



**Q4 2021
EARNINGS PRESENTATION
March 3, 2022**



Part 1

2021 Q4 Business Highlights

Acquisition of Wuhan SendCloud Technology Co., Ltd (“SendCloud”)



- SendCloud is China’s **leading Email API platform** for consumer marketing and user-centric transactional email services.
- Together, we will be able to quickly enrich our **omni-channel customer engagement** product offerings which include mobile app push notifications, SMS, WeChat official accounts, WeChat mini-programs, Alipay mini-programs, DingTalk, enterprise WeChat, and now Email.
- Our **paying customer base is expected to almost double** upon completion of this transaction as SendCloud had **more than 2,000 paying customers** during the fourth quarter of 2021.
- Both parties can benefit from this acquisition through more cross-selling opportunities to the **combined customer base** and help fuel future **revenue growth**.

Awarded CAICT's Data Security Governance ("DSG") Certification



- The Company has passed the **Data Security Governance Evaluation and Certification** of China Academy of Information and Communications Technology ("CAICT") after strict assessment by CAICT and industry experts in Dec 2021.
- CAICT cooperated with **more than 30 enterprises** to launch the Data Security Initiative to carry out standard formulation, test and evaluation, industry information exchanges, special trainings and other professional enterprise services.
- We will continue to **strengthen** exploration and efforts in the field of **data security**.

Launched Verification Service on QingCloud Marketplace

The screenshot displays the product page for '极光一键登录与本机号码校验' (Aurora One-Click Login and Mobile Number Verification) on the QingCloud Marketplace. The page includes the following details:

- Product Name:** 极光一键登录与本机号码校验
- Tagline:** 一键获取三网手机号, 秒级完成用户登录与校验, 安全、高效
- Price:** ¥340 (有效期: 3年)
- Specifications:**
 - 本机号码校验1万次
 - 本机号码校验2万次
 - 本机号码校验15万次
 - 本机号码校验60万次
 - 本机号码校验100万次
- Package:** 本机号码校验1万次
- Developer:** 深圳市和讯华谷信息技术有限公司
- Contact Info:** 电话: 400-8576-886, 邮箱: sales@jiguang.cn
- Call to Action:** 立即购买

- The Company has launched its **verification service (“JVerification”)** on the QingCloud Marketplace, a one-stop trading platform that provides cloud-based apps and services offerings.
- Through this partnership, JVerification will leverage QingCloud's **solid reputation, strong ecosystem resources and comprehensive operating systems.**
- We will continue to **promote in-depth cooperation with QingCloud.**

