

2025 Q3 EARNINGS PRESENTATION

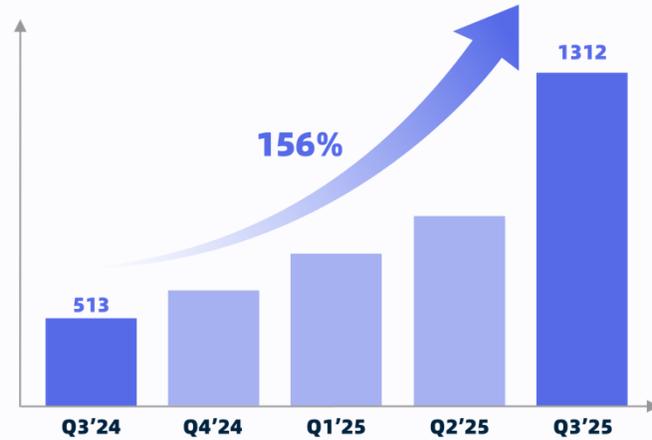
November 13, 2025

Part 1

2025 Q3 Business Highlights

Our International Business (EngageLab)

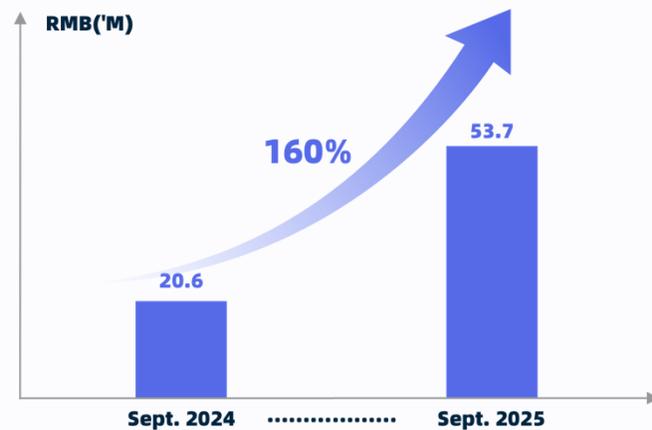
Customer Numbers



Customer Numbers

- The number of customers this quarter increased by **156% YoY** and **24% QoQ!** We continued to make great market penetration by acquiring new customers globally

Annual Recurring Revenue (ARR)



ARR - Explosive Growth!

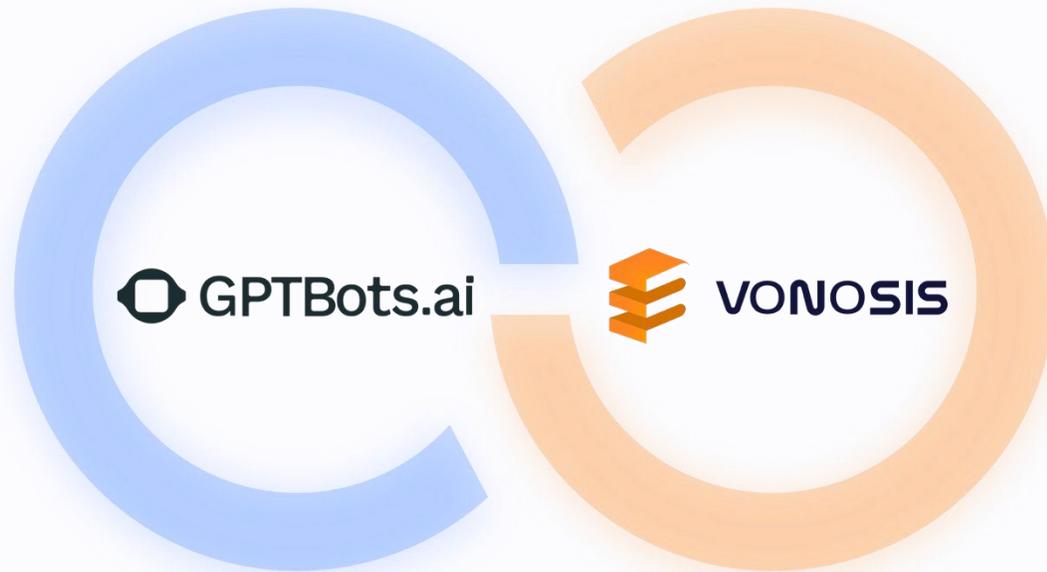
- ARR for Sept '25 reached a **new milestone of RMB 53.7M!**
- Compared to Sept '24, ARR has **grown by more than 160%**

