URORA 极光

2024 Q1
EARNINGS PRESENTATION

June 6, 2024

Part 1

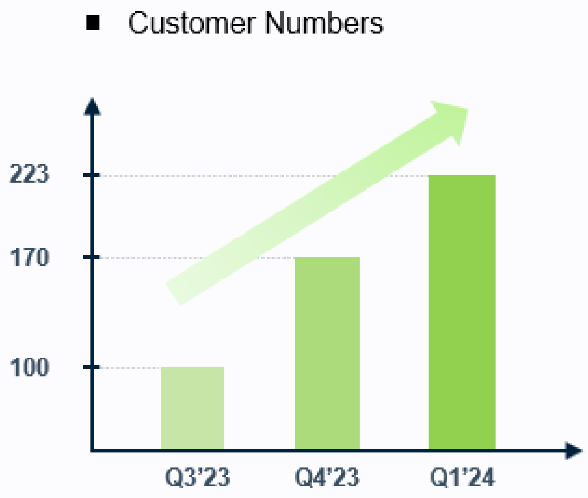
2024 Q1 Business Highlights

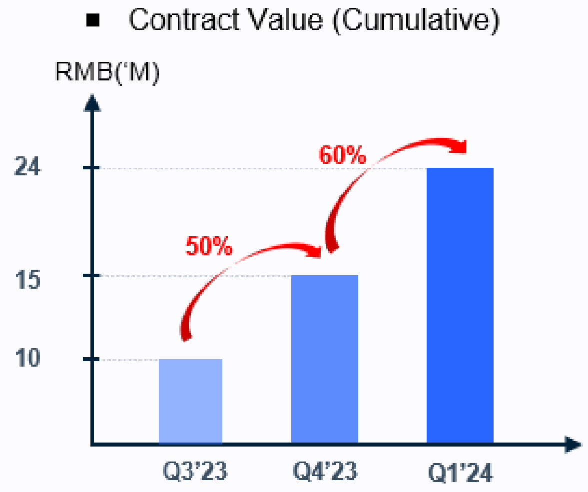
EngageLab – A Truly Global Product for the World !

- Our EngageLab products are sold to customers originating from **more than 22 countries globally**

- We continue to strive for EngageLab service excellence, stability and delivery through **more than 10 data centers globally** including in cities such as Frankfurt, Singapore, Hong Kong, Los Angeles, Mumbai and many more

EngageLab – "Growth" is The Name of The Game !





Customer Numbers

- The global customer numbers of EngagaLab were **on great great momentum** and **grew by more than 30%** QoQ

Contract Value (Cumulative)

- The growth trend continues!
- Total cumulative EngageLab signed contract value has **exceeded RMB 24 million** by 3/31/2024**,** representing yet another **60% QoQ growth!**

JPush SDK Fully Compatible with HarmonyOS

- We launched JPush HarmonyOS SDK !

- This JPush HarmonyOS SDK will provide developers with a more **convenient and efficient message push solution** to help them succeed in the ever-changing mobile application ecosystem

- It provides **easy integration, flexible target filtering, extremely fast message delivery, accurate performance analysis and other intelligent features** to help developers better implement and manage the messaging process and optimize the user experience with HarmonyOS

