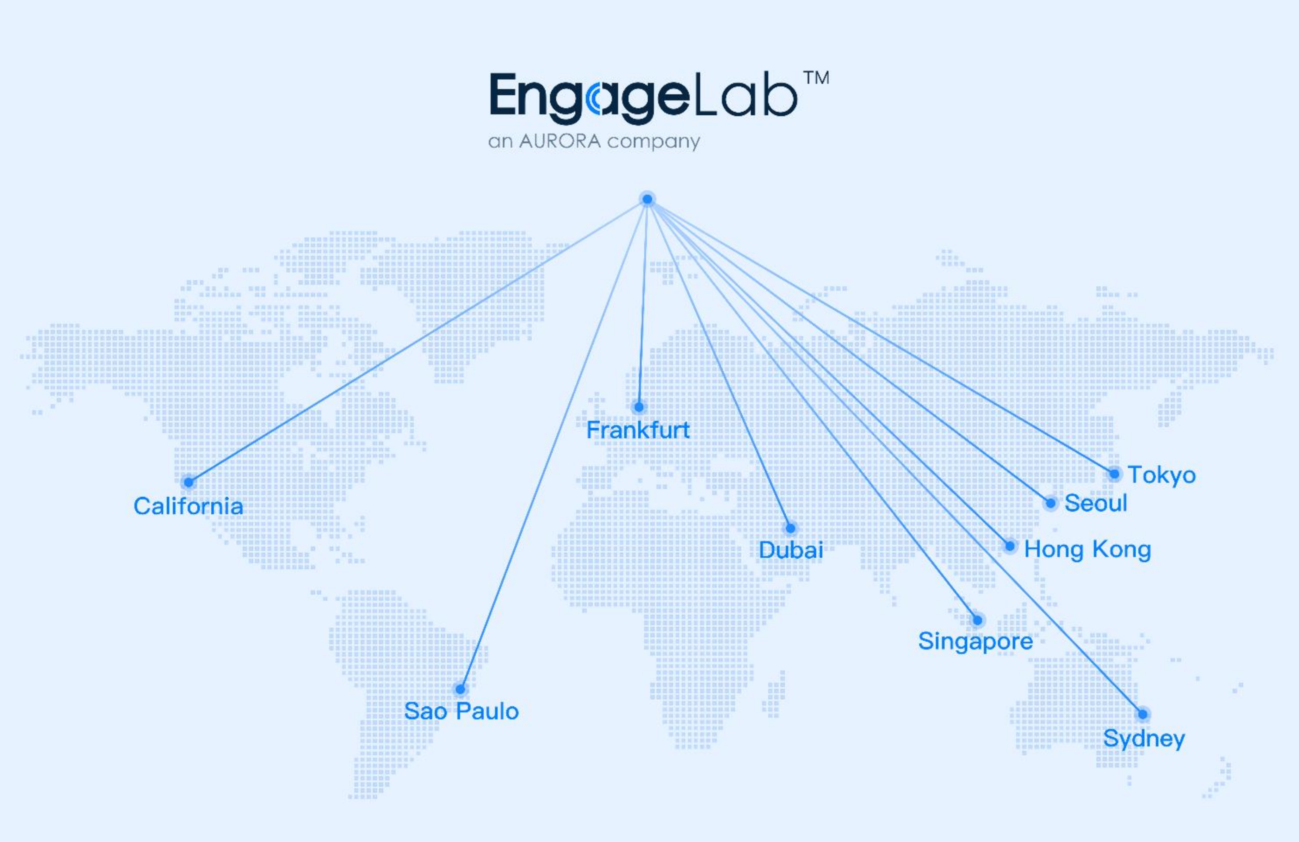
2023 Q1
EARNINGS PRESENTATION

June 15, 2023

Part 1

2023 Q1 Business Highlights

EngageLab Offers Global Multi-Data Center Storage

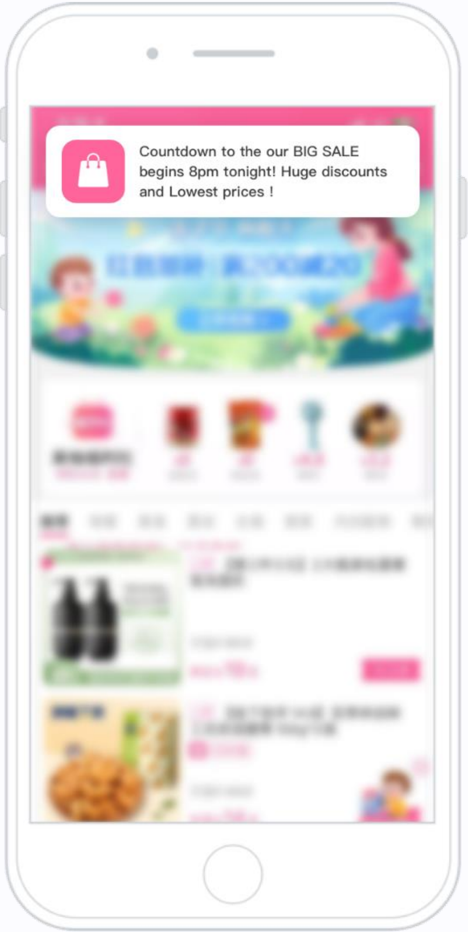


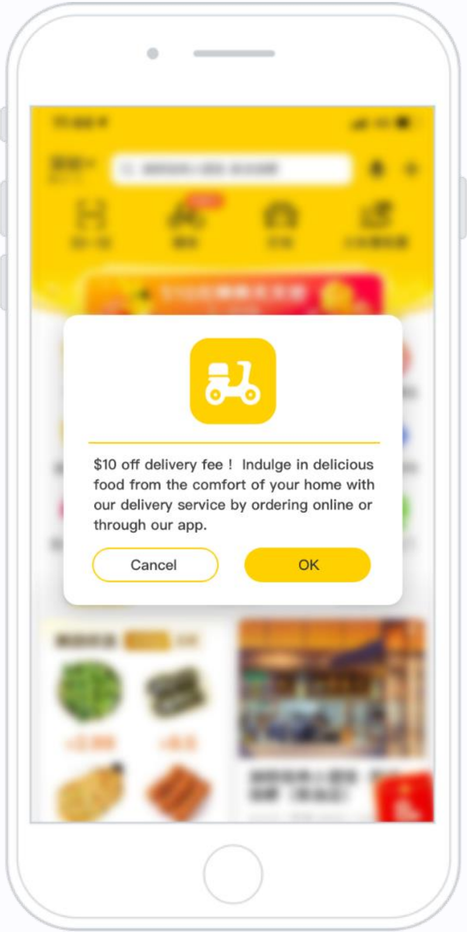
- Engagelab has established a reliable network of data centers in multiple regions around the world to ensure that customers can choose the storage location that best suits their business needs

- In addition to Singapore, EngageLab has now added more data center options for overseas customers in the following areas：

（1）China-Hong Kong
（2）Germany-Frankfurt
（3）USA-California
（4）Japan-Tokyo
（5）South Korea-Seoul
（6）UAE-Dubai
（7）Brazil-Sao Paulo
（8）Australia-Sydney

“In-App Messages” of JPush is launched!





- Our JPush in-app messages appear within the app, using pop-up windows and floating boxes to capture users' attention
- With our ‘APP developer-centric’ strategy, and through our on-going improvements and iterations of products and technologies, we will continue to improve and help mobile APP developers meet their operational and growth demands and user experience

New Products Listed at the Shenzhen Data Exchange

- Our three data products are now listed and available for trading at Shenzhen Data Exchange：

  （1）iAudience

  （2）Aurora Risk Factor

  （3）Aurora Risk Marketing Score

- This is another significant milestone for the company in working with the Shenzhen Data Exchange to expand its data trading products after the launch of its MoonFox iApp on the exchange.