Part 2

2021 Q4 Financial Highlights

Group Revenues Definition

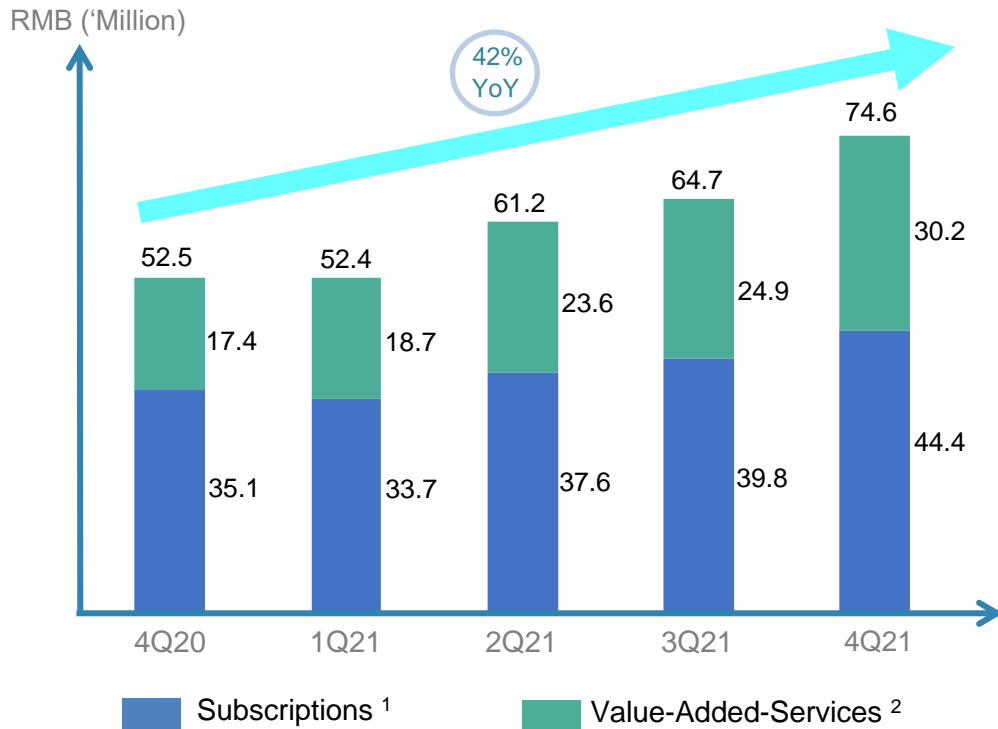
(a) Developer Services

- Subscription
- Value-Added-Services

(b) Vertical Applications

- Market Intelligence
- Financial Risk Management

Another Quarter of Strong Developer Service Revenue Growth Primarily Driven by an Explosive 73% YoY Growth in Value-Added-Services



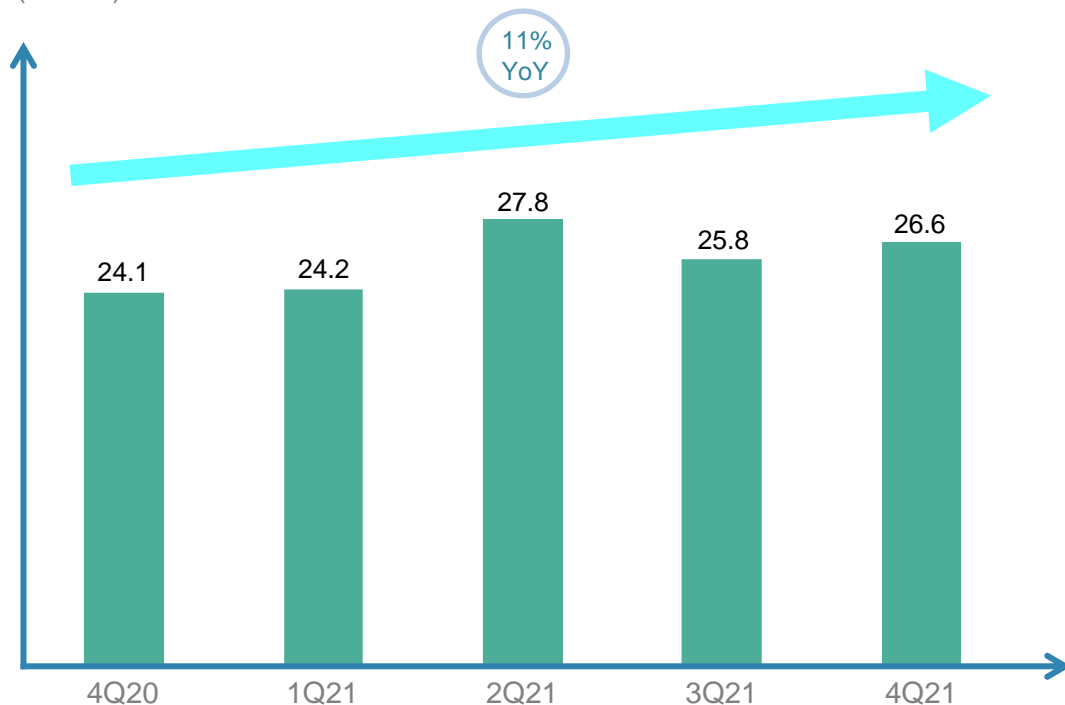
1. Includes push notification, sms, verification and other subscription based developer services

2. Includes both JG Alliance products and Advertisement SaaS

- Another Quarter of **Strong Growth in Developer Services** revenue of **42% YoY**
- Subscription revenue:
 - Increased by 27% YoY or RMB9.3M mainly driven by completion of private cloud projects and new customer acquisition
- Value-Added-Services revenue:
 - **Increased significantly by 73% YoY or RMB12.8M** - mainly due to continuous strong revenue growth from JG Alliance
 - **Mini program** and **APP Retargeting** continued to show strong demands, accounting for **more than 80%** of JG Alliance revenue