Part 2

2024 Q1 Financial Highlights

Group Revenues - Defined

Developer Services

- Subscription
- Value-Added Services

Vertical Applications

- Market Intelligence
- Financial Risk Management

Highlights for Aurora Mobile

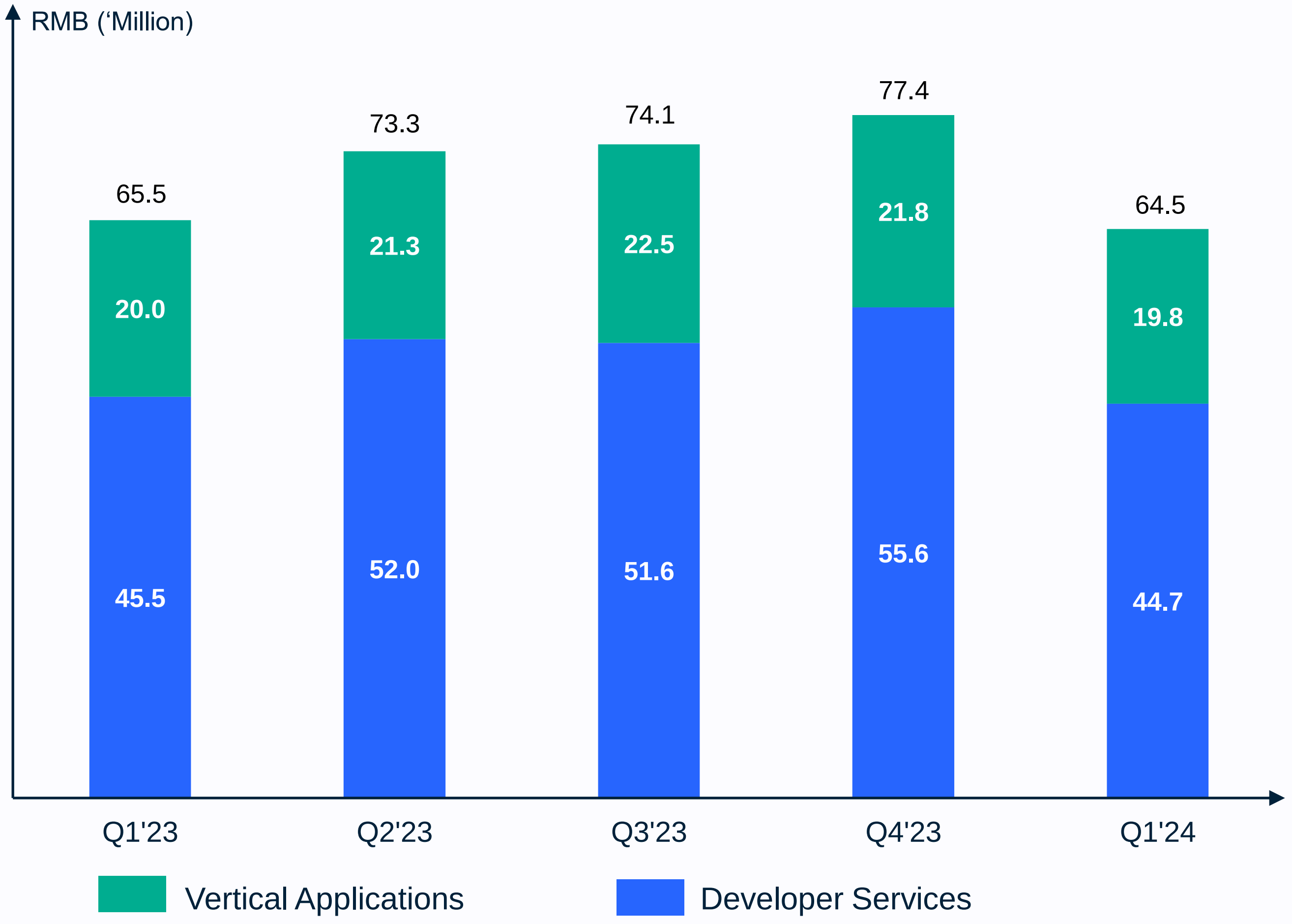
Core Business and Revenues with Growth

- Driven by **excellent growth** from our **EngageLab business**
  - Customer number grew **30%++**
  - Contract value grew **60%++**
- Domestic market **remained stable**