Global Expansion of EngageLab



- Our customers came from **52 countries and regions** around the world. EngageLab brand name is **well received and widely recognized** in the international market
- As our overseas business has expanded, we have established offices in **Hong Kong, Singapore, Malaysia, and Japan**. By providing more localized service capabilities to customers, we have become the **top choice** for many companies
- We firmly believe that in the near future, we will establish offices in more regions around the world to support the continuous expansion and deepening of our business with a market-oriented set-up

GPTBots.ai + Vonosis



- We have entered into a strategic partnership with **Vonosis Co., Ltd.**, a leading digital transformation and cloud solutions provider in Thailand
- This partnership marks a **new milestone** in GPTBots.ai's Southeast Asia expansion, as the two companies join forces to deliver turnkey, deeply localized AI solutions for core industries such as healthcare, retail, and manufacturing across Thailand and the broader region

EngageLab - Marketing Automation Platform



The screenshot displays a marketing automation workflow interface. At the top, a 'Marketing Automation' button is visible. The main heading reads 'Omnichannel Automation Platform for Growth Acceleration'. Below this, a paragraph states: 'Through scenario-based and personalized user journey design, omni-channel precise targeting, AI-driven strategy optimization, and insights analysis capabilities, EngageLab significantly enhances enterprise marketing efficiency and user conversion rates.' A 'Get Started for Free' button is located at the bottom center. The workflow steps are: 'Entrance' (with a left arrow icon), 'Channel' (with a dropdown menu showing 'Push Content' and 'AI Basic Setup'), 'Condition' (with a checkmark icon), 'Time' (with a dropdown menu showing 'Date: Monday/Friday', 'Specific Time', and 'Time Zone'), and 'Exit' (with a right arrow icon).

- EngageLab has upgraded its Marketing Automation (MA) functions with AI-powered capabilities, further empowering businesses to achieve exceptional results
- Through scenario-based and personalized user journey design, omni-channel precise targeting, AI-driven strategy optimization, and insights analysis capabilities, EngageLab significantly enhances enterprise **marketing efficiency** and **user conversion rates**

Go-To-Market Exposure via Trade Expos



- We continuously participated in various overseas events / expos / exhibitions to enhance our global visibility
- Through proactive promotion and in-depth discussions, we successfully garnered **numerous cooperation intentions** from various companies, laying a solid foundation for future business expansion

Part 2

2025 Q3 Financial Highlights

Group Revenues - Defined

Developer Services

- Subscription
- Value-Added Services



Vertical Applications

- Market Intelligence
- Financial Risk Management



Great Business and Financial Results!

01

GAAP NET INCOME for 2 consecutive quarters! Historic first!

02

EngageLab (our global flagship product):

- The recognized revenue increased by **102% YoY**;
- **ARR reached RMB 53.7M new milestone! Explosive YoY growth of 160%!**

03

Q3'25, recorded **highest quarterly revenue in history!**

- Developer Services (Subscription) revenue at RMB 57.3M
- Financial Risk Management revenue at RMB 22.6M

04

Net Dollar Retention (**NDR**) for Developer Services (Subscription) **at 104%!**
Highest level in history!

Great Business and Financial Results!

Gross profit increased by **20% YoY** and **7% QoQ**, reached **the highest level in the past 15 quarters!**

05

Cash balance (including restricted cash and short-term investments) of **RMB 141.2M**, representing a **YoY increase of 40%**, was the **highest balance of the past 14 quarters**