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

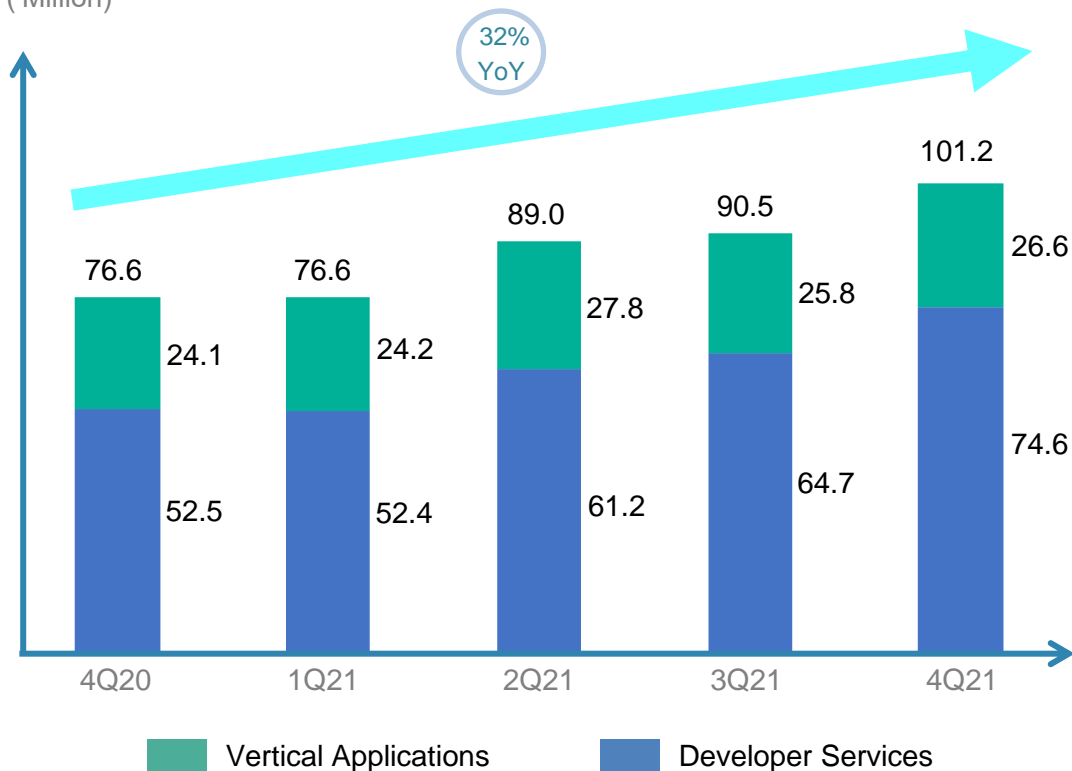
RMB (*Million)



- Include revenues from:
 - a) Market Intelligence
 - b) Financial Risk Management
- Revenue grew by 11% YoY driven by strong growth in **Financial Risk Management**, which achieved the highest yet quarterly revenue since 1Q20

Reached a Significant Milestone Where We First Ever Achieved Over RMB100M Quarterly SAAS Revenue

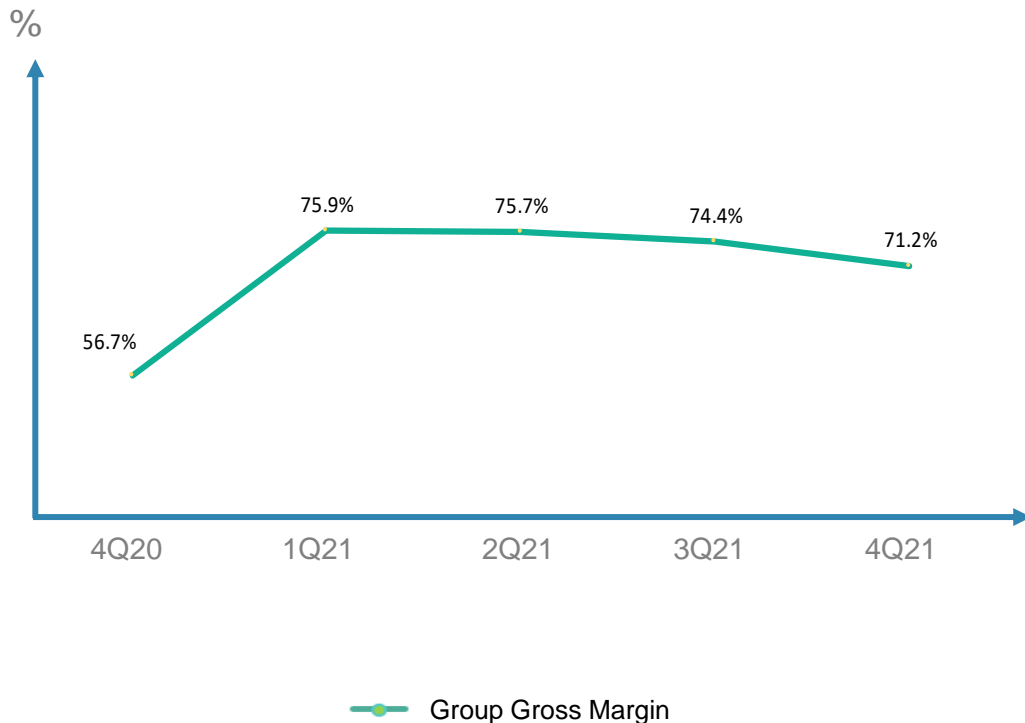
RMB ('Million)