Great Financial Results

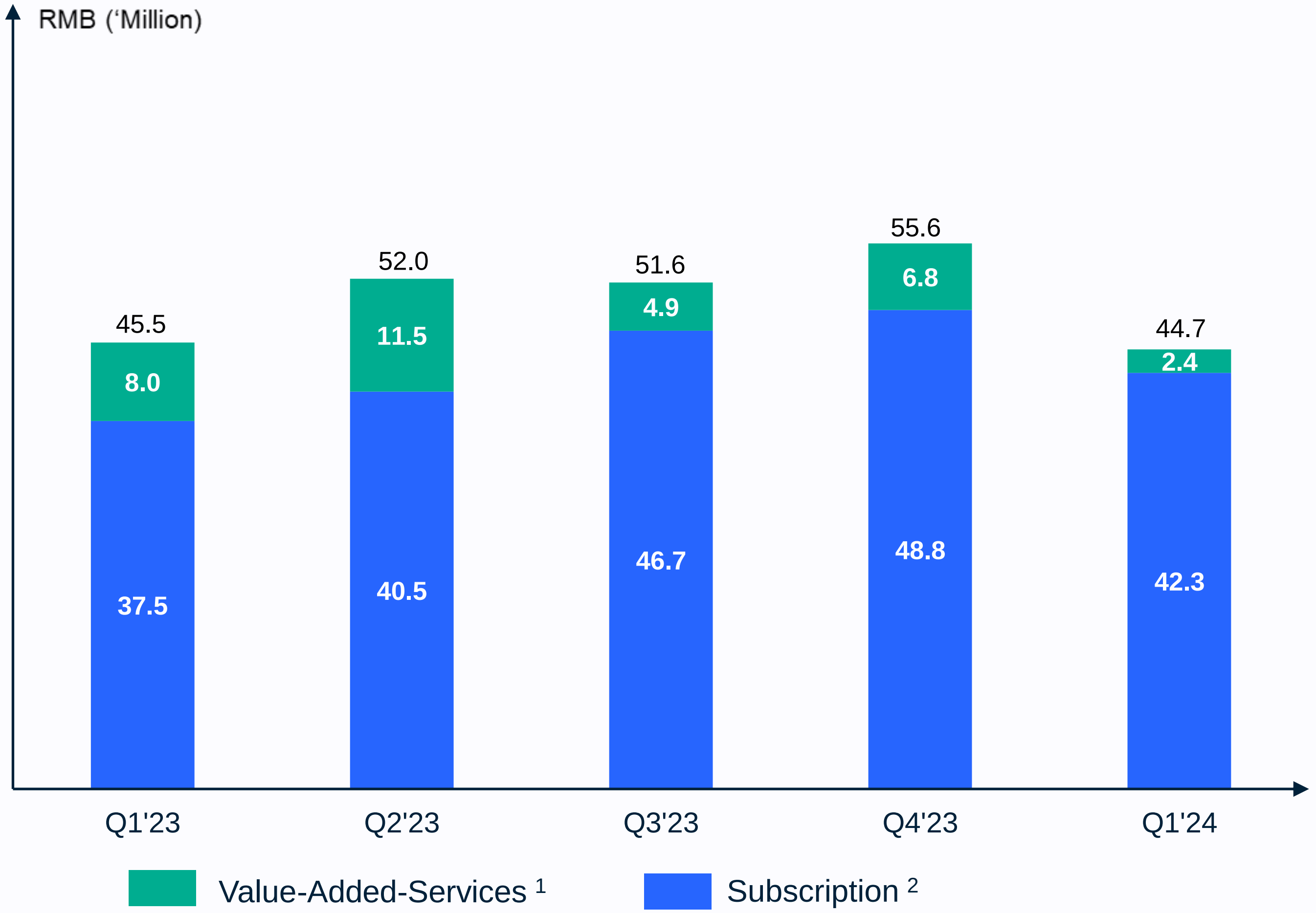
- **Gross Margins improved** year-over-year and quarter-over-quarter!
- OPEX at **historic low since IPO!**
- **3 consecutive** quarters of **Positive Adjusted EBITDA!**

Total Revenue Recorded Stable YoY Numbers



- **Total revenue at RMB 64.5M**, a slight decrease by a 1% YoY
- In Q1'24, **total revenue decreased 17% QoQ** mainly due to**:**
  - Decline in Value-Added-Service (Ads-related) revenue as Q1 is a slow quarter for Ads business