Part 2

2023 Q1 Financial Highlights

Group Revenues - Defined

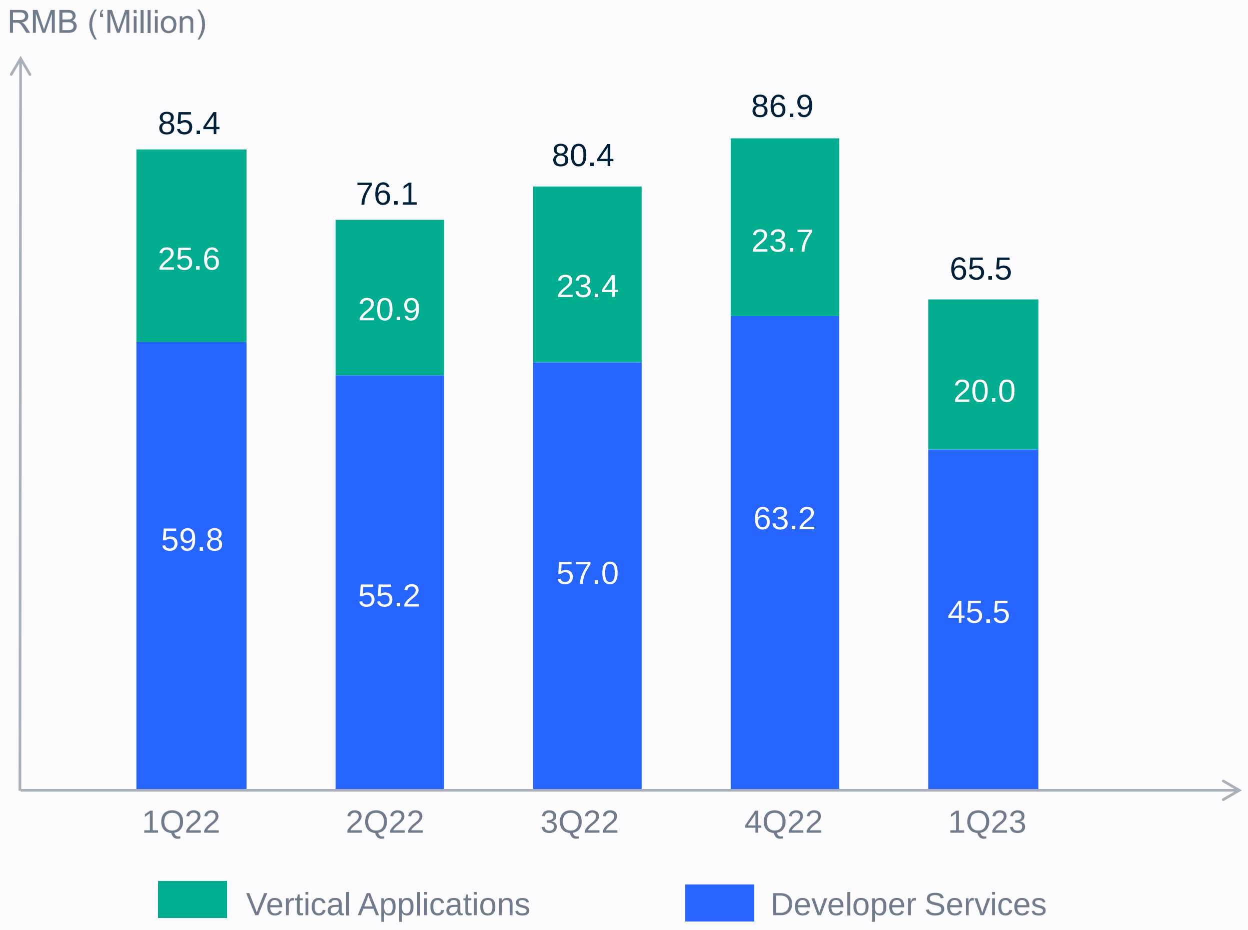
Developer Services

- Subscription
- Value-Added Services

Vertical Applications

- Market Intelligence
- Financial Risk Management

Total Group Revenue Decreased by 23% YoY



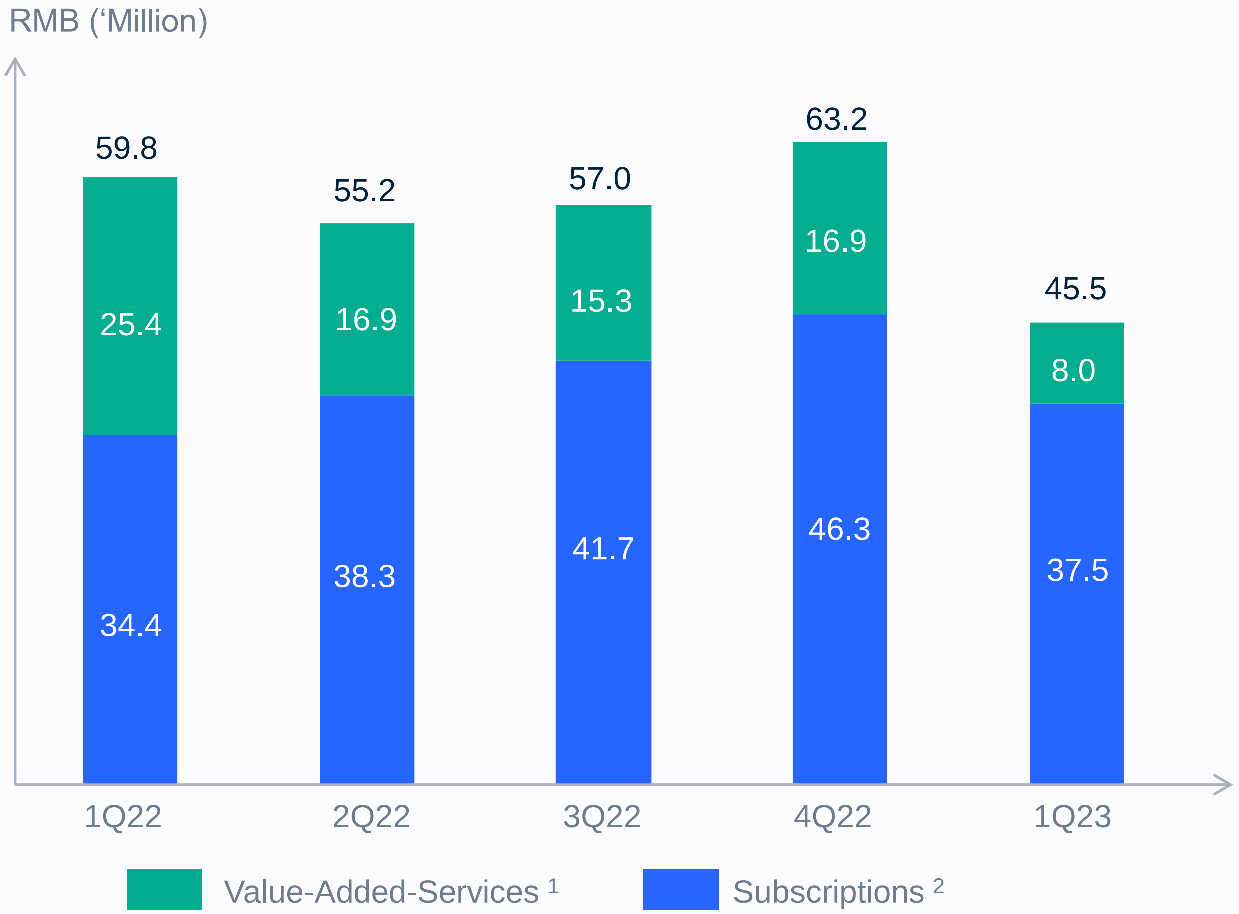
Revenue decreased by a 23% YoY driven by :