06

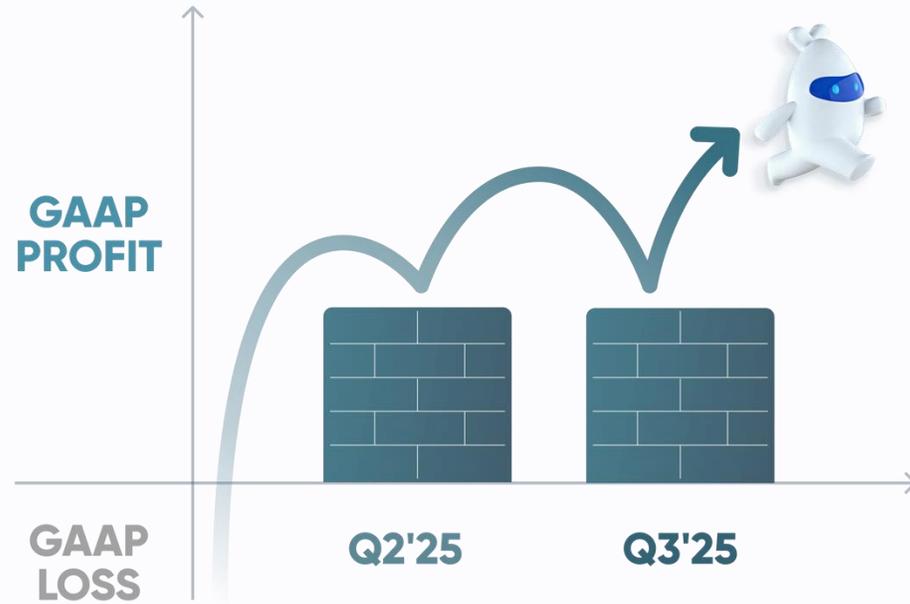
Operating cash **net INFLOW** of **RMB 23.3M** (best result for the **past 20 quarters**)

