

2025 Q1 EARNINGS PRESENTATION

May 29, 2025

Part 1

2025 Q1 Business Highlights

JVerification (HK Edition) Now Launched



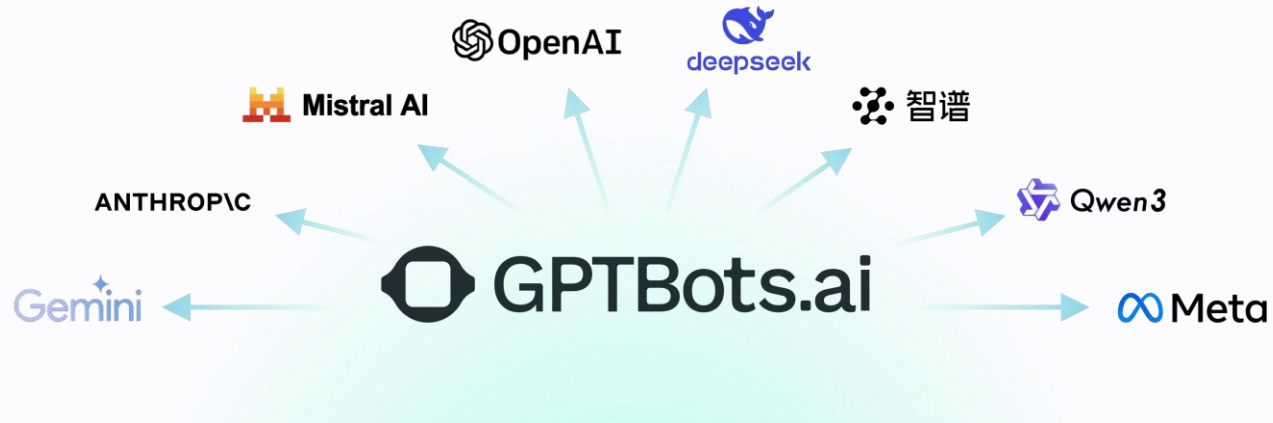
- We launched the Hong Kong Edition of JVerification to streamline and innovate cross-border login and verification
- As digital transformation accelerates globally, the demand for seamless and secure cross-border services is a top priority for many developers
- JVerification (HK Edition) offers a more efficient and secure verification solution to assist businesses in expanding into the Hong Kong market

Aurora Mobile + Our Partners = Great Success!!



- We have officially partnered with
 1. REDtone Digital Berhad, a leading telecommunications and digital infrastructure provider in Malaysia
 2. ZANROO MALAYSIA SDN. BHD., a fast-growing marketing technology company in Southeast Asia
- These partnerships mark significant milestone for us on our road to global expansion!

GPTBots.ai – Connecting Leading LLMs for our Customers

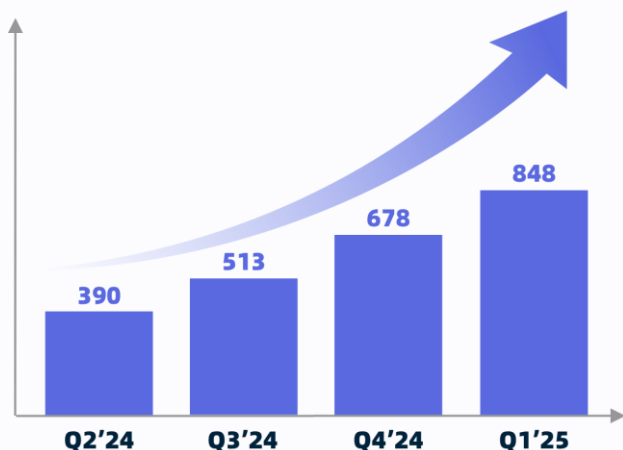


- GPTBots.ai is committed to making it easier for individuals, developers, and companies to embrace the advancement and proliferation of AI technology
- GPTBots.ai provides end-to-end AI solutions for enterprises, implementing AI agents across customer service, enterprise search, data insights, and more - empowering businesses to lead in the AI era
- Future-Proofing: Stay ahead of market trends with cutting-edge AI technology that continuously evolves

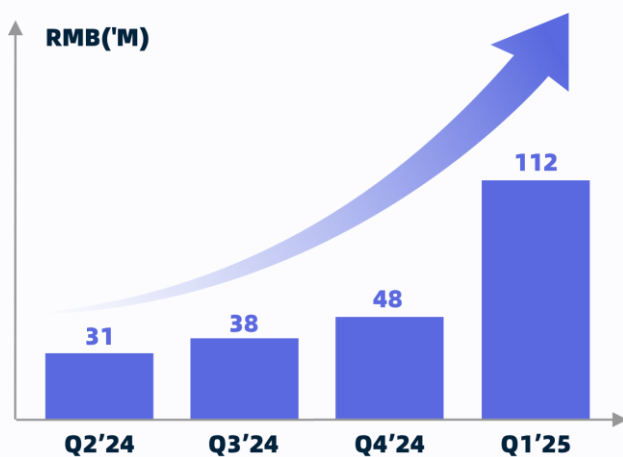


EngageLab – Lift Off!