- Developer Services by -24% YoY
- Vertical Applications by -22% YoY

In Q1'23, total revenue decreased by 23% YoY due to**:**

- Seasonally tougher operating environment in the first quarter of every year
- A temporary suspension of work (due to pandemic) during the Q4'22 resulted in delays in contract signing or acceptance. Thus the scheduled revenue (supposed to be recognized in Q1'23) was delayed into subsequent period

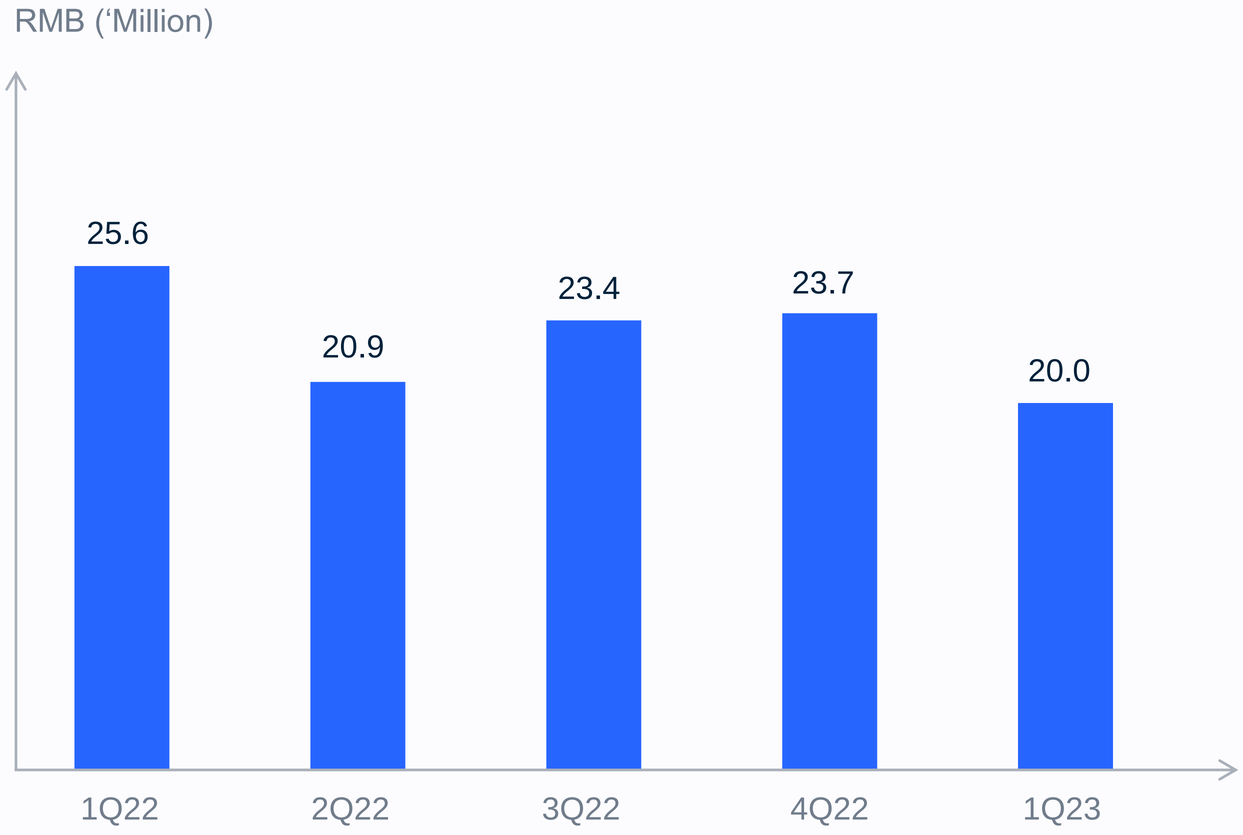
Developer Service Revenue Decreased by 24% YoY