Developer Service Subscription Revenue Increased 13% YoY

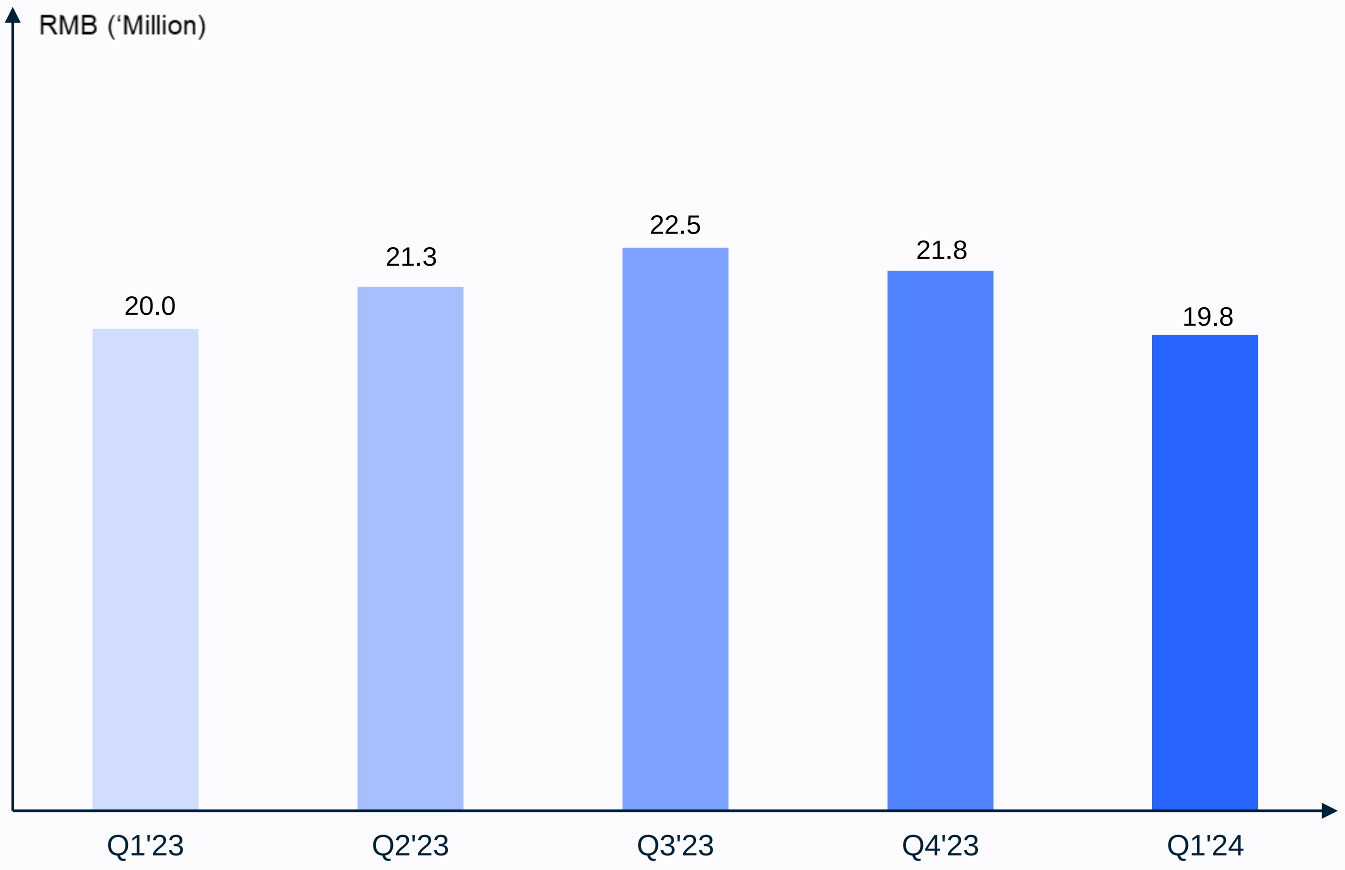


- **Subscription revenue:**
  - **increased 13% YoY** mainly driven by improvement in ARPU due to contributions from our EngageLab business which recorded significant growth every quarter

- **Value-Added-Services revenue:**
  - **Decreased of 64% QoQ** mainly due to weaker market demands for Ads services as Q1 is typically a slow quarter

1. Includes mainly JG Alliance & advertisement related products
2. Includes push notification, EngageLab, SendCloud email services and other subscription based developer services