Customer Numbers



Contract Value (Cumulative)



Customer Numbers

- Our customer base has been expanding rapidly, achieving **sequential growth of 25%!**

Contract Value (Cumulative)

- EngageLab business scaled new heights by recorded **new wins of more than RMB 63 million** in Q1 alone!
- By 3/31/2025, the total cumulative signed contract value has **exceeded RMB 110M!**

Revenue Recognized

- Revenue continues its excellent growth path, achieved growth of **127% YoY** and **3% QoQ**

Part 2

2025 Q1 Financial Highlights

Group Revenues - Defined

Developer Services

- Subscription
- Value-Added Services



Vertical Applications

- Market Intelligence
- Financial Risk Management



Core Business and Revenues with Growth

01

Great growth momentum for EngageLab

- Quarterly revenue **grew 127% YoY**
- Customer number **25%++ growth QoQ**
- Cumulative contract value **132%++ growth QoQ; exceeded RMB 110M!**

02

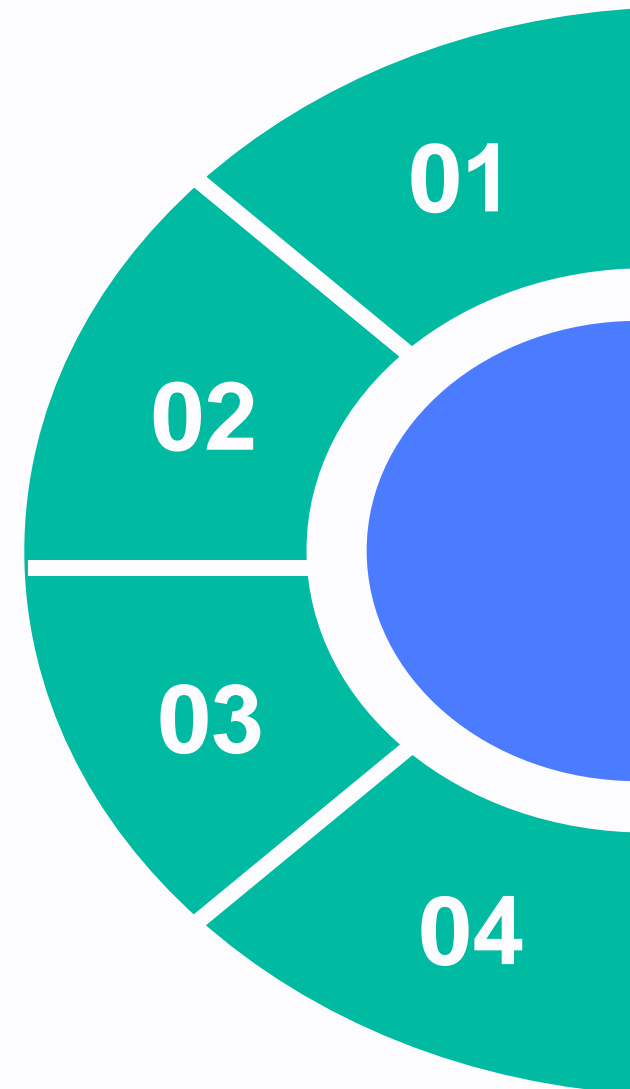
Developer Services (Subscription) revenue **achieved RMB 53.5M, 3 consecutive quarters of revenue above RMB 50M**

03

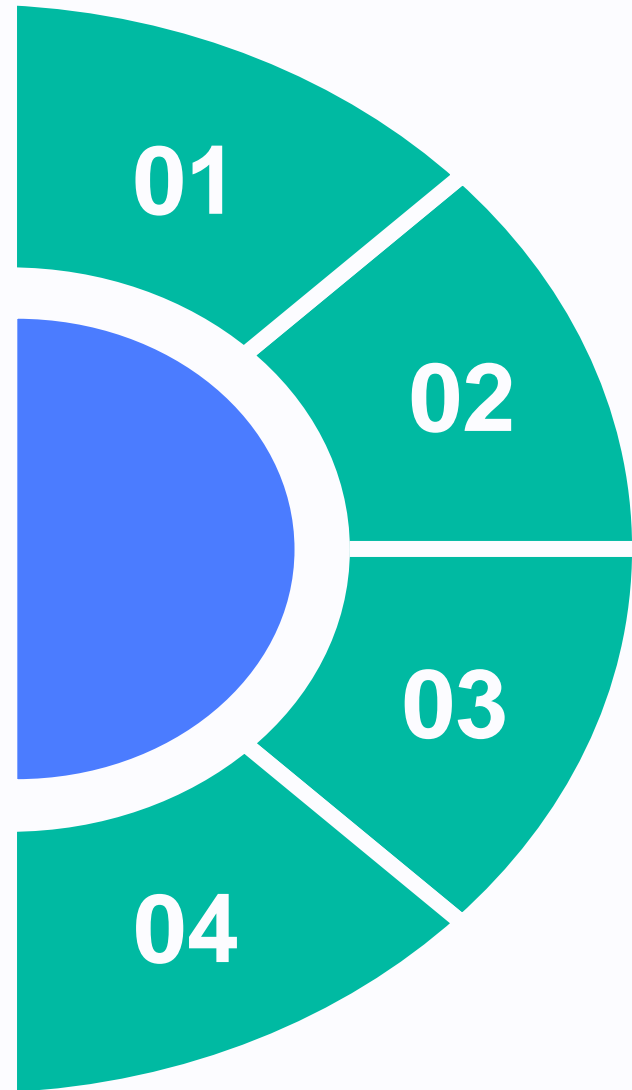
Financial Risk Management recorded YoY revenue growth of **64%**; achieving its **best quarterly revenue in history!**