- **Subscription revenue:**
  - **Increased by 9% YoY** mainly driven by solid customer growth and existing high user retention
- **Value-Added-Services revenue:**
  - Decreased by 53% QoQ mainly due to weaker market demands

1. Includes both JG Alliance products, Adpub and Advertisement SaaS
2. Includes push notification, sms, verification, SendCloud email services and other subscription based developer services

Vertical Application Revenue Decreased by 16% QoQ



- **Include revenues from:**
  a) Market Intelligence
  b) Financial Risk Management

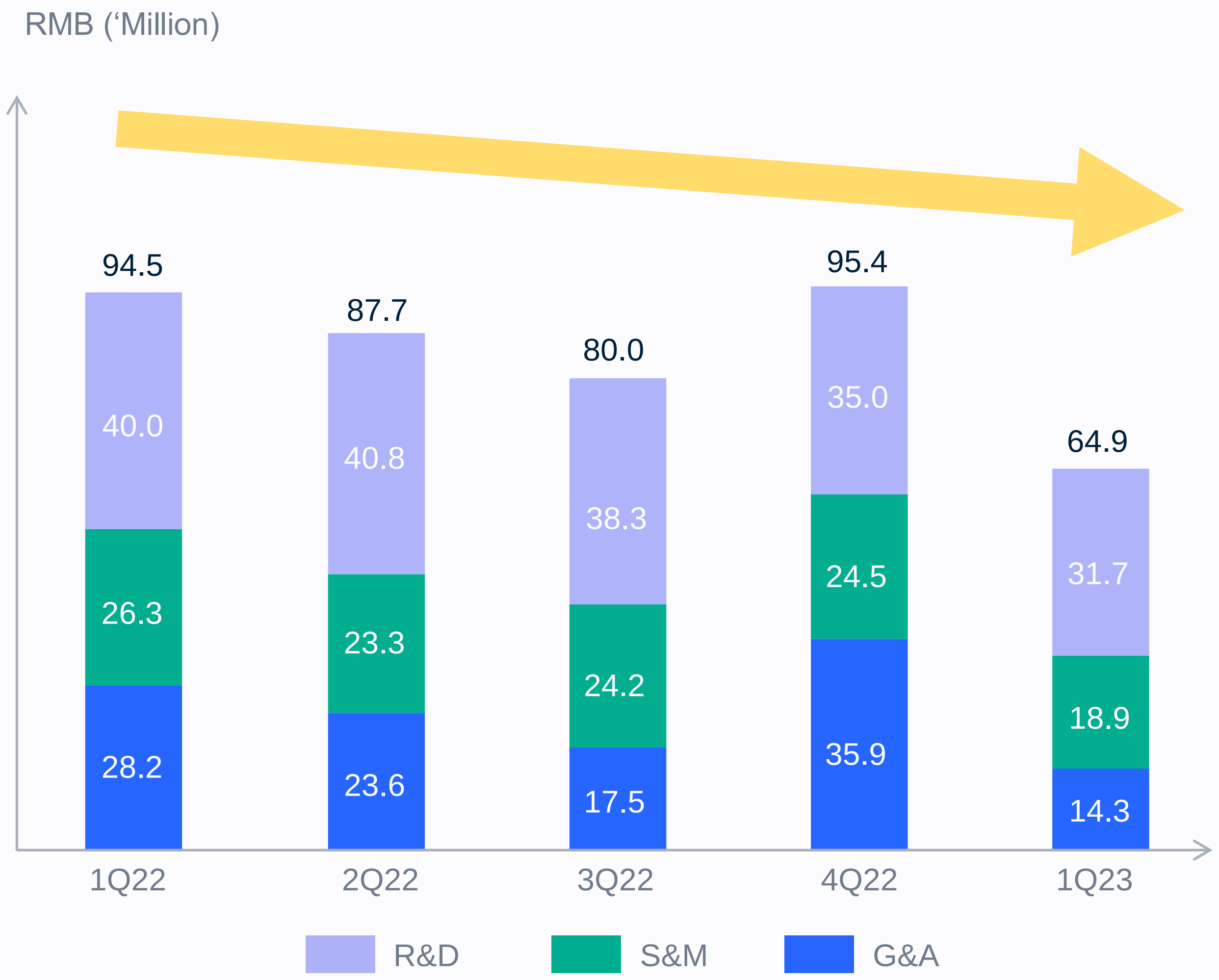
- **Revenue decreased by 16% QoQ due to:**
  - Market Intelligence by -31% QoQ
  - Financial Risk Management by -4% QoQ

