



# 2024 Q3 EARNINGS PRESENTATION

November 14, 2024

# Part 1

## 2024 Q3 Business Highlights

# EngageLab – Continued Expansion Footprints

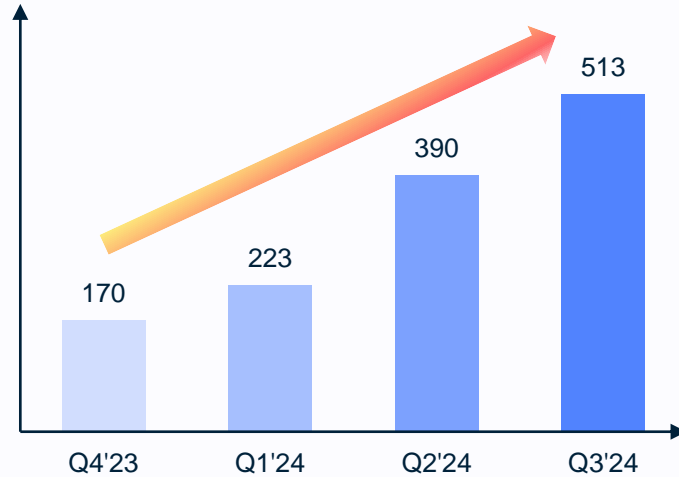
## 31 Countries



- In this quarter, EngageLab once again continuing its expansion path, with customers coming from **31 countries and regions**
- EngageLab received high praise from customers worldwide. Became the **top choice for many enterprises**

# EngageLab – The Growth Continues.....

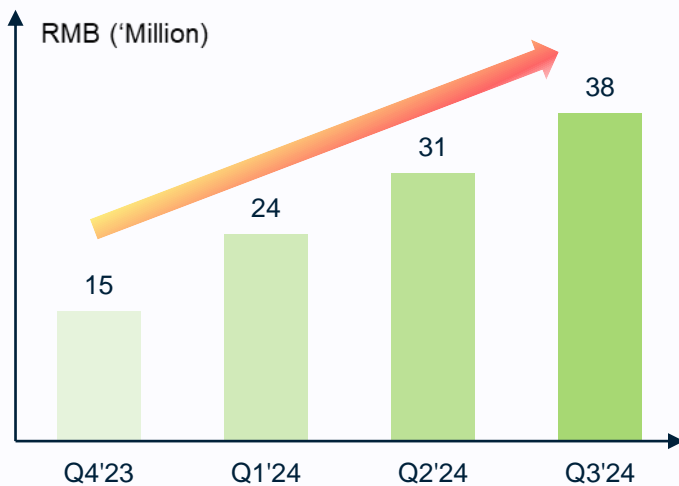
Customer Numbers



## Customer Numbers

- EngageLab continued to be an important **growth engine for revenue**. The number of customers this quarter **increased by 32%**

Contract Value (Cumulative)



## Contract Value (Cumulative)

- Total cumulative signed contract value has **steadily increased, reaching RMB 38 million** this quarter, with a QoQ **growth of 23%**

# Launched New Global Rankings (of Apps)

## Flagship Version

A good helper for enterprise operation, covering over 2 million APPs

### APP Ranking Analysis

Gain in-depth insights into APP market landscape in different regions to understand the company's position

### APP Behavior and User Value

User life cycle (Installations, New users, Active Users, Retention), usage pattern (Sessions, Time spent) and user profile

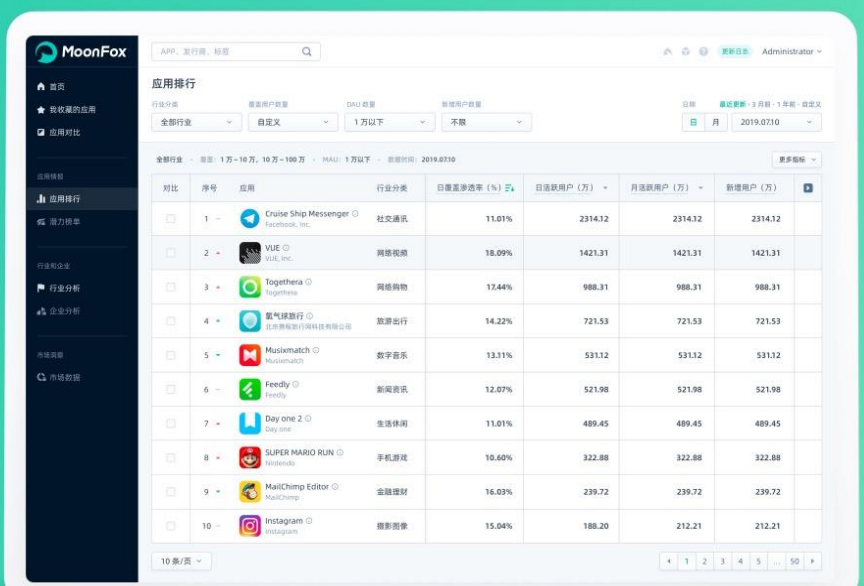
### Potential APP discovery

Real-time recommendation and full-cycle tracking of growth projects, help investment institutions discover investment projects