04

Net Dollar Retention (**NDR**) for Developer Services (Subscription) **at 96%!**



Great Financial Results



7 consecutive quarters of **Positive Adjusted EBITDA!**

01

Quarterly revenue at **RMB 89.0M**; achieved **38% YoY growth!**

02

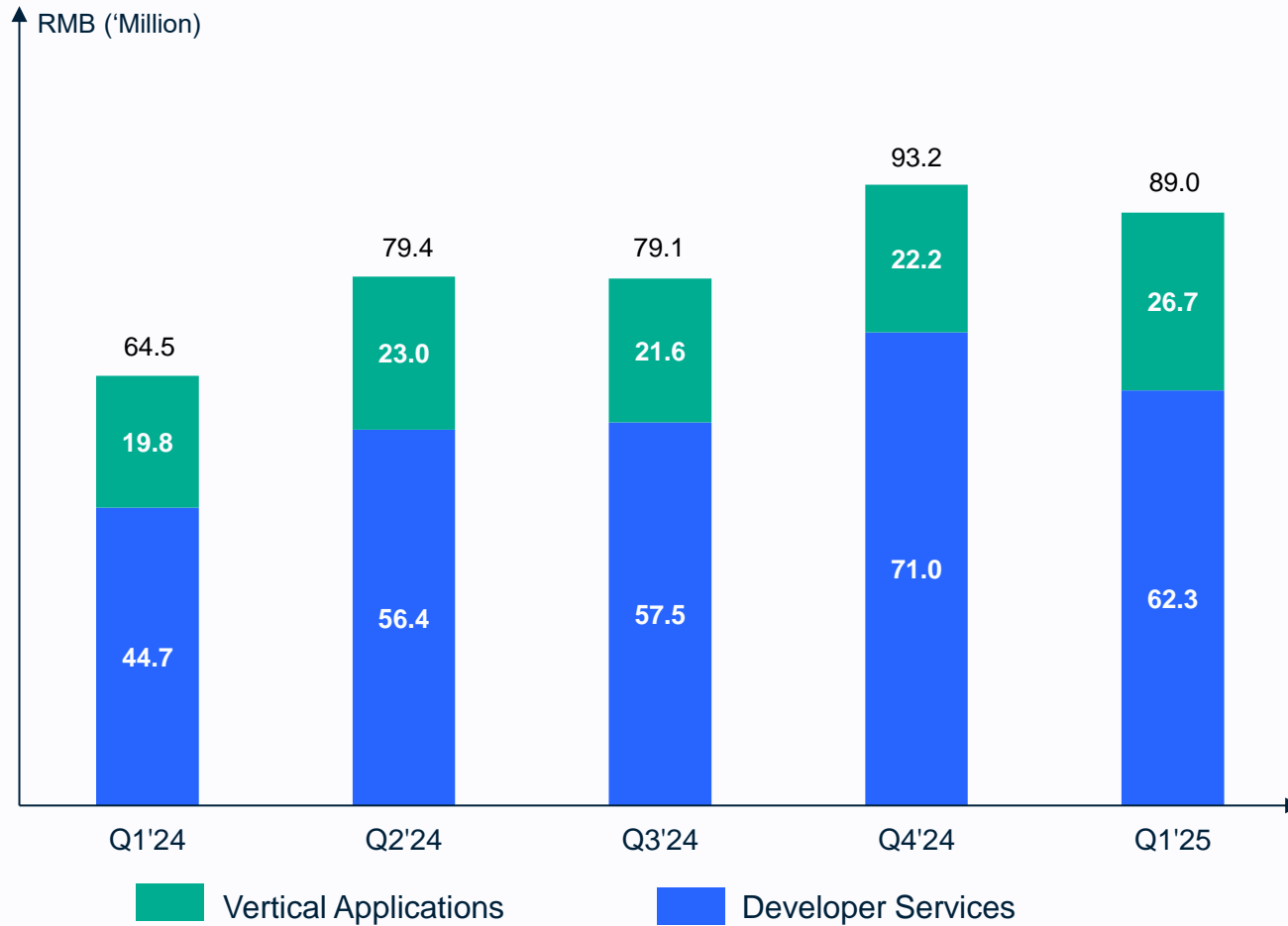
Gross profit at its highest level in the last 9 quarters! **Gross margin improved by 520 basis point!**