- The primary cause for the downturn in vertical application revenue can be attributed to lackluster customer demand during the first quarter, a customary off-season period

Gross Profits and Gross Margins Staying Healthy

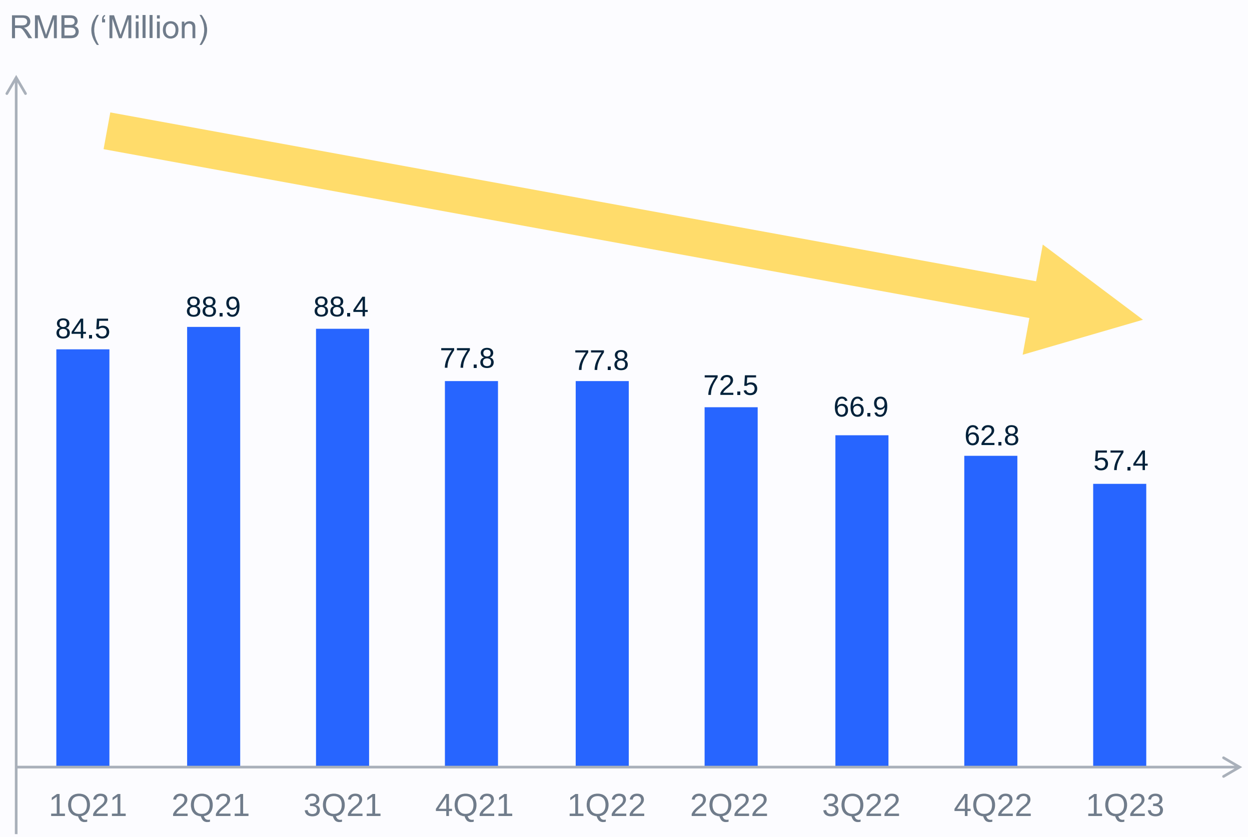
- Gross profits decreased by 21% YoY to RMB46.0M
- The gross profits declined YoY due to:
  - Total revenue decreased by 23% YoY
  - Weak demands for value-added services
- Nevertheless, we saw slight **gross margin recovery** YoY & QoQ and achieved **the best gross margin** 70.3% over the past 5 quarters.