Vertical Application Revenue



- **Include revenues from:**

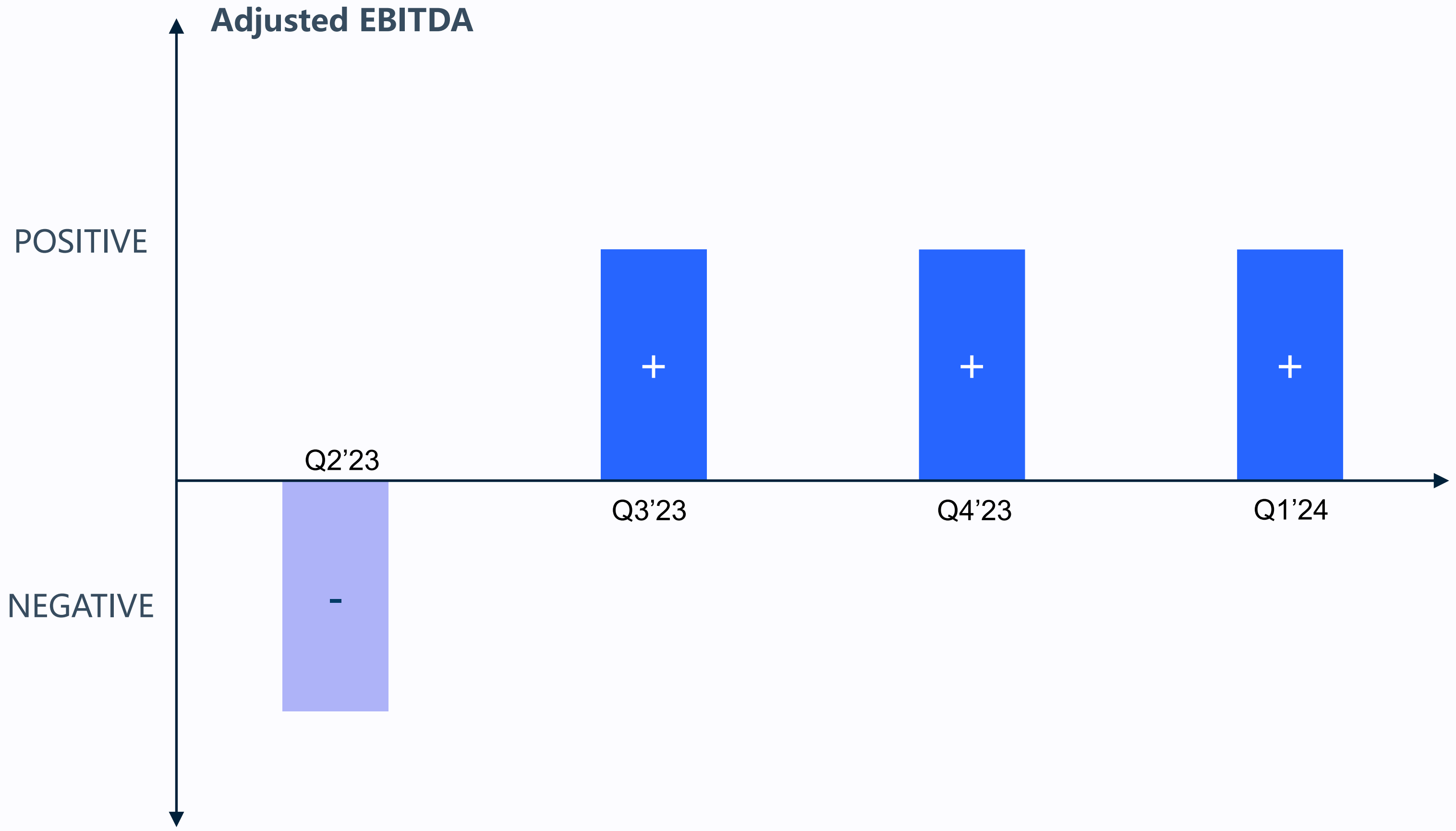
  a) Market Intelligence

  b) Financial Risk Management

- Vertical Application Revenue **remained relatively stable YoY**

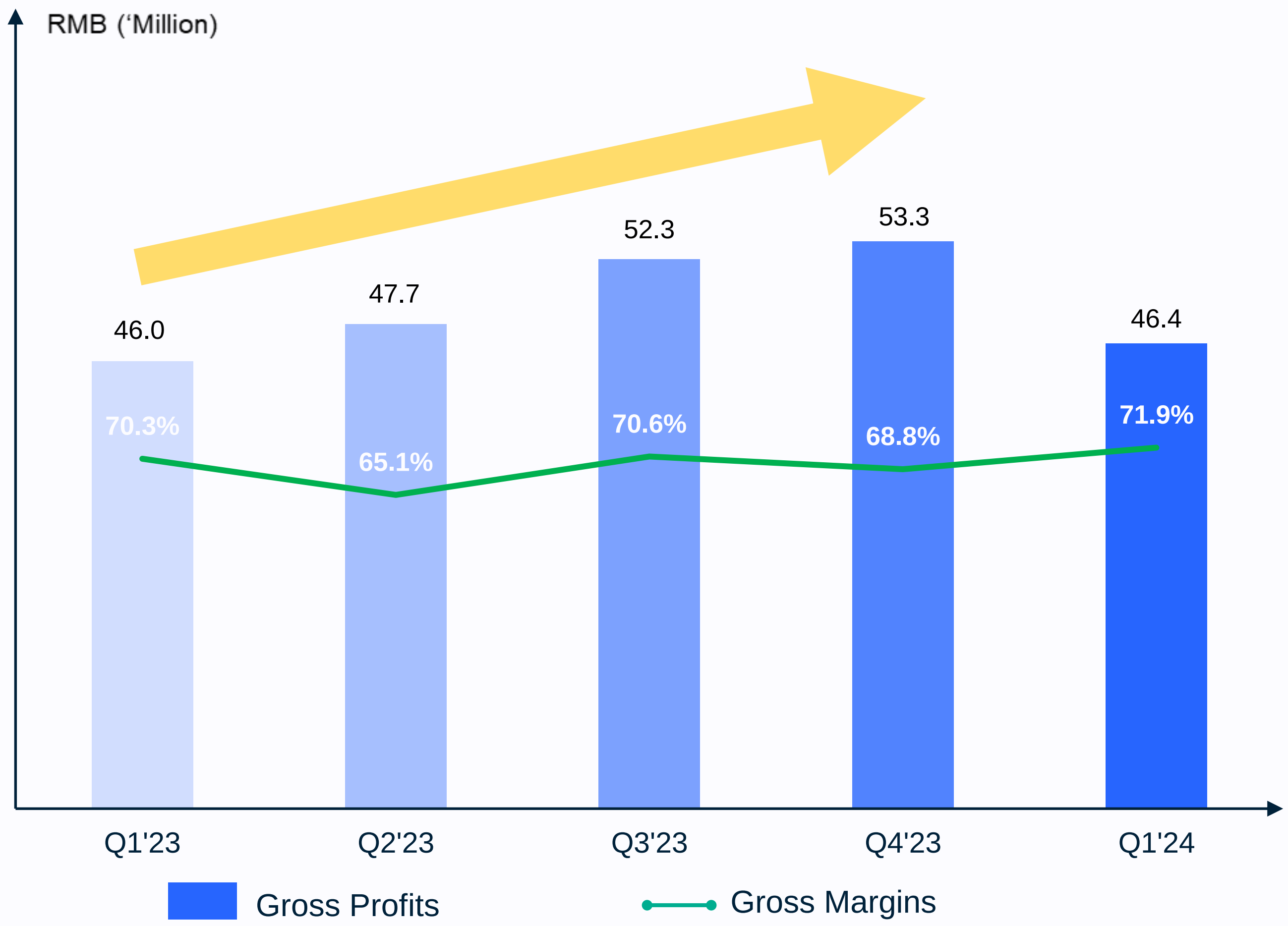
- We saw good growth from Financial Risk Management business where it recorded **14% YoY and 2% QoQ revenue growth** driven by expansion in customer number

POSITIVE Adjusted EBITDA for 3 Consecutive Quarters!!