03

Net loss **narrowed by 38% YoY**

04

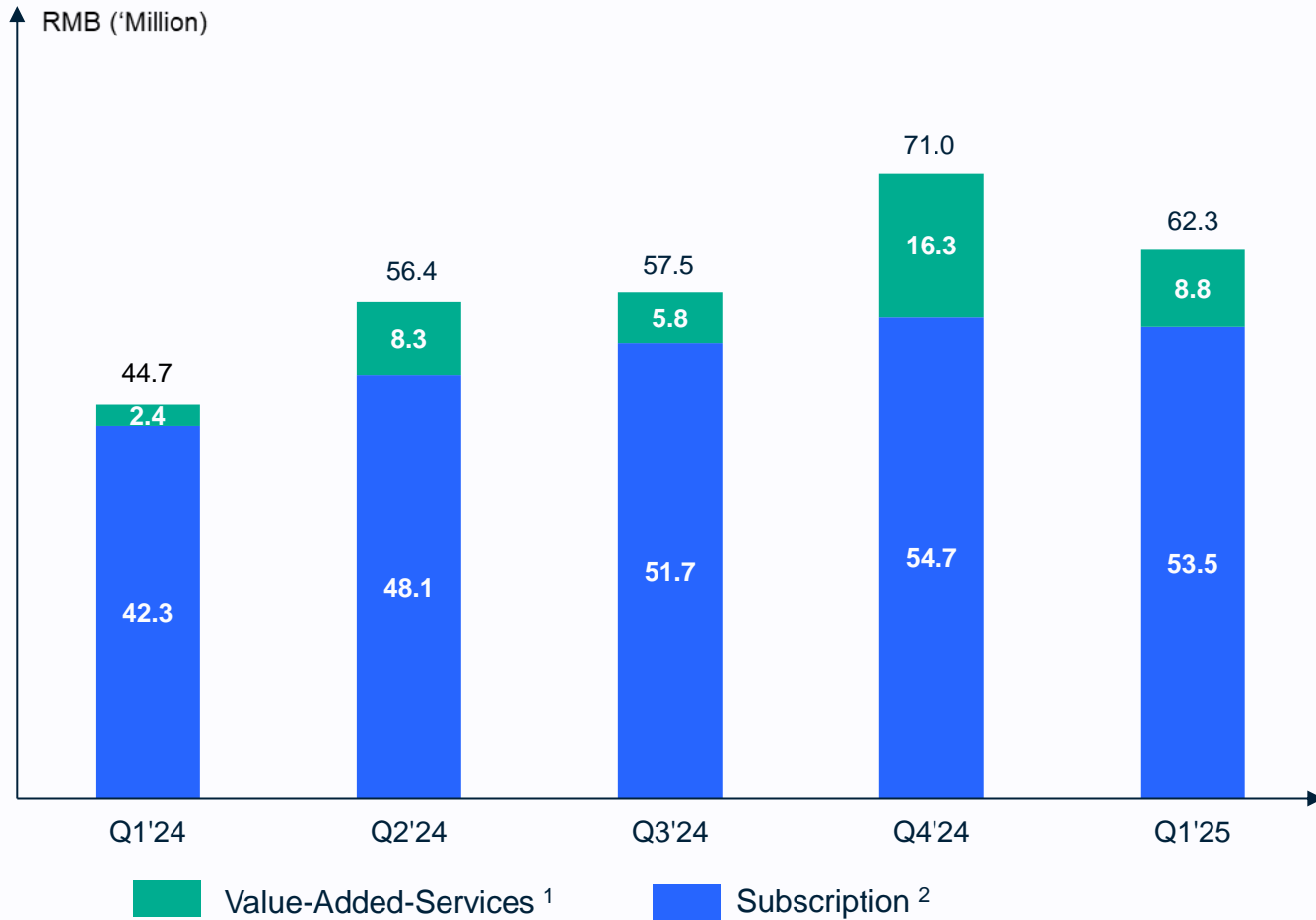
Total Revenue Increased by 38% YoY!



Despite Q1 being a traditional slower quarter, total revenue was at **RMB 89.0M** increased by **38% YoY**, significantly exceeding expectations

- Developer Services **grew by 39% YoY** and decreased by **12% QoQ**
- Vertical Applications **grew by 35% YoY** and **20% QoQ**

Developer Service Subscription Revenue Increased by 26% YoY



- **Subscription revenue:**

- **Increased 26% YoY** mainly due to the growth in overseas revenue both on a YoY and QoQ basis and stable growth in the domestic market
- 3rd consecutive quarter of revenue **exceeding RMB 50M milestone!**