07

Deferred revenue balance of **RMB 166.3M**, at **historic high!**

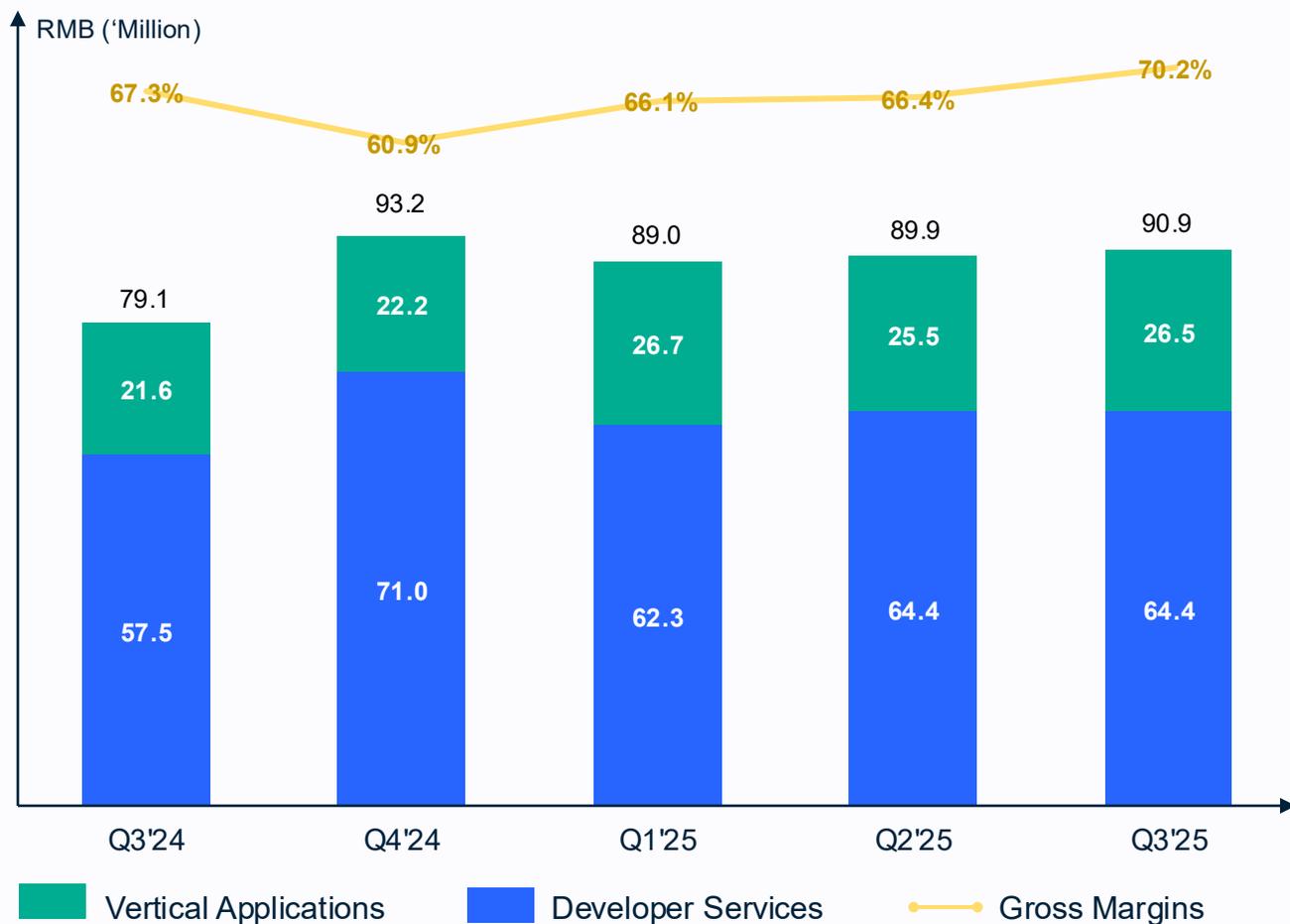
08

Quarterly GAAP Net Income Again - Good Things Come in Pairs!



- In Q3 2025, we achieved **US GAAP profits** for **two consecutive quarters!**