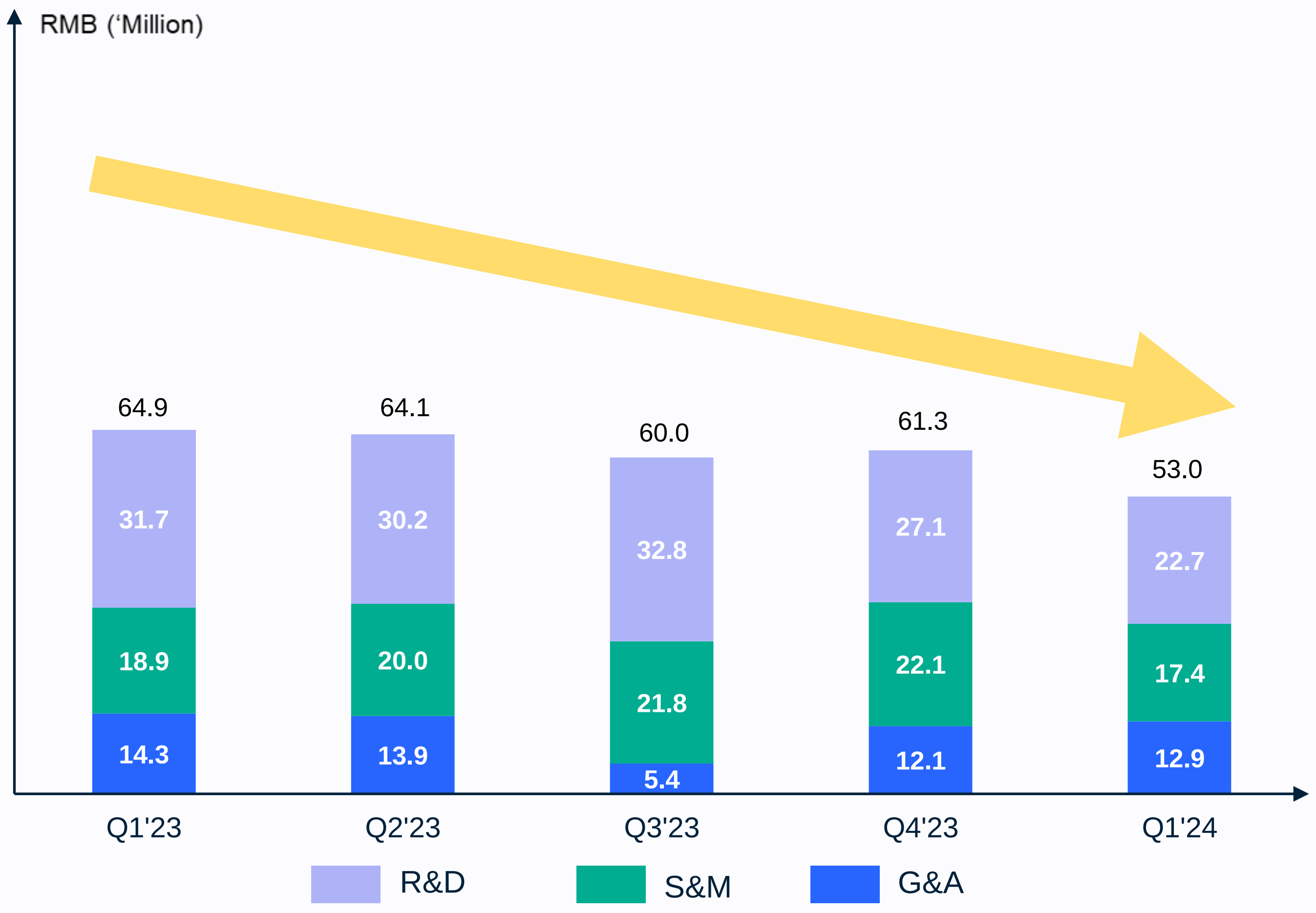
- We have **another quarter of POSITIVE Adjusted EBITDA** in Q1’24 !
- This is the **3rd consecutive quarters** with POSITIVE Adjusted EBITDA
- This is a great achievement and driven by maintaining low OPEX while growing our gross profit