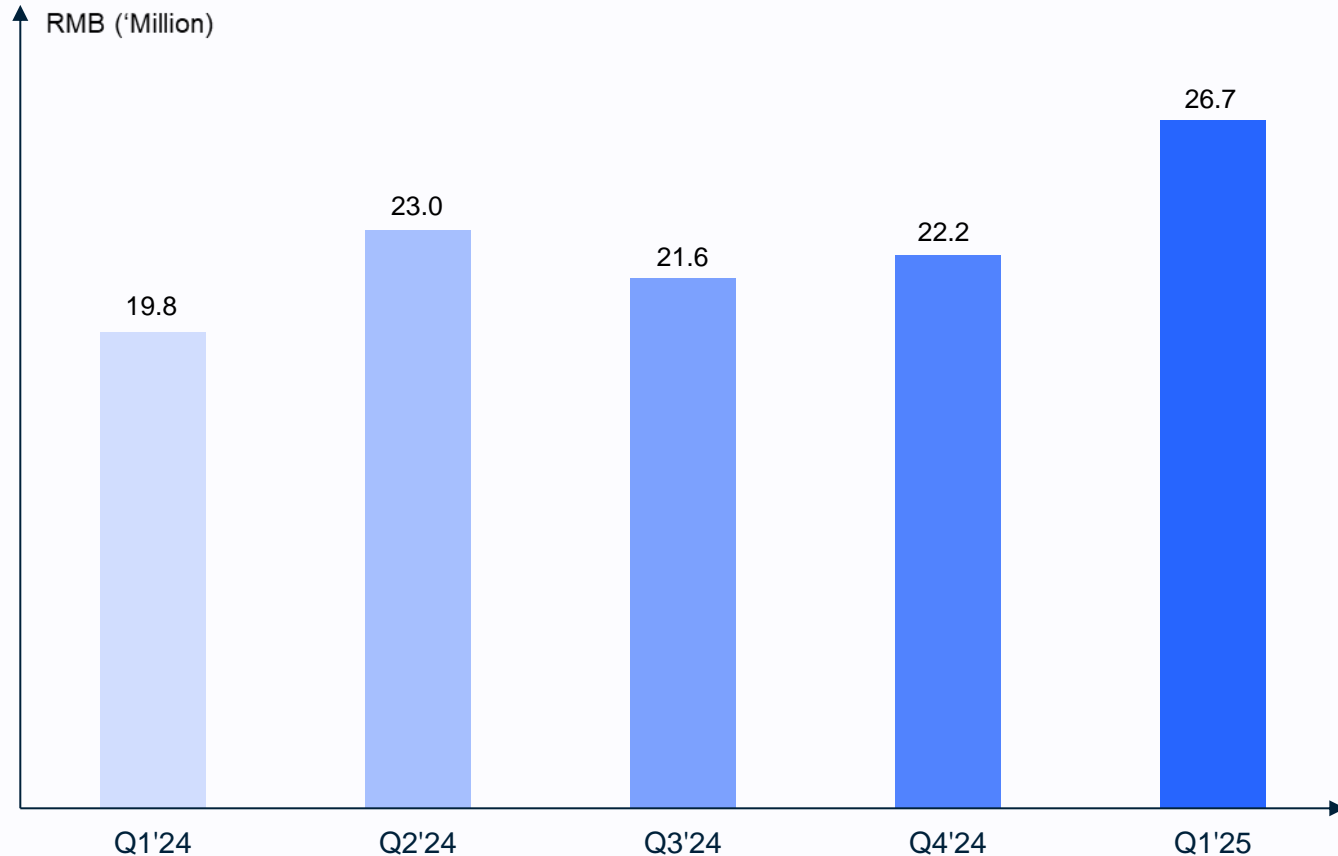
- **Value-Added-Services revenue:**

- **Increased by 269% YoY** mainly driven by the increased market demand. However, it **decreased by 46% QoQ** due to non-existence of 11/11 and 12/12 online shopping festivals in Q1

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 35% YoY and 20% QoQ



- **Include revenues from:**

- a) Market Intelligence
- b) Financial Risk Management

- **Vertical Application Revenue increased 35% YoY and 20% QoQ**

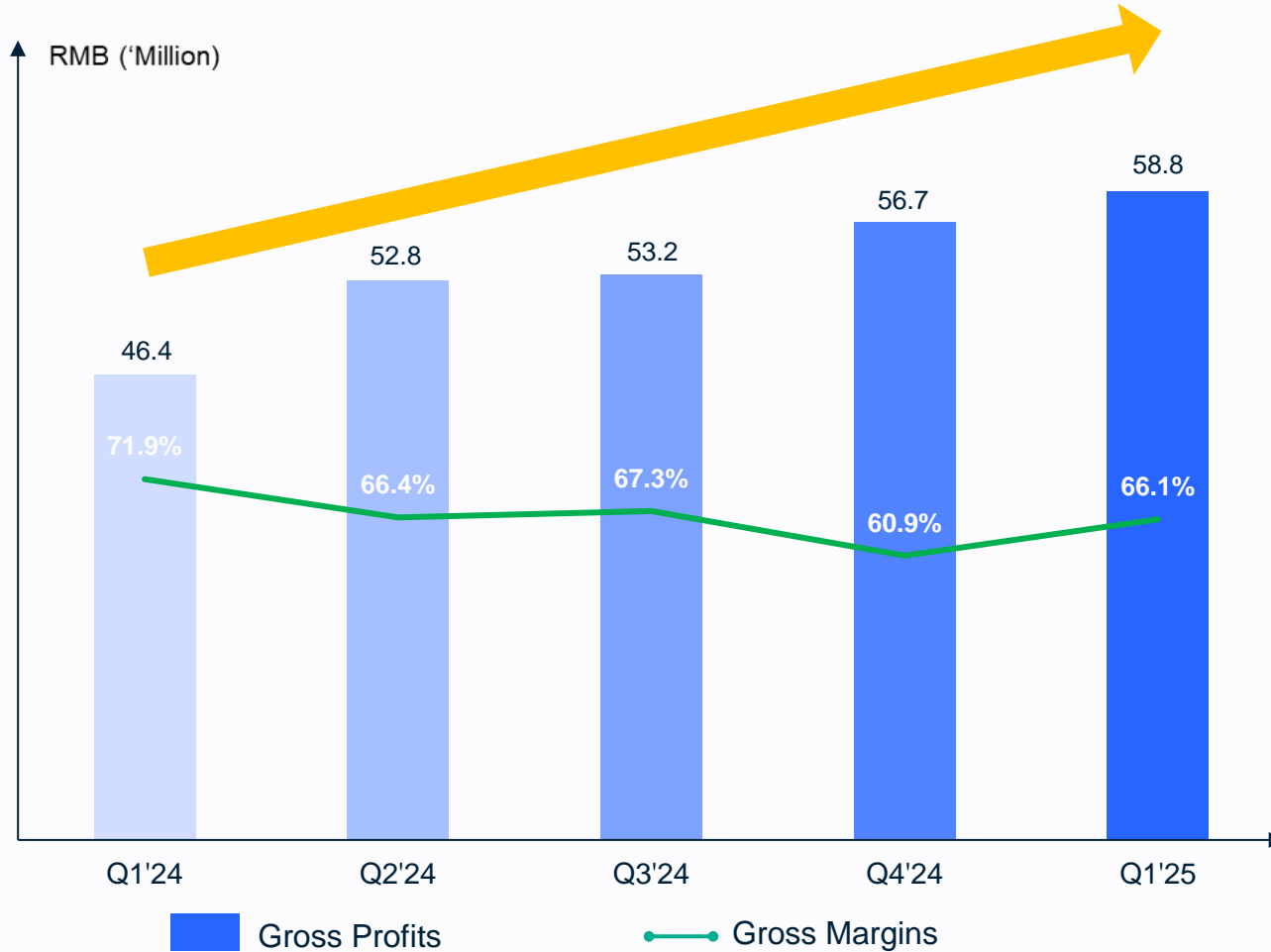
- Financial Risk Management recorded remarkable growth and showcasing significant potential. Revenue increased by a **64% YoY and 26% QoQ** due to the growth in ARPU from increase consumption/purchase by customers