Revenue increased by a strong 32% YoY or RMB24.6M driven by growth in:

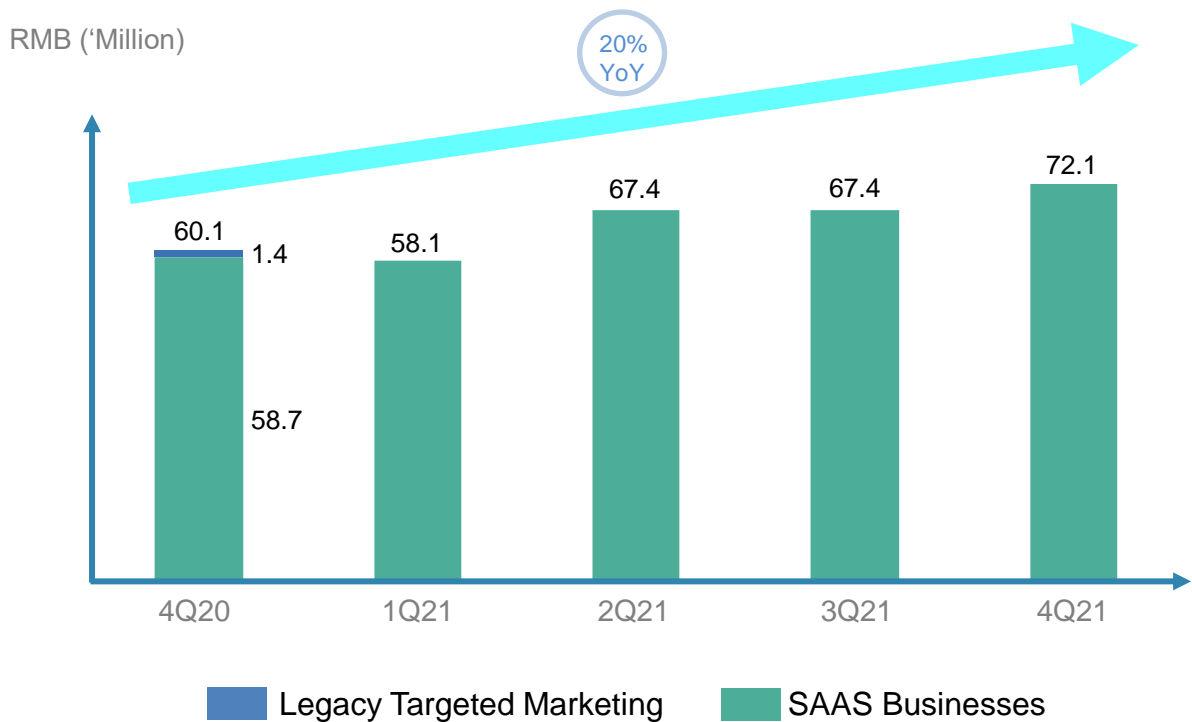
- Developer Services by 42%; and
- Vertical Applications by 11%

High Gross Margin (above 71% throughout all 4 Quarters in 2021) Reflects the Success of SAAS Businesses