### More Features

Target Market, Geography/Company/Overlap/Flow Analysis

Free Trial



对比	序号	应用	行业分类	日渗透率 (%)	日活跃用户 (万)	月活跃用户 (万)	新增用户 (万)
	1	Cruise Ship Messenger	社交通讯	11.01%	2314.12	2314.32	2314.32
	2	VUE	跨境电商	18.09%	1421.31	1421.31	1421.31
	3	togethera	网络购物	17.44%	988.31	988.31	988.31
	4	氢气球旅行	旅游出行	14.22%	721.53	721.53	721.53
	5	Musimatch	数字音乐	13.11%	531.12	531.12	531.12
	6	Feedly	新闻资讯	12.07%	521.98	521.98	521.98
	7	Day one 2	生活休闲	11.01%	489.45	489.45	489.45
	8	SUPER MARIO RUN	手机游戏	10.60%	322.88	322.88	322.88
	9	MailChimp Editor	金融理财	16.03%	239.72	239.72	239.72
	10	Instagram	摄影摄像	15.04%	188.20	212.21	212.21

- To help enterprises better and faster identify market opportunities and quickly adapt to the pace of overseas competition, we have **officially launched the Global Rankings service in September 2024**

- This product supports multidimensional data analysis to understand the competitive landscape and obtain market share comprehensively

- It provides **real-time industry and sub-industry rankings of APPs** by multidimensional indicators including penetration, active users, and new users, to grasp market dynamics



# Part 2

## 2024 Q3 Financial Highlights

# Group Revenues - Defined

## Developer Services

- Subscription
- Value-Added Services



## Vertical Applications

- Market Intelligence
- Financial Risk Management



# Financial Highlights for Aurora Mobile

## Core Business and Revenues with Growth

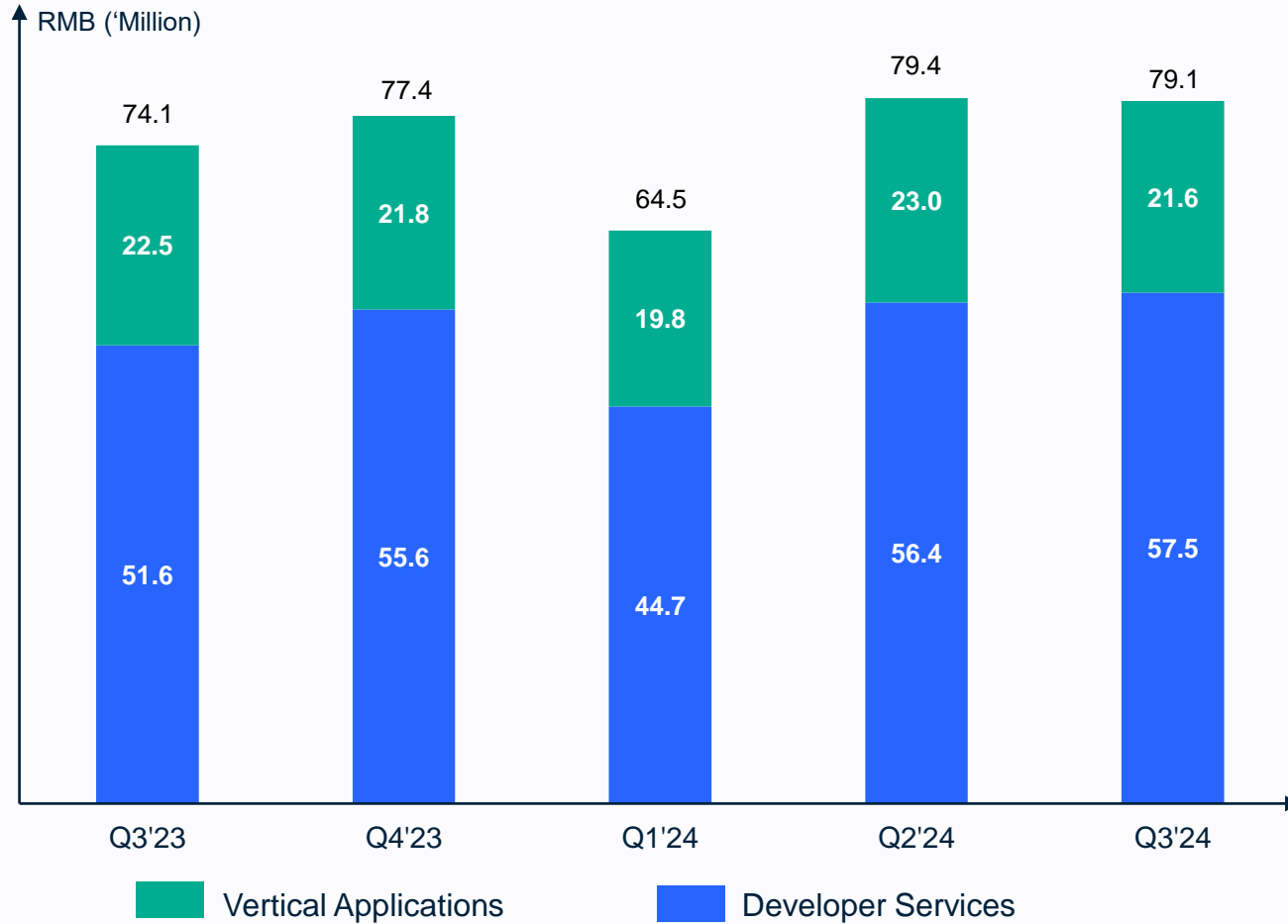
- EngageLab continued to **drive revenue growth**:
  - Customer number **grew 32%++**
  - Contract value **grew 23%++**
- Developer Services (Subscription) quarterly revenue **exceeded RMB 50M** for the first time in history
- Domestic market **achieved YoY and QoQ growth**