Gross Margins Recorded Positive Growth YoY and QoQ



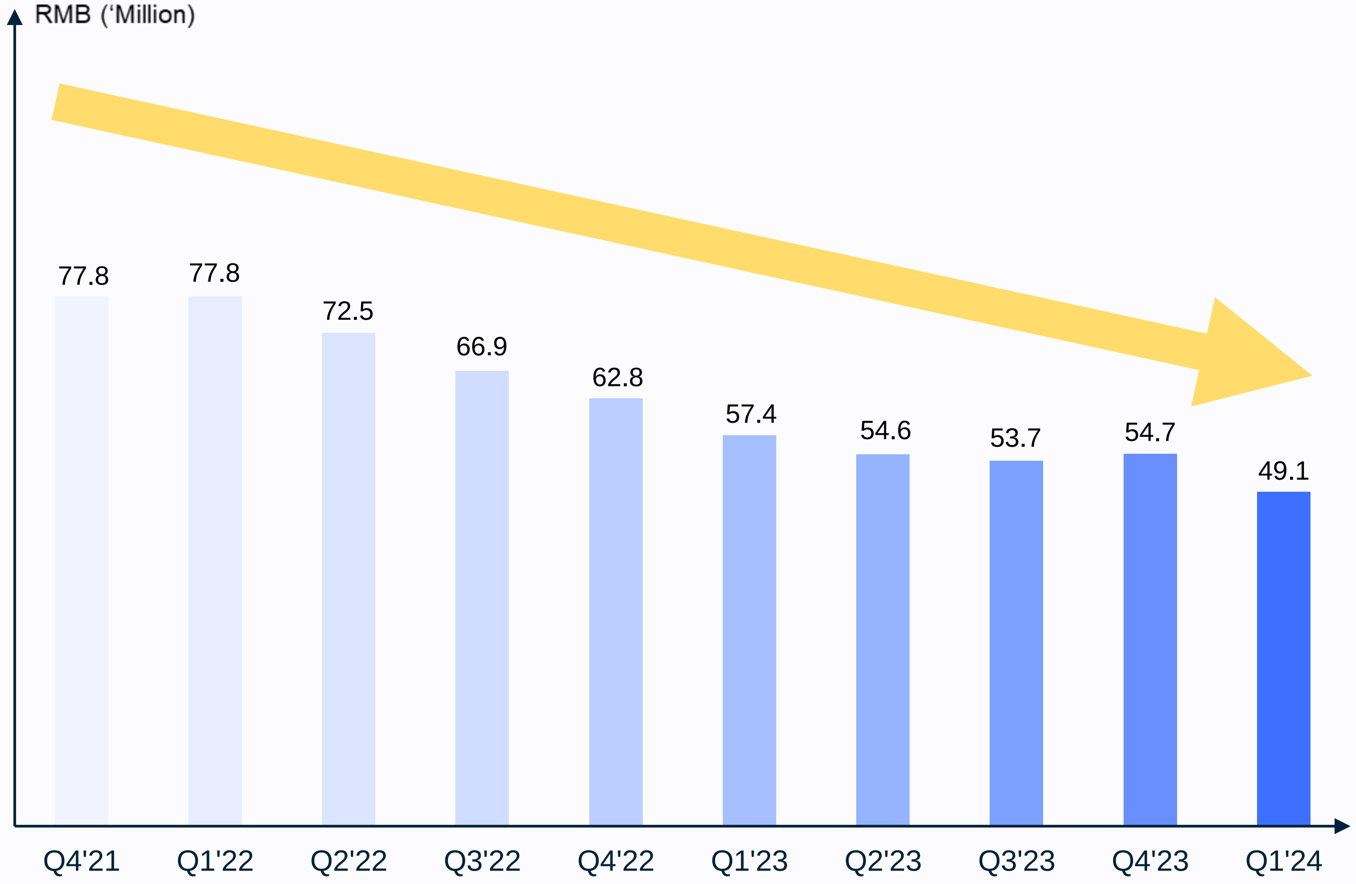
- Quarterly **gross margin** has **reached the highest level since Q4 2021, increased 4% QoQ and 2% YoY**
- This is driven by the growth of **high-margins SAAS revenue** every quarter in the past
- Our **gross profit** also recorded **YoY growth** between the years

Operating Expenses At Historic Low Level



- For **the tenth consecutive quarters**, our OPEX are well below the RMB100M mark
- OPEX reached its **lowest quarterly level since IPO**
- Operating expenses **decreased by 18% YoY and 13% QoQ**