Operating Expenses At Lowest Level since IPO



- For **the sixth consecutive quarters**, our OPEX are below the RMB100M mark
- Operating expenses **decreased by 31%YoY and 32% QoQ** due to:
  - G&A expenses decreased by 49% YOY to RMB14.3M mainly due to decrease in personnel cost
  - S&M expenses decreased by 28% YOY to RMB18.9M mainly due to the decrease in headcount
  - R&D expenses decreased by 21% YOY to RMB31.7M because of a decrease in cloud costs and depreciation expenses after improvement and optimization of our cloud platform

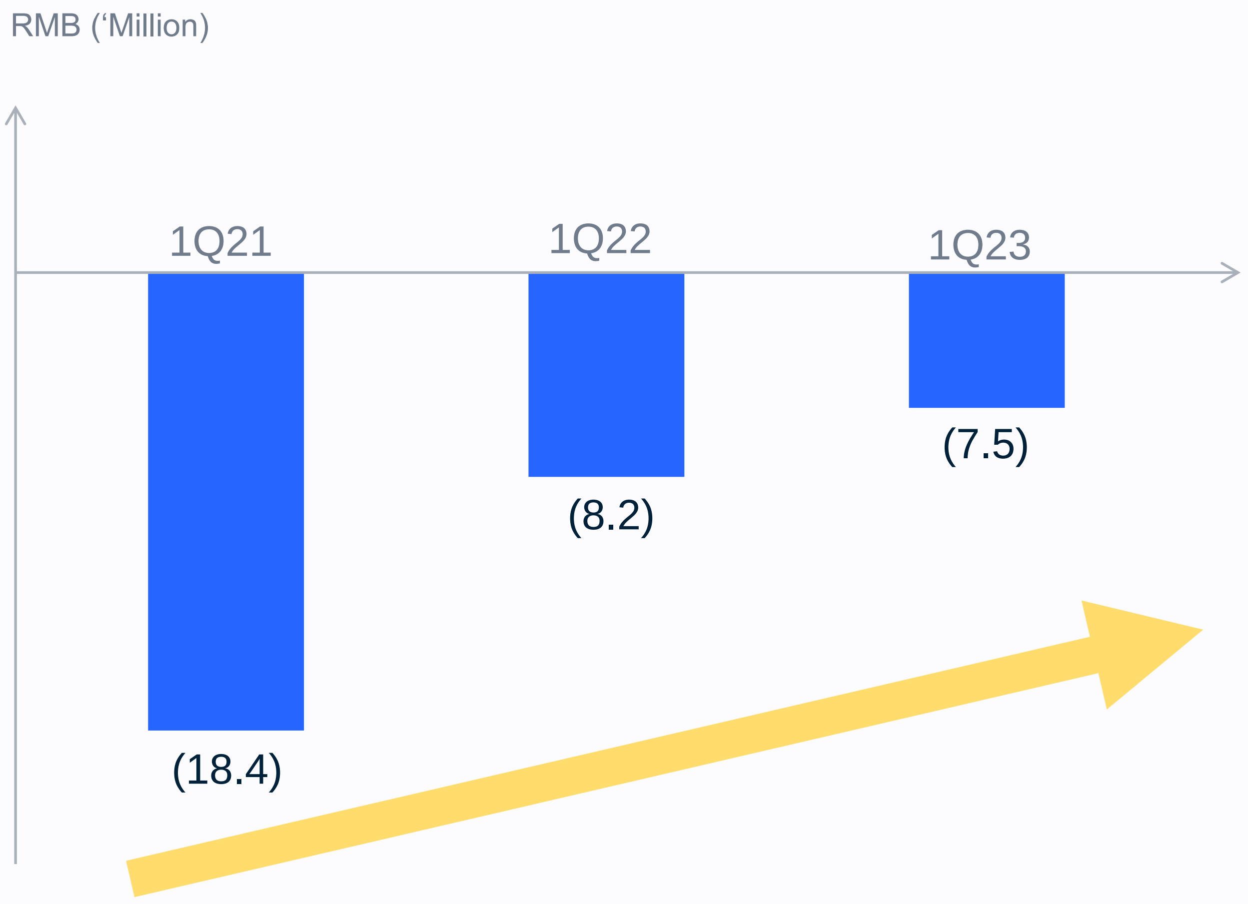
Lowest Adjusted Operating Expense since IPO



- **Q1'23 adjusted operating expense** (which represents the cash component of operating expense) **at a lowest balance** at RMB57.4M since IPO