## Great Financial Results

- **5 consecutive** quarters of **Positive Adjusted EBITDA!**
- Total revenue recorded good growth, **increased by 7% YoY**
- Q3 Operating cash **net INFLOW of RMB 12.3M**
- **Cash balance increased RMB 8.4M to RMB 101.1M** between the quarters



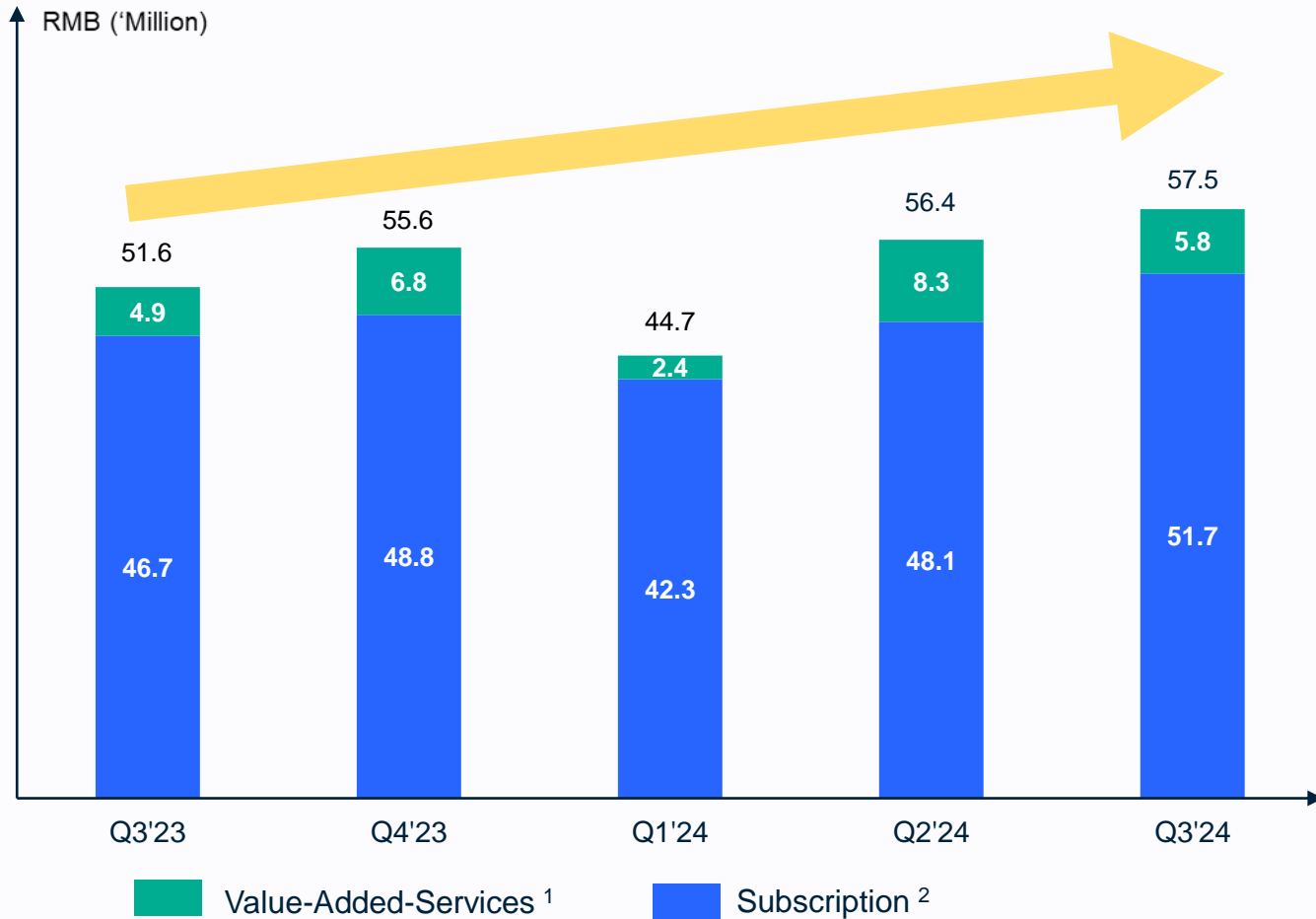
# Total Revenue Increased 7% YoY



- **Total revenue at RMB 79M increased by 7% YoY, driven by growth in:**

- Developer Services – Subscription revenue **grew by 11% YoY and 7% QoQ** due to the continuous customer growth and improvements
- Developer Services – Value-Added-Services revenue **grew by 20% YoY** because of market demand increased