- We delivered the impressive results through **strong revenue growth** while maintaining **high profit margins**

Total Revenue Grew Both YoY and QoQ



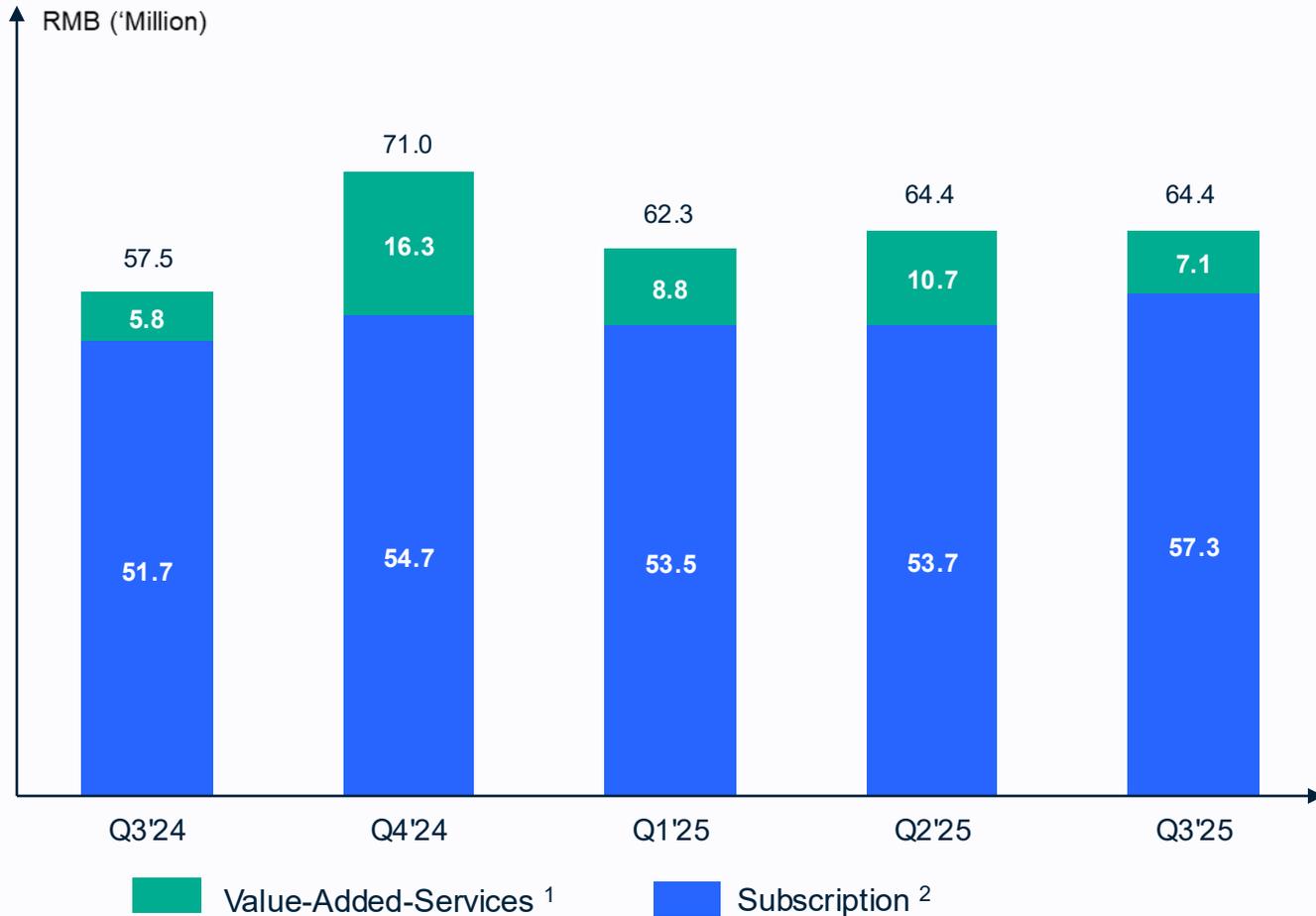
Total revenue at **RMB 90.9M** increased by **15% YoY** and **1% QoQ** mainly due to:

- Developer Services revenue grew by **12% YoY**
- Vertical Applications revenue grew by **23% YoY** and **4% QoQ**

The 1% QoQ modest revenue growth was mainly due to reduction of lower profit margin revenues (of Value-Added-Services and others)

- As a result, gross margin **has improved 380 basis points QoQ**

Developer Subscription Revenue of RMB 57.3M at Historic High!



- **Subscription revenue:**

- Increased by **11% YoY** and **7% QoQ** mainly due to the customer growth and the increase in ARPU
- This quarter marked a historic peak and 5th consecutive quarter of quarterly revenue **exceeding RMB 50M!**

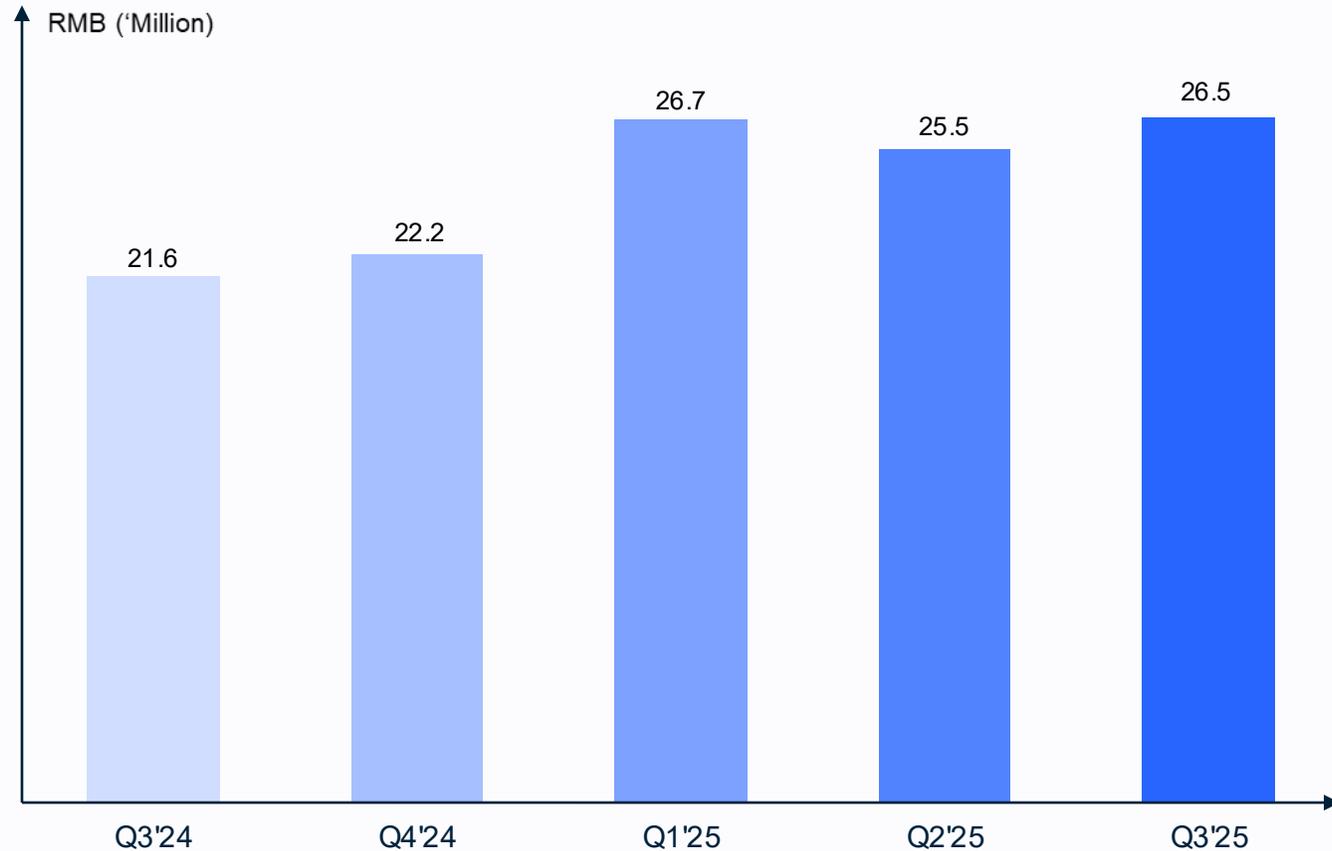
- **Value-Added-Services revenue:**

- Increased by **22% YoY** and decreased by 34% QoQ due to seasonal impacts, as there were no online eCommerce festivals in Q3