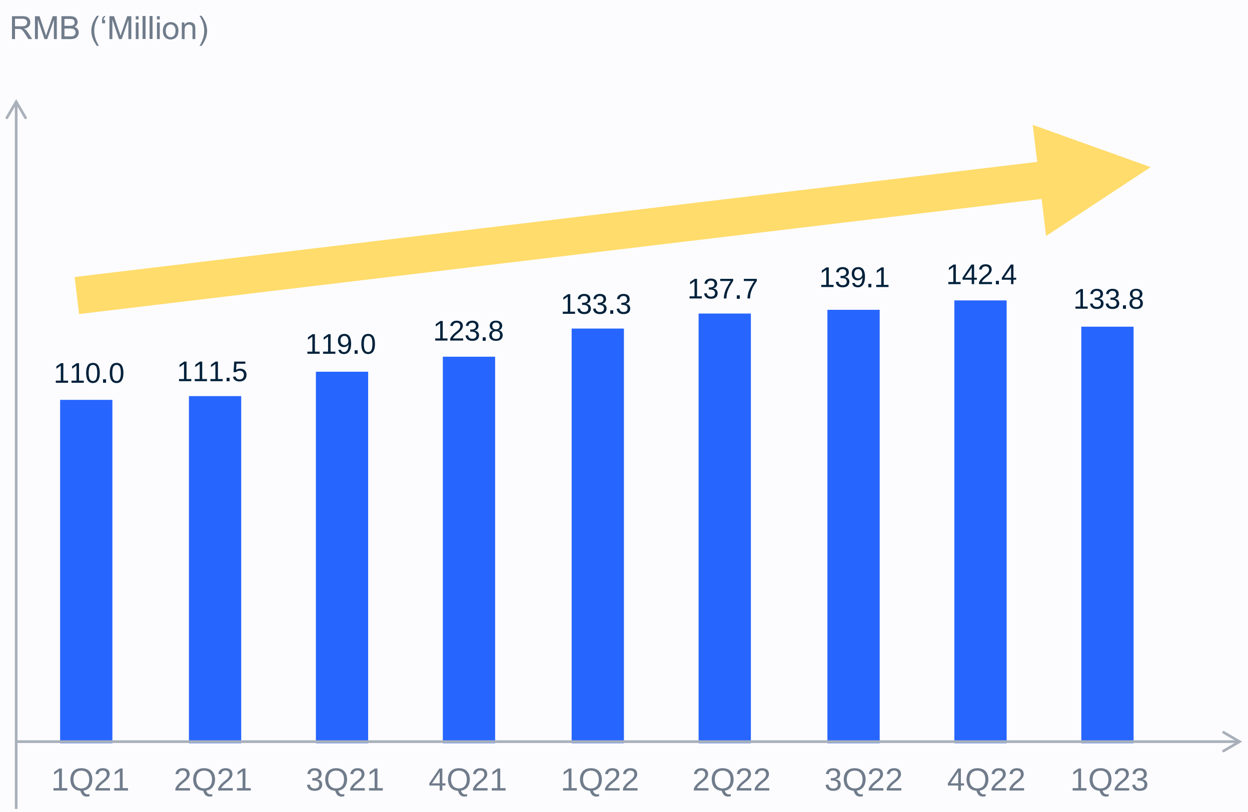
- Adjusted operating expenses **decreased by 26%YoY and 9% QoQ** due to：
  - Our strict cost management strategy; and
  - Company-wide efficiency improvement measures

Adjusted EBITDA Narrowed by 9% YoY



- **Adjusted EBIDTA** in Q1'23 narrowed down by 9% YoY to negative RMB7.5M
- Year-over-Year **improvement of 9%** mainly due to OPEX decreased by 31% YoY because of strict cost control and excellent efficiency improvement

Deferred Revenue Over RMB100M for 12 Consecutive Quarters



- **Deferred Revenue increased** and achieved 12th **consecutive quarter of > RMB100M**
- The excellent trend of deferred revenue balance represents：
  - Healthy cash flow and recurring revenue business model
  - A stable revenue base, which can help to offset any potential fluctuations in new sales or renewals

Balance Sheet Staying Healthy as of 03/31/2023

01

Cash and cash equivalents and restricted cash of:

- Healthy level of cash to support business growth

RMB 88M as of 03/31/2023

02

Deferred Revenue balance at high level:

- 12th consecutive quarter of > RMB100M
- Indication of strong SAAS Businesses growth

RMB134M as of 03/31/2023

03

AR days at a healthy level:

- Sign of healthy cash flow，better credit and enhanced business relationships

Remained at low level of 39 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-lived assets, 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, amortization of land use right, income tax expenses, share-based compensation, reduction in force charges, impairment of long-lived assets, 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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THANKS