# Developer Service Subscription Revenue – Achieved historical high!



- **Subscription revenue:**

- Exceeded RMB 50M revenue in a single quarter for the first time in our history
- Increased 7% QoQ and 11% YoY mainly driven by of the growth of EngageLab and the growth in ARPU

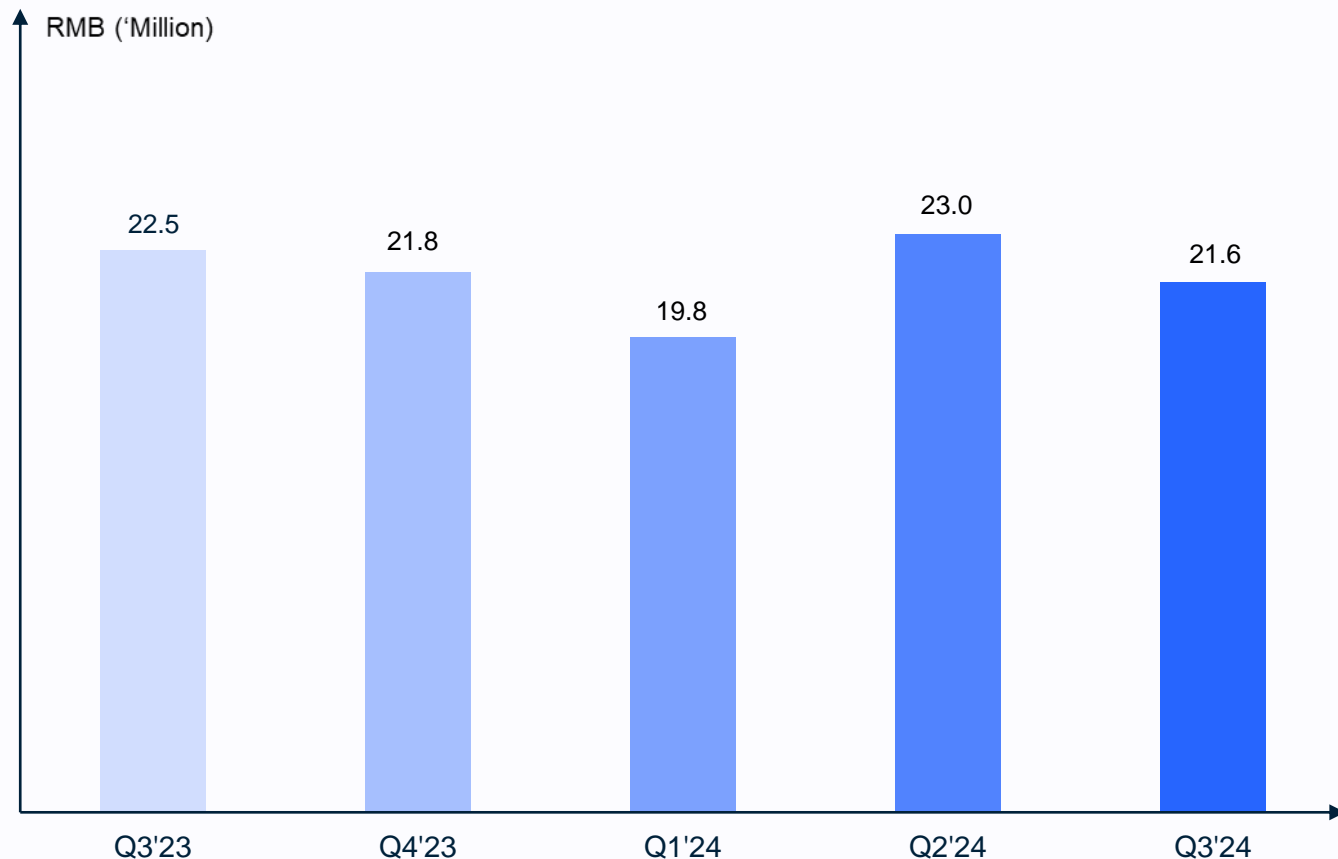
- **Value-Added-Services revenue:**

- Increased by 20% YoY due to the rise in market demand from the online advertisers