POSITIVE Adjusted EBITDA ~ 7 Quarters in A Row!!



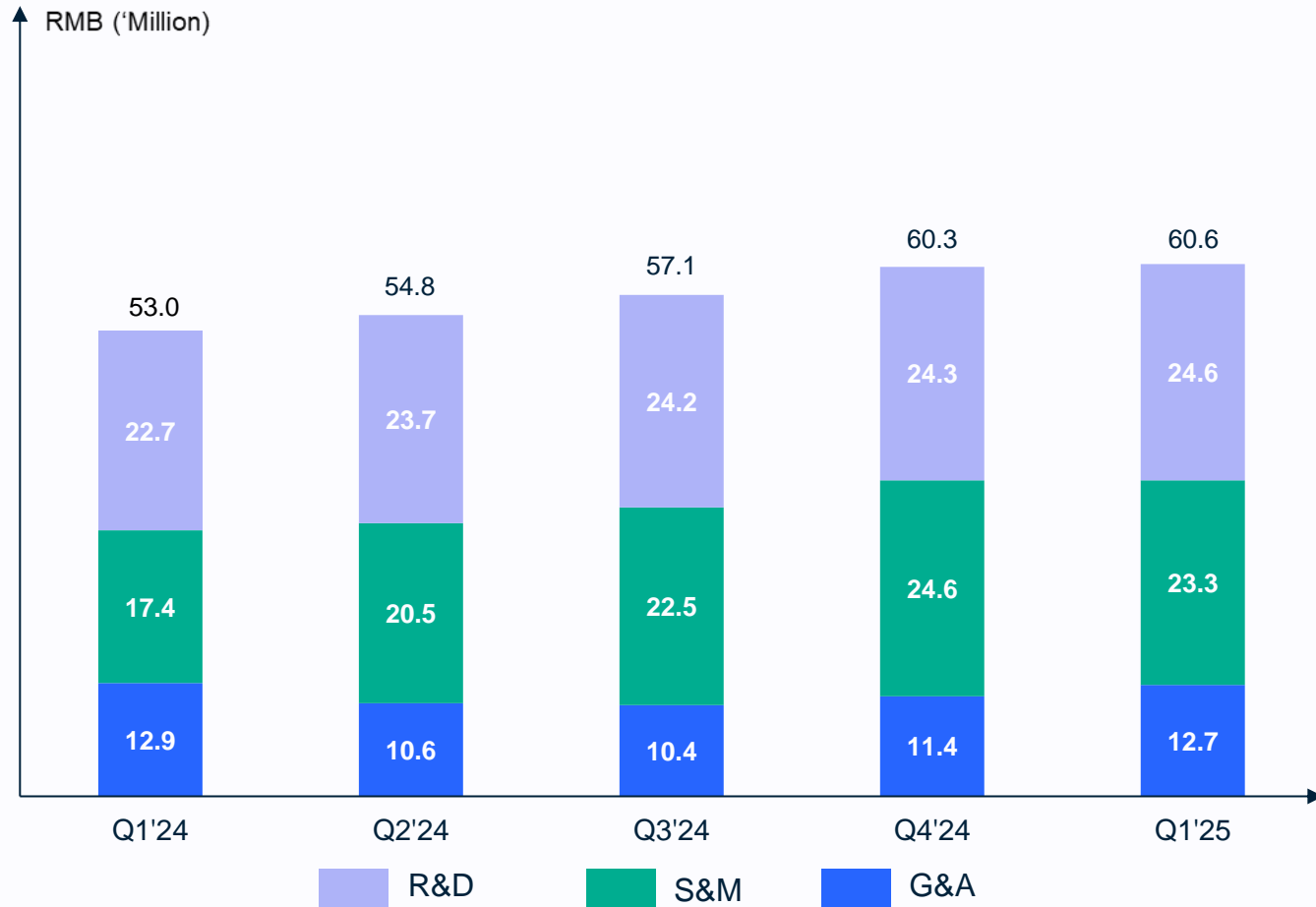
- This is the **7th consecutive quarters** of POSITIVE Adjusted EBITDA!
- We have been consistently delivering solid results through **disciplined execution of our plans** for both overseas expansion and **tight monitoring of expenses**