- Group gross margin of 71.2% is more than 1.25 times comparing to 4Q20, a reflection of high-margin SAAS businesses nature
- Gross margin has been consistently above 71% for all 4 quarters in 2021 since transitioned to the SAAS businesses at the beginning of 2021
- Full year gross margin at 74.1%, well above our full year gross margin target of 70%

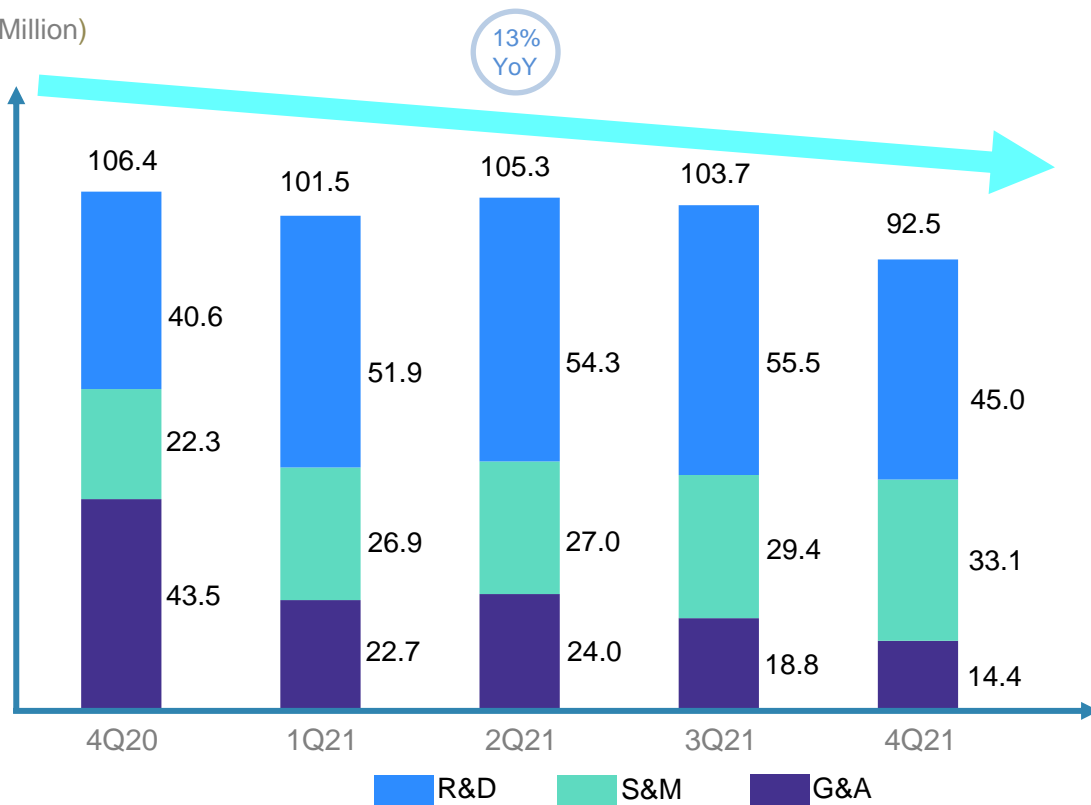
Group Gross Profits Continuously Increased by 20% YoY and Recorded Highest Gross Profit since Q1'20



- Group gross profits increased by 20% YoY or RMB12M, mainly due to **SAAS Businesses revenue growth** by 32% YoY
- In 4Q21, the Group achieved its **highest gross profits** (of RMB 72.1M) since 1Q20

Continue to Drive Operating Efficiency With Operating Expenses Well Under Control