1. Includes mainly advertisement related products

2. Includes push notification, EngageLab, SendCloud email services and other subscription based developer services

Vertical Application Revenue Increased by 23% YoY and 4% QoQ



- **Include revenues from:**

- a) Market Intelligence
- b) Financial Risk Management

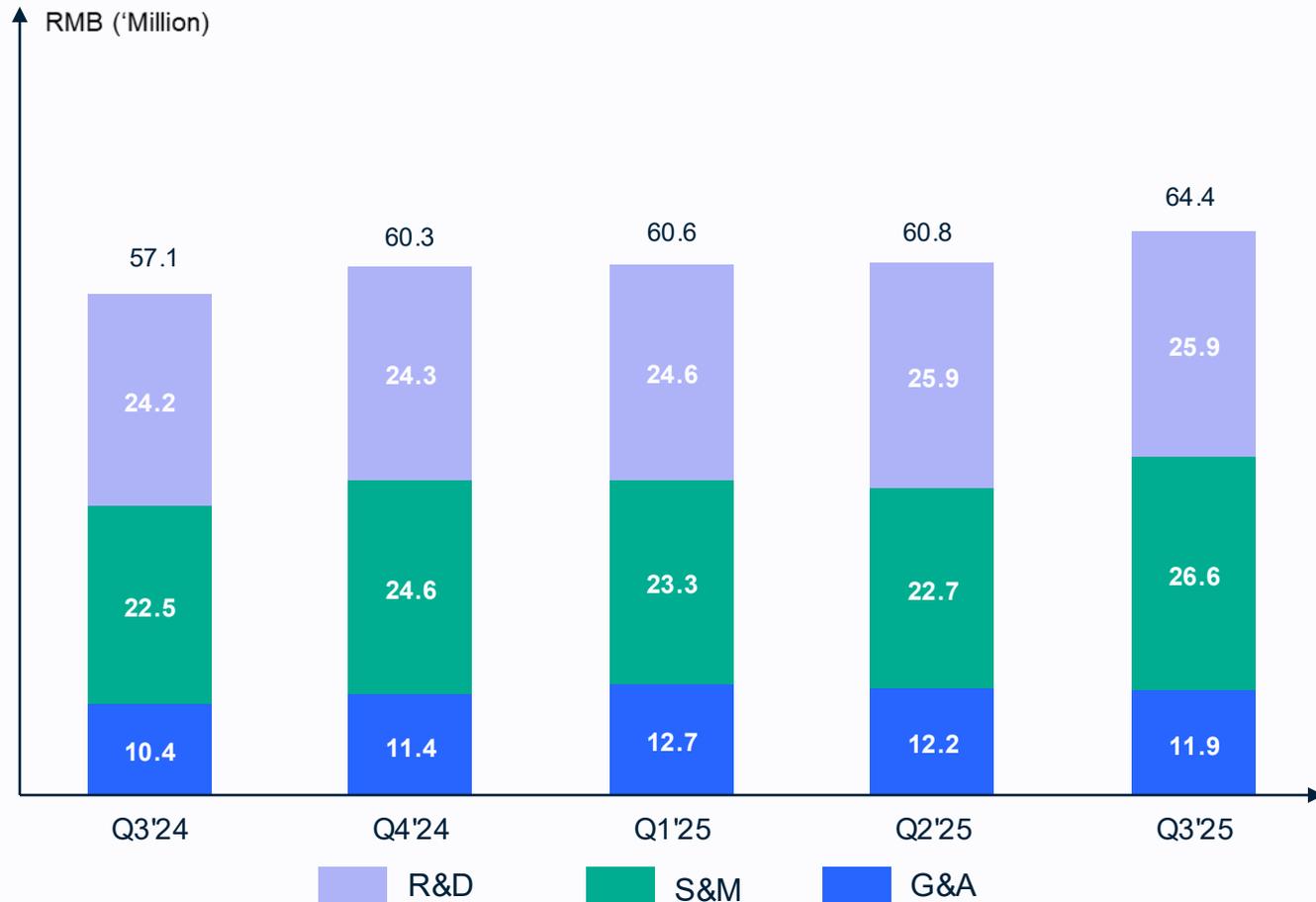
- Vertical Application revenue increased by **23% YoY** and **4% QoQ**
- Financial Risk Management revenue reached **the best quarter in history**
- At the same time, Financial Risk Management revenue increased by **33% YoY** and **3% QoQ**, mainly due to the customer growth and the increase in ARPU

Gross Profits - Highest Level in The Past 15 Quarters!