1. Includes mainly advertisement related products

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

# Vertical Application Revenue



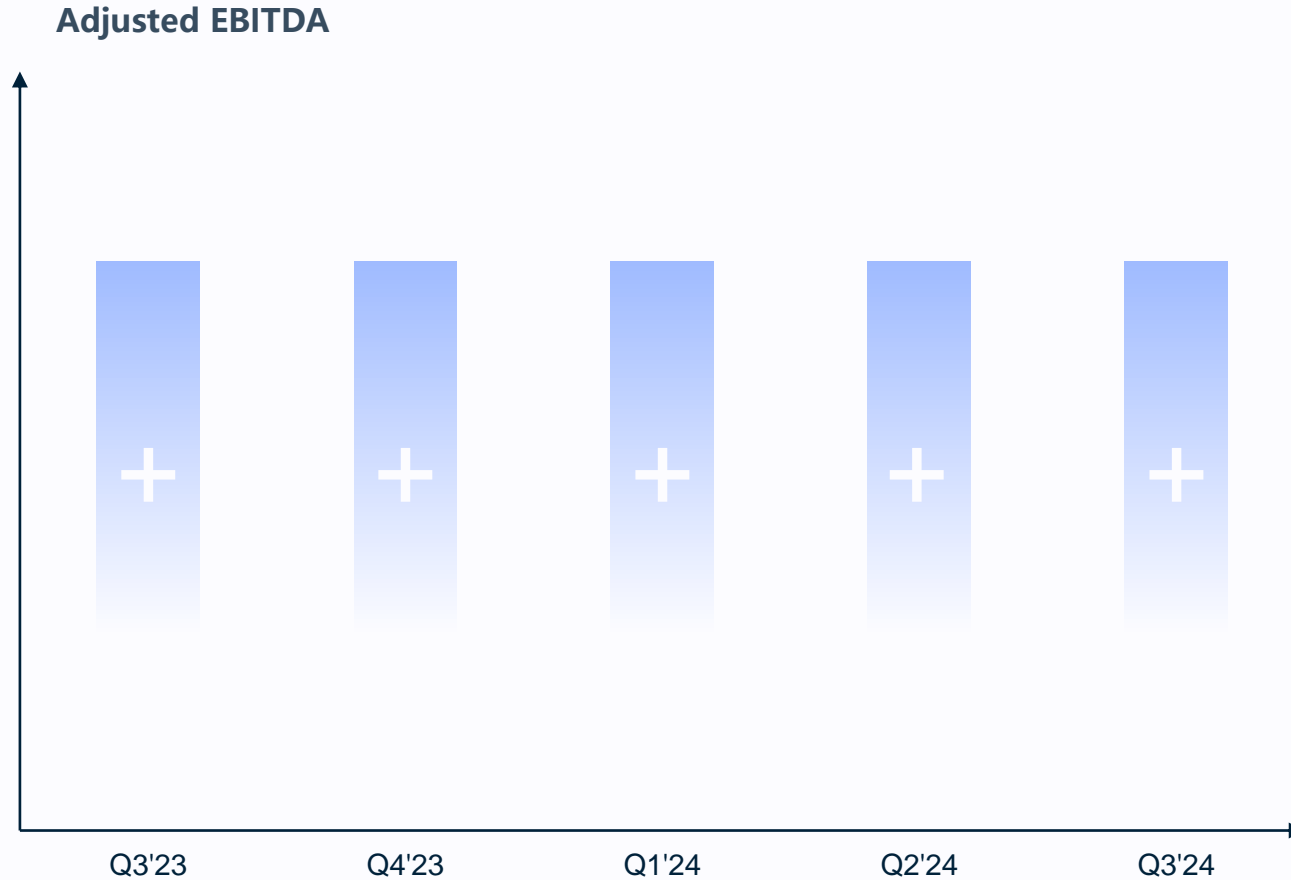
- **Include revenues from:**

- a) Market Intelligence
- b) Financial Risk Management

- Financial Risk Management **increased 29% YoY** driven by strong customer demand

- However, overall revenue decreased 6% QoQ due to weaker investor demand for market intelligence products

# POSITIVE Adjusted EBITDA for 5 Consecutive Quarters!



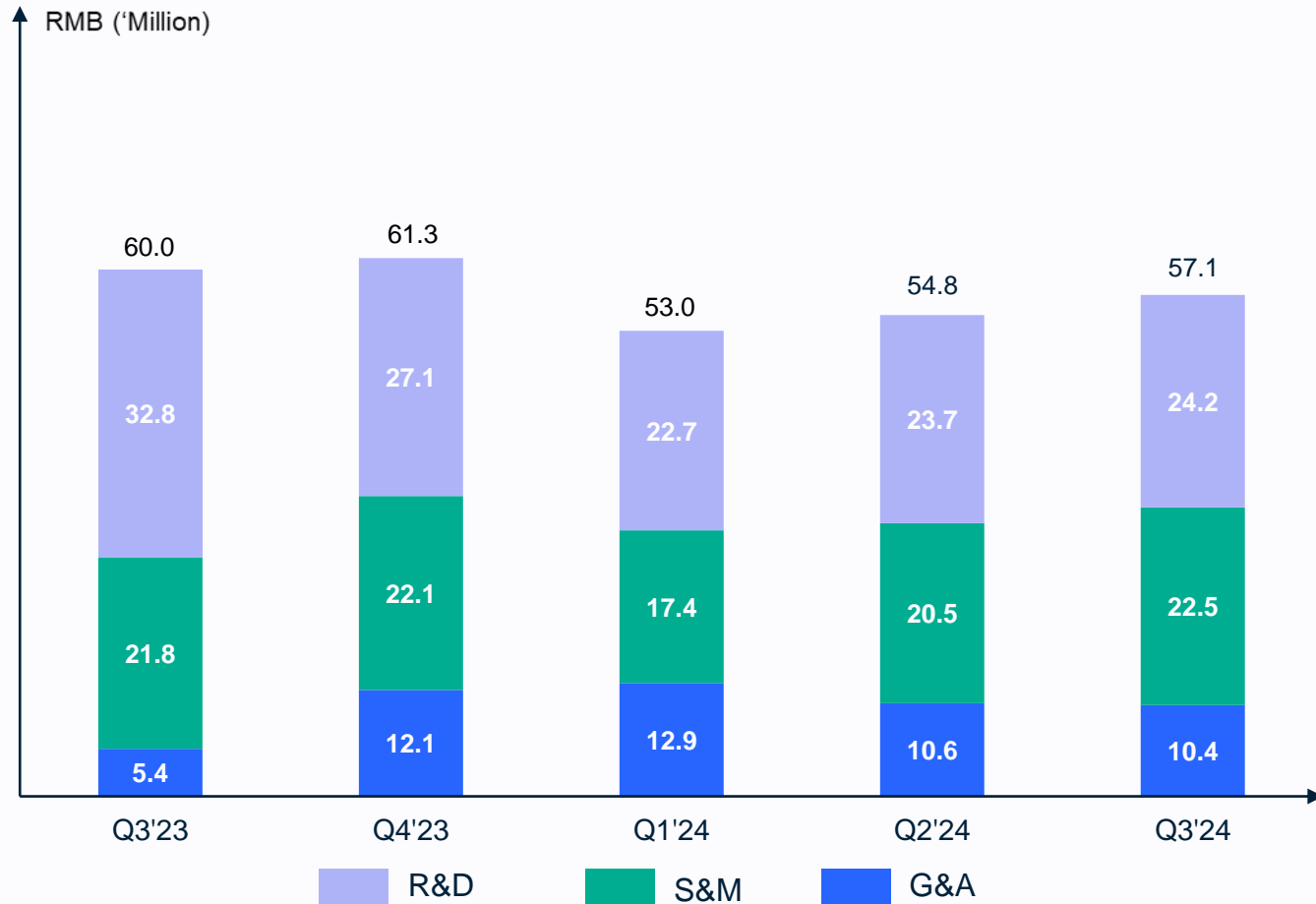
- 1, 2, 3, 4, 5, .....
- Our Adjusted EBITDA turned positive for **5 consecutive quarters!**
- This was mainly due to the outstanding business growth, expansion of overseas market share and operational efficiency