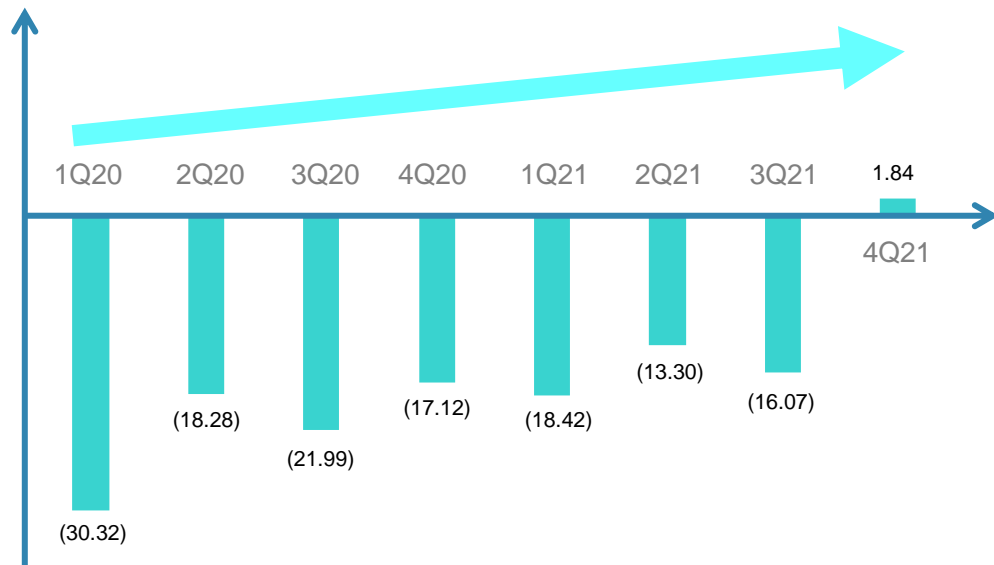
RMB('Million)



- **Operating expenses decreased by 13% YoY** while SAAS Businesses revenue grew by 32% YoY
- We are committed to continue to control and optimize operating expenses across all business functions
- We expect to further drive operating efficiencies in 2022

First Ever Positive Quarter on Adjusted EBITDA Since We Started SAAS Transition Two Years Ago

RMB (*Million)



Achieved **Positive Adjusted EBITDA** since Q1 of 2020

Positive Adjusted EBITDA Reached Due to:

- Strong high margin SAAS Businesses **revenue growth of 32% YoY**
- **OPEX decreased by 13% YoY** demonstrating strong operating leverage



Balance Sheet Remained Healthy as of 12/31/2021

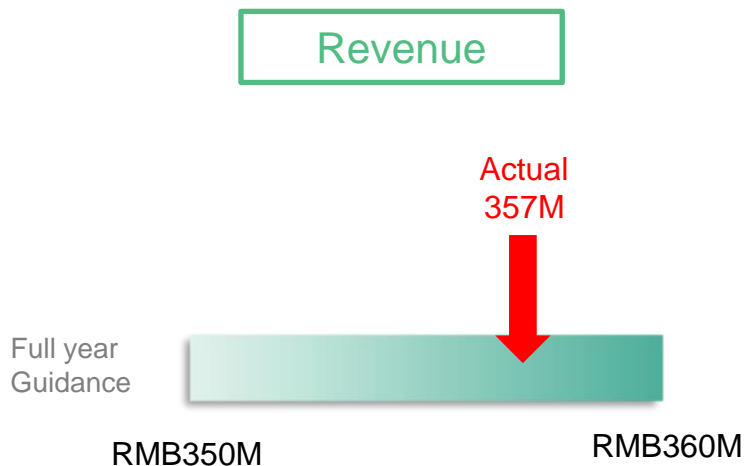
- Cash and cash equivalents, restricted cash and short-term investments of:
 - Healthy level of cash to fuel on going growth in SAAS businesses
- Deferred Revenue remained stable:
 - 7th consecutive quarter of > RMB100M
 - Achieved highest record during past 7 quarters
 - Indication of strong SAAS Businesses growth
- AR days decreased sequentially from 39 days in Q3'21 to 38 days Q4'21:
 - We continue to closely monitor AR collection

