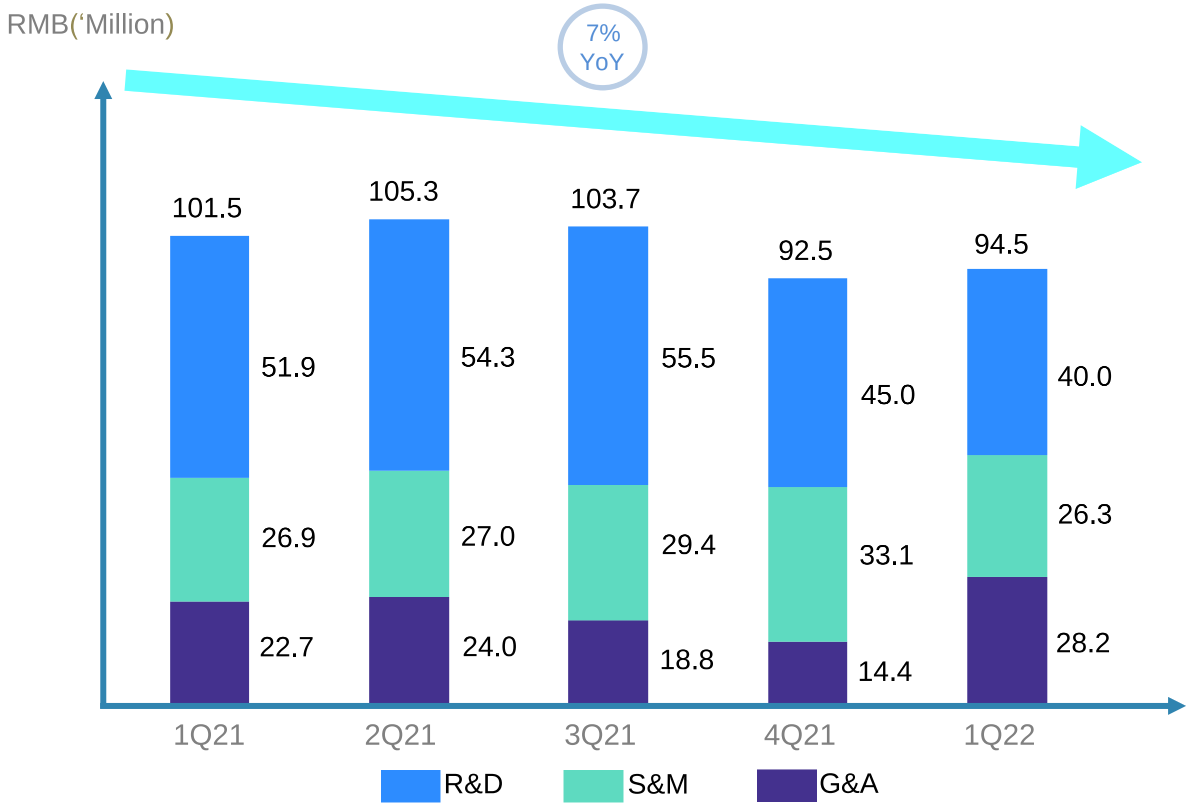
- Include revenues from:
  - a) Market Intelligence
  - b) Financial Risk Management
- Revenue grew by 6% YoY driven by steady growth in **Financial Risk Management** (which increased by 11% YoY with a solid 33% growth in ARPU)
- Market Intelligence revenue declined slightly YoY due to macro environment

Group Gross Profits and Gross Margins



- Group gross profits increased by 1% YoY to RMB58.5M.
- The Group's gross profits and margins declined QoQ due to:
  - Total revenue decreased by 15.7%
  - Higher traffic pool cost incurred for Value-Added-Services revenue

Continue to Drive Operating Efficiency & Maintaining Operating Expenses At An Optimal Level



- **Operating expenses decreased by 7% YoY** while group revenue grew by 11% YoY
- We are committed to control and optimize operating expenses across all business functions
- For the second consecutive quarters, our operating expenses are below the RMB100M mark

Strong Balance Sheet as of 03/31/2022

- Cash and cash equivalents, restricted cash and short-term investments of:
  - Healthy level of cash to support business growth

RMB273M as of 03/31/2022

- Deferred Revenue balance remained stable:
  - 8th consecutive quarter of > RMB100M
  - Indication of strong SAAS Businesses growth

RMB133M as of 03/31/2022
(Historical high for the past 8 quarters)

- AR days remained at a healthy level:
  - We continue to closely monitor collection actively working to reduce the risk of bad and doubtful debts

Improved by 2 days
(Q1’22:46 days vs Q1’21:48 days)

Use of Non-GAAP Financial Measures

In evaluating the business, Aurora Mobile Limited, (“Aurora”, ”The Company”) considers and uses three non-GAAP measures, adjusted net loss ,adjusted EBITDA and SAAS Businesses revenue, as a supplemental measure to review and assess its operating performance. In this presentation, these non-GAAP financial measures is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with U.S. GAAP. The Company defines adjusted net loss as net loss excluding share-based compensation, reduction in force charges, impairment of long-term investment and change in fair value of foreign currency swap contract. The Company defines adjusted EBITDA as net loss excluding interest expense, depreciation of property and equipment, amortization of intangible assets, income tax expenses, share-based compensation, reduction in force charges, impairment of long-term investment and change in fair value of foreign currency swap contract. The Company defines SAAS Businesses revenue as the total Group revenue excluding Targeted Marketing revenue.

The Company believes that adjusted net loss and adjusted EBITDA help identify underlying trends in its business that could otherwise be distorted by the effect of certain expenses that it includes in loss from operations and net loss.The Company believes that adjusted net loss and adjusted EBITDA provide useful information about its operating results, enhance the overall understanding of its past performance and future prospects and allow for greater visibility with respect to key metrics used by the management in their financial and operational decision-making.
The non-GAAP financial measures are not defined under U.S. GAAP and are not presented in accordance with U.S. GAAP. The non-GAAP financial measures have limitations as analytical tools. One of the key limitations of using adjusted net loss and adjusted EBITDA is that they do not reflect all items of income and expense that affect the Company’s operations. Further, the non-GAAP financial measures may differ from the non-GAAP information used by other companies, including peer companies, and therefore their comparability may be limited.

The Company compensates for these limitations by reconciling the non-GAAP financial measures to the nearest U.S. GAAP performance measure, all of which should be considered when evaluating the Company’s performance. The Company encourages you to review its financial information in its entirety and not rely on a single financial measure.

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