Gross Profits increased by 27% YoY and 4% QoQ



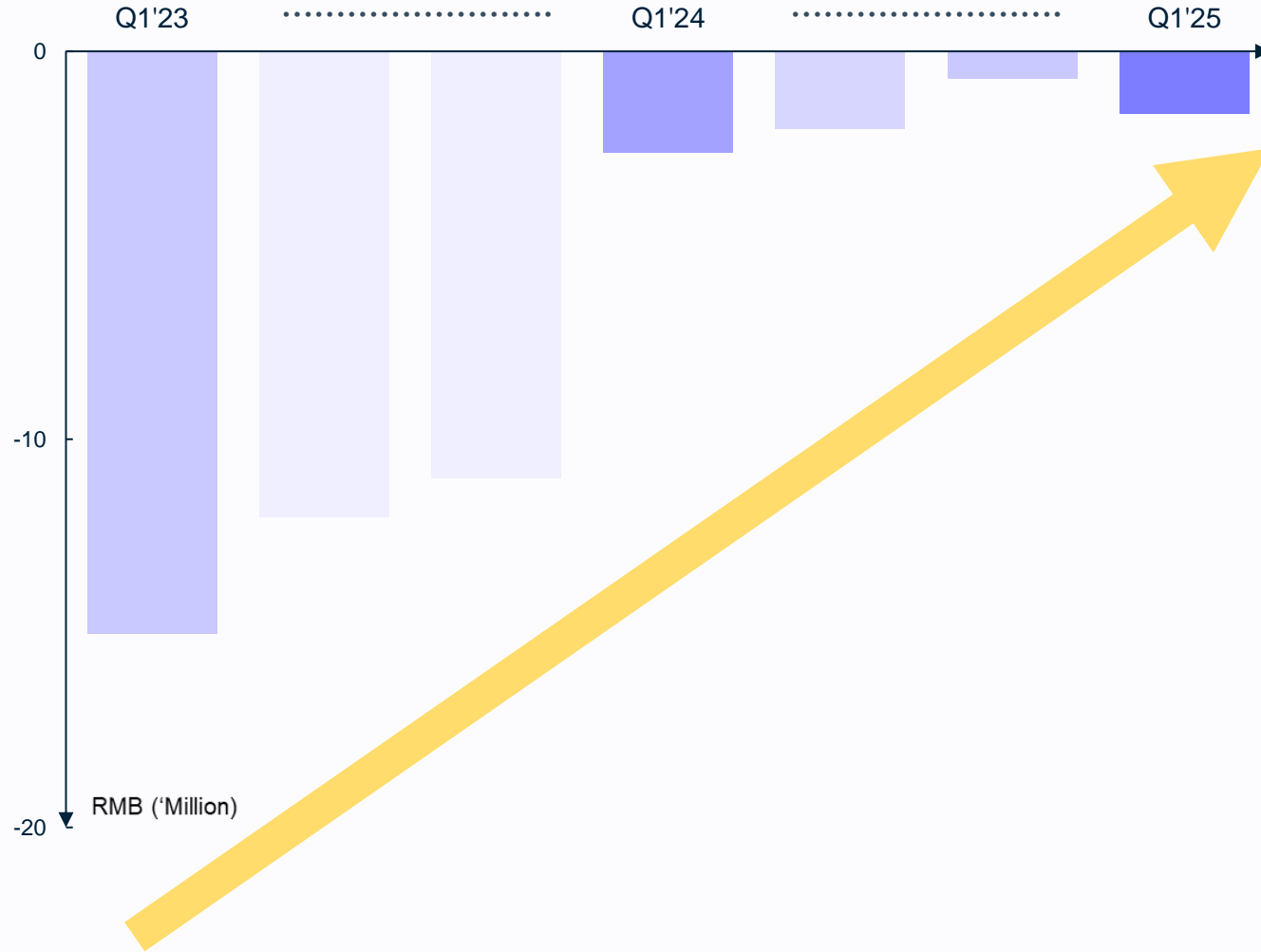
- For Q1'25, gross profit reached its peak in the past 9 quarters, totaling **RMB 58.8M**
- Gross margin **increased by 520 basis points QoQ** due to contribution from high-margin revenue in this quarter