# Gross Profits and Gross Margin Remained At High Level



- Gross profits increased **by 1% QoQ** due to the increase in revenue and good control on cost of revenue
- Gross margins continued to remain at a high level and **improved QoQ**

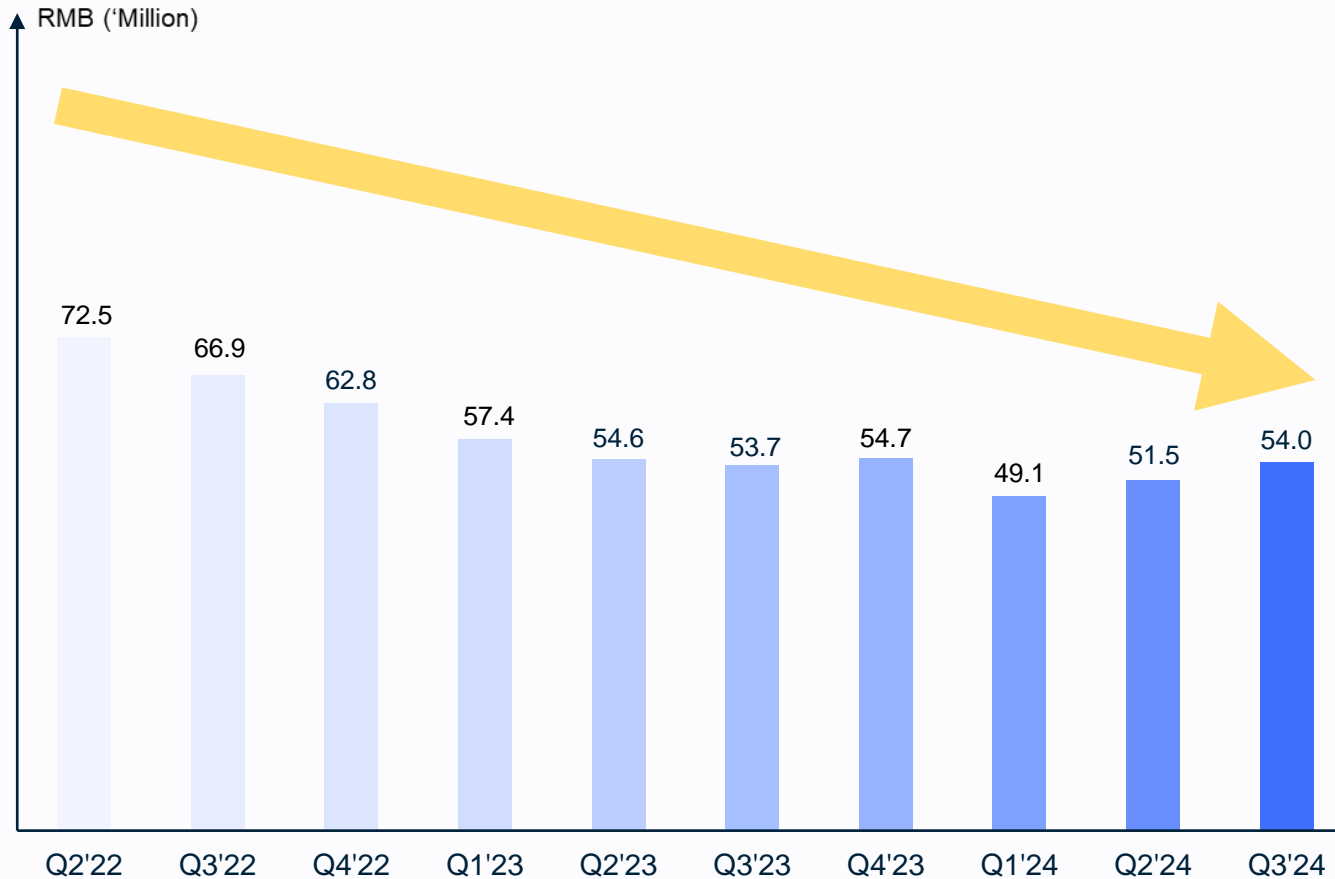
# Operating Expenses Decreased 5% YoY



- For the **twelfth consecutive quarters**, our OPEX are well below the RMB 100M mark!
- We believe our OPEX are at the optimal level to support business growth
- Operating expenses **decreased by 5% YoY and increased by 4% QoQ** due to overseas business expansion initiatives