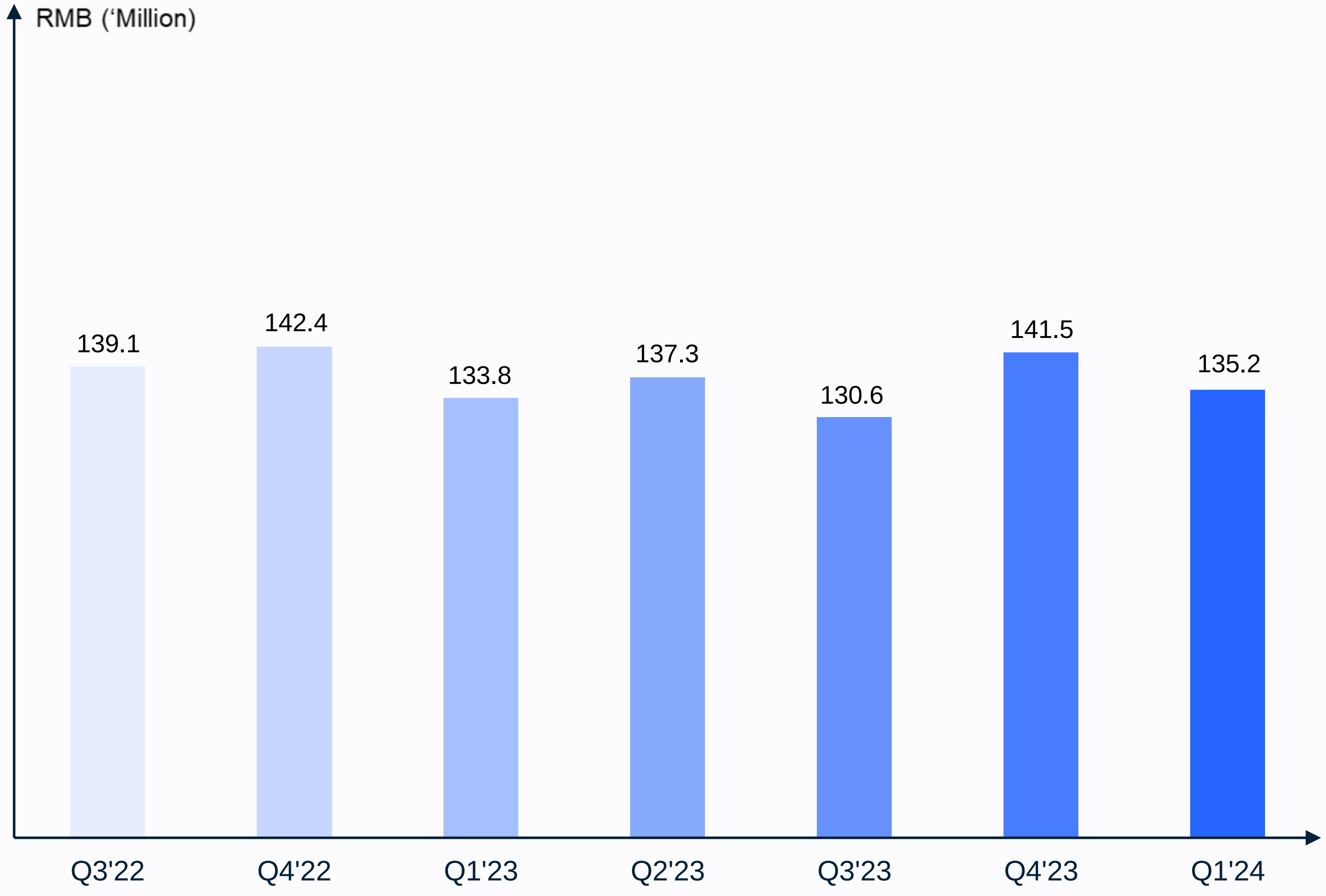
Adjusted Operating Expense at Low Level



- **Q1'24 adjusted operating expense** (which represents the cash component of operating expense) at RMB49.1M which was a **historic low since our IPO**

- Adjusted operating expenses **decreased by 15%YoY** as the Group continues to run and manage the business efficiently

Deferred Revenue Over RMB100M for 16th Consecutive Quarters



- Deferred Revenue balance continued to increase and achieved **16th consecutive quarter of balance greater than RMB100M**

- The excellent trend of deferred revenue balance represents：
  - Sustainable income stream and a business model with consistent revenue

Balance Sheet at Healthy Level as of 3/31/2024

1

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

- Healthy level of cash and liquidity to support business growth

RMB 99M as of 3/31/2024

2

Deferred Revenue balance at high level:

- 16th consecutive quarter of > RMB100M
- Strong SAAS Business growth with foreseeable future revenue streams

RMB 135.2M as of 3/31/2024

3

AR Turnover Days at a low level:

- Great cash flow from customers, appropriate level of credit and low bad debts risk

At low level of 47 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, share of loss from equity method investment 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, share-based compensation, reduction in force charges, share of loss from equity method investment 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