Operating Expenses remained stable



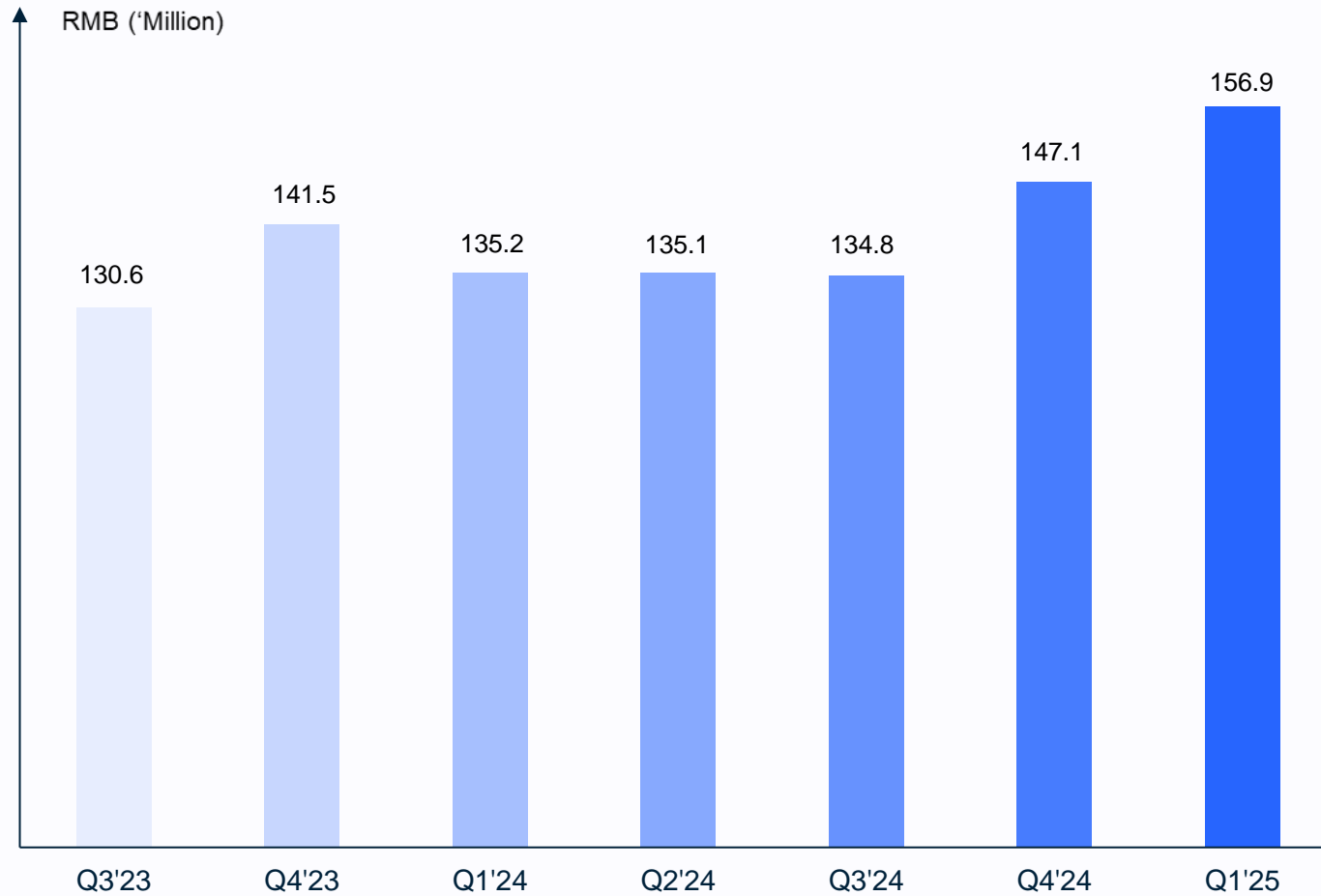
- We make great effort in monitoring and controlling our expenses **with commitment and dedication!**
- The YoY and QoQ fluctuations in OPEX was mainly due to allocation of resources in specific areas to fuel our expansion plans

Net Loss — Narrowed by 38% YoY



- Net loss **narrowed by 38%** YoY
- As we continue to scale our business whilst controlling the expense outlays, we are building a sustainable business model with great prospects!

Deferred Revenue - Highest Level in History!



- Deferred Revenue Q1 balance of **RMB 156.9M** hits an **all-time high since IPO**
- A healthy balance of deferred revenue signifies the company's future revenue and business expansion

Balance Sheet & Financials at Healthy Level as of 3/31/2025

1

Cash and cash equivalents and restricted cash of:

- Healthy level of cash to support business growth

RMB 113.6M as of 3/31/2025

2

Deferred Revenue balance at high level:

- 20th consecutive quarter of > RMB 100M
- Highest level since IPO

RMB 156.9M as of 3/31/2025

3

AR Turnover Days at a low level:

- Consistently maintaining efficient credit control policy and collection effort

At low level of 53 days

4

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

- Higher customer loyalty leads to sustainable revenue growth

At high level of 96%



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 excluding share-based compensation. The Company defines adjusted EBITDA as net loss 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 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