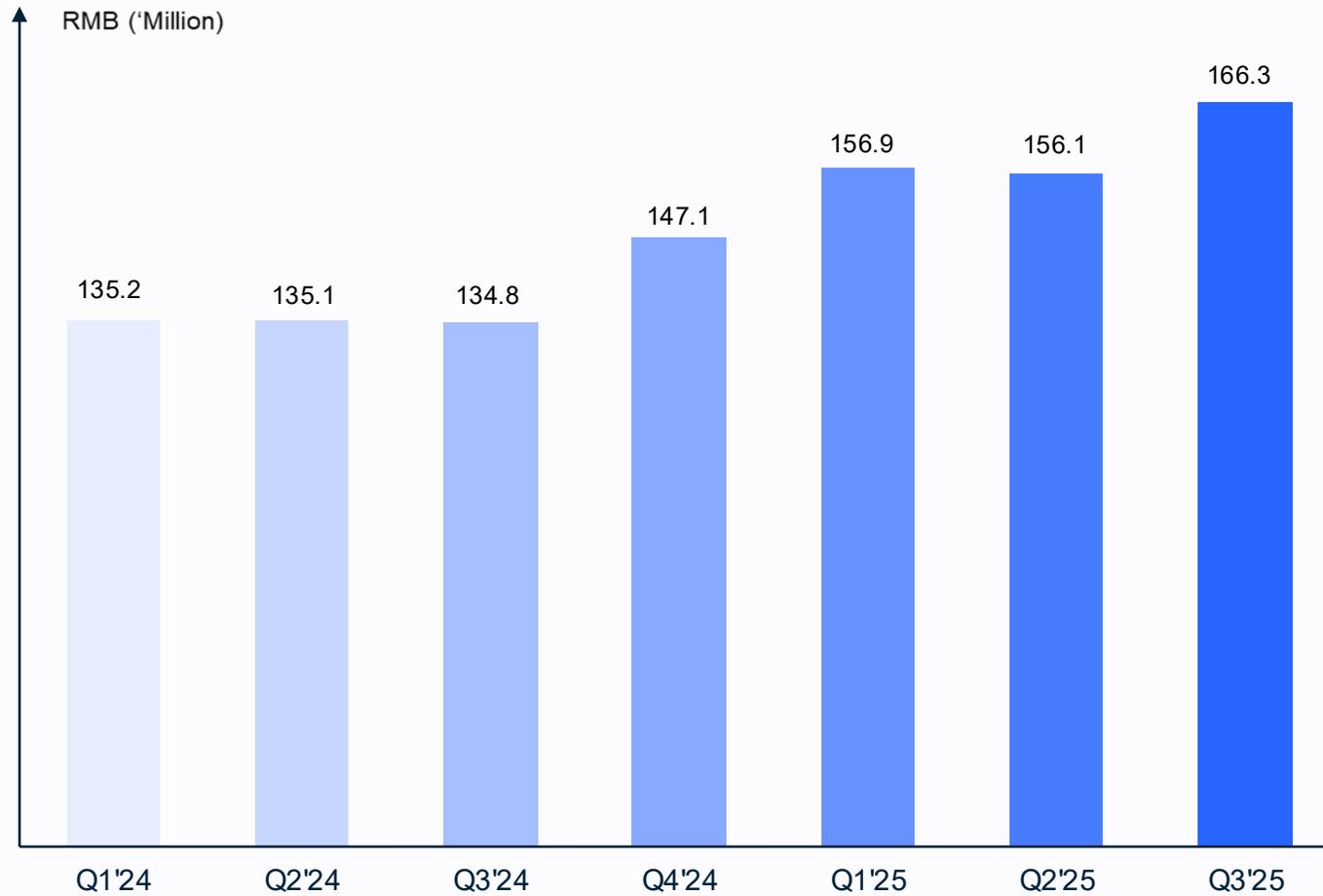
- Gross profit increased by **20% YoY** and **7% QoQ** to **RMB 63.8M**, reaching the **highest level** in the past 15 quarters
- Gross margin reached a **high level of 70.2%**, increased by **290 basis points YoY** and **380 basis points QoQ**

Operating Expenses at Optimal Level



- The slight increase in operating expenses QoQ was due to the **expansion of overseas business** where we made more overseas trips, attended more overseas trade exhibitions and expos to showcase our products and services; and to create more brand awareness
- As in the past, we are diligent in **controlling** and **monitoring** our spending
- R&D expenses increased by 7% YoY, primarily due to focused investments and positioning in the AI sector

Deferred Revenue of RMB 166.3M at Historic High!



- Deferred Revenue Q3 balance of **RMB 166.3M, reaching a historic high**
- We continued to receive cash in advance from customers at the inception of the service period. This greatly **improve our cash flows** and **mitigating risk of bad and doubtful debts**

Balance Sheet & Financials at Healthy Level as of 9/30/2025

1

Cash and cash equivalents, restricted cash and short-term investments of:

- Cash reserves reached highest level in the past 14 quarters!

RMB 141.2M as of 9/30/2025

2

Deferred Revenue balance at high level:

- 22th consecutive quarter of > RMB 100M
- Surpassed previous records and reached a historic high

RMB 166.3M as of 9/30/2025

3

AR Turnover Days at a low level:

- Continuously maintained at a low level, accounts receivable management was stable and efficient

At low level of 49 days

4

Net Dollar Retention (NDR) for Developer Services (Subscription):

- Signifies a powerful, self-sustaining growth engine within our existing customer base

At high level of 104%



Use of Non-GAAP Financial Measures

In evaluating the business, Aurora Mobile Limited, (“Aurora”, “The Company”) considers and uses two non-GAAP measures, adjusted net (loss)/income and adjusted EBITDA, 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)/income as net (loss)/income excluding share-based compensation. The Company defines adjusted EBITDA as net (loss)/income excluding interest expense, depreciation of property and equipment, amortization of intangible assets, income tax expenses/(benefits), share-based compensation.

The Company believes that adjusted net (loss)/income 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)/income.

The Company believes that adjusted net (loss)/income 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)/income 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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Thanks