RMB285 million

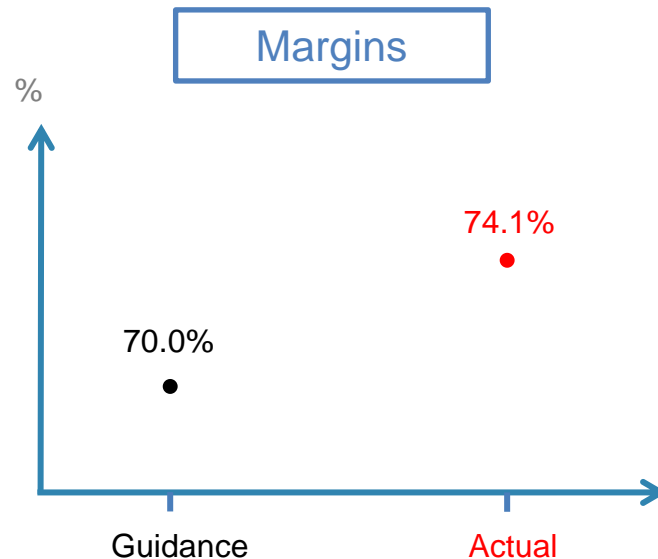
RMB124M as of 12/31/2021

**Consistent AR days of
38 to 39 days for the
past 3 quarters**

2021 Full Year Revenue and Margins Guidance Achievements - Recap

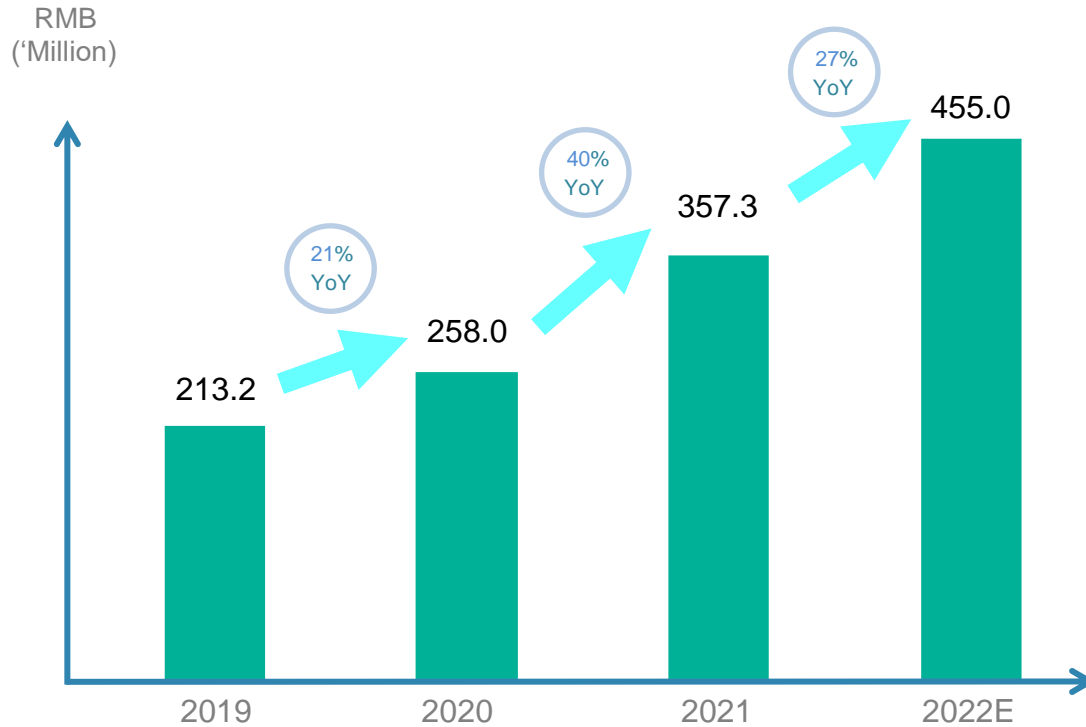


- ✓ 2021 Full Year Revenue at The Top End of the Guidance Range



- ✓ 2021 Full Year Gross Margin is Well Above the Guidance

Solid and Sustainable Revenue Growth into 2022



- Company's guidance for fiscal year 2022 revenue to be in the **range of RMB435M to 455M**. The RMB455M used in the graph is for illustrative purposes only.
- For apple-to-apple comparison purpose, 2019 and 2020 revenues **exclude** legacy Targeted Marketing business.

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, 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.

Safe Harbor Statement

This presentation and the accompanying oral presentation have been prepared by Aurora Mobile Limited, (“Aurora”) for informational purposes only and not for any other purpose. Nothing contained in this presentation is, or should be construed as, a recommendation, promise or representation by the presenter or Aurora or any officer, director, employee, agent or advisor of Aurora. This presentation does not purport to be all-inclusive or to contain all of the information you may desire. Information provided in this presentation and the accompanying oral presentation speak only as of the date hereof.

This presentation may 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 presentation, 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-model; its ability 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 presentation and in the attachments is as of the date of the presentation, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.