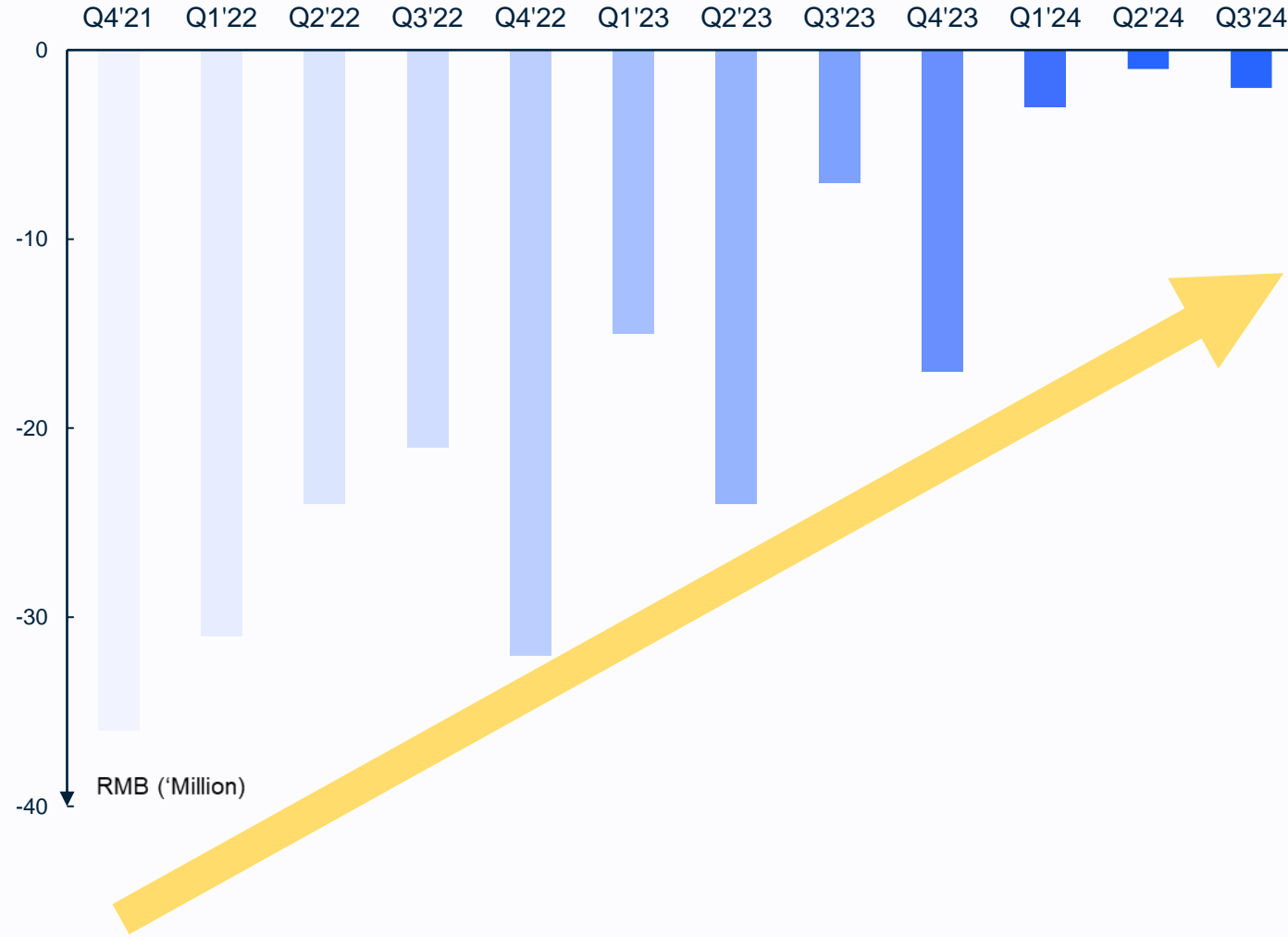


# Adjusted Operating Expense Still at Low Level



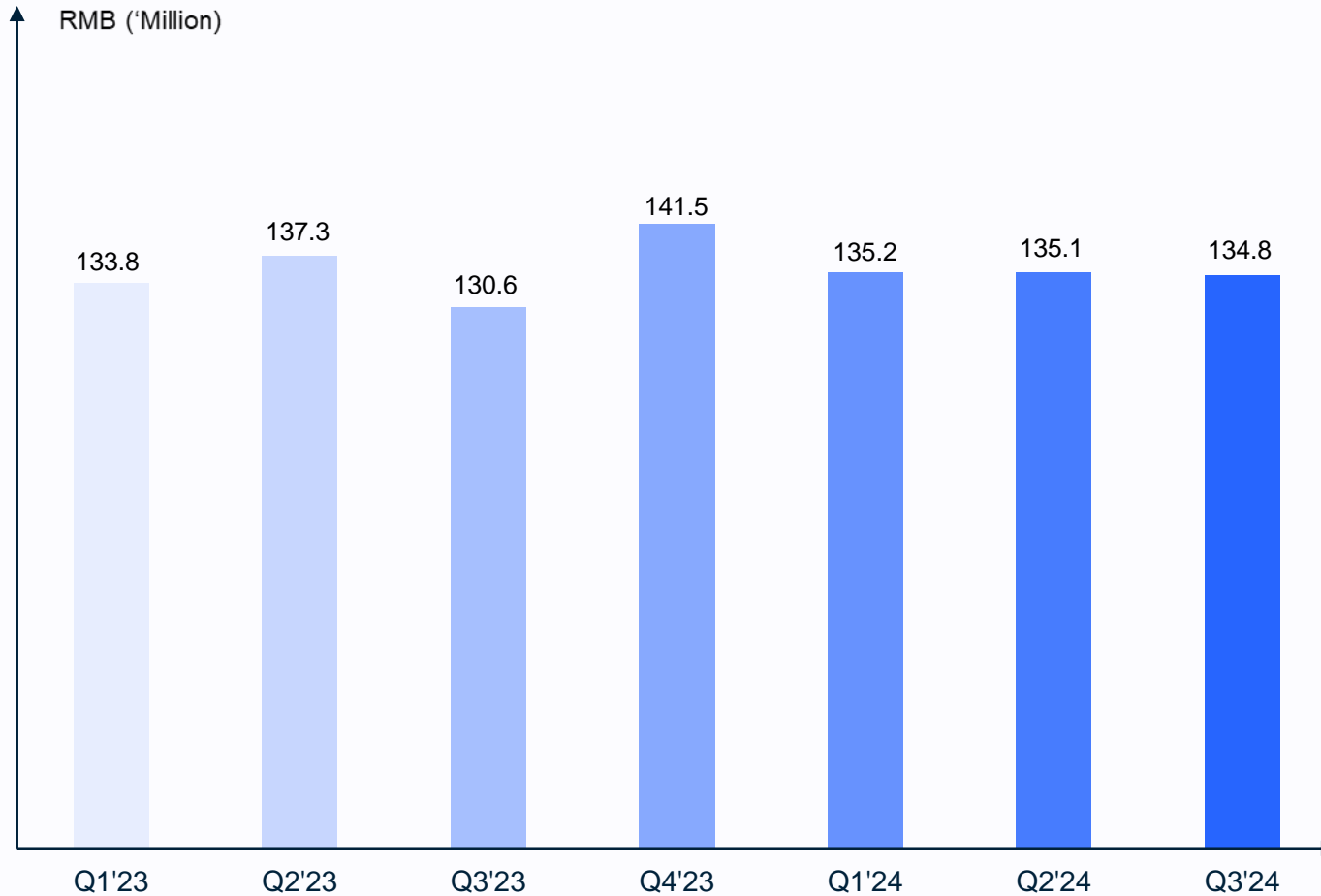
- **Q3'24 adjusted operating expense** (which represents the cash component of operating expense ) at RMB 54M
- Adjusted operating expense saw a slight increase but remained at a low level, which is in-line with our expectation for business expansion

# Net Loss — Narrowed by 69% YoY



- The net loss in Q3 of 2024 was still at the **low level**
- Net loss **narrowed by 69% YoY** indicating great positive trends

# Deferred Revenue Over RMB 100M for 18th Consecutive Quarters



- Deferred Revenue balance continued to increase and achieved **18th consecutive quarter** of balance **greater than RMB 100M**
- Our customers are continuing to purchase or renew our services (via prepaid arrangements)
- This trend remained at a high level, showcasing the company's stable cash flow

# Balance Sheet & Financials at Healthy Level as of 9/30/2024

1

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

- Healthy level of cash to support business growth

***RMB 101.1M as of 9/30/2024***

2

**Net Cash INFLOW from operating activities:**

- Historical highest level (of RMB 12.3M) in the past 16 quarters

***Highest level since Q4 of 2020***

3

**Deferred Revenue balance at high level:**

- 18th consecutive quarter of > RMB 100M
- Stable customer base and impressive cash flow

***RMB 134.8M as of 9/30/2024***

4

**AR Turnover Days at a low level:**

- Consistently maintained at a low level to reduce bad debt risk

***At low level of 48 days***



# 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 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 as net loss excluding share-based compensation, reduction in force charges and impairment of long-term investment. 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/(benefits), share-based compensation, reduction in force charges and impairment of long-term investment.

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

