



2022 Q2 EARNINGS PRESENTATION

September 15, 2022



Part 1

2022 Q2 Business Highlights



Aurora Mobile + WhatsApp



- **We are now working with WhatsApp to advance overseas business**

- Connecting with social platforms and fully integrating overseas messaging channels
- Flexible new user acquisition and conversion for building overseas operational ecosystem

- **Three mainstream overseas messaging channels of Aurora Mobile messaging cloud**

- International SMS
- International Email
- International Messaging (including WhatsApp channel)



JPush now in Amazon Web Services Marketplace !

- Our JPush product - **officially launched on Amazon Web Services Marketplace**
- **With the launch of JPush:**
 - AWS Marketplace users can now directly purchase and experience JPush easily
 - Expand our businesses and engage a **wider customer base**
 - **The strong recognition** among global leaders in the industry





Part 2

2022 Q2 Financial Highlights

Group Revenues - Defined

Developer Services

- Subscription
- Value-Added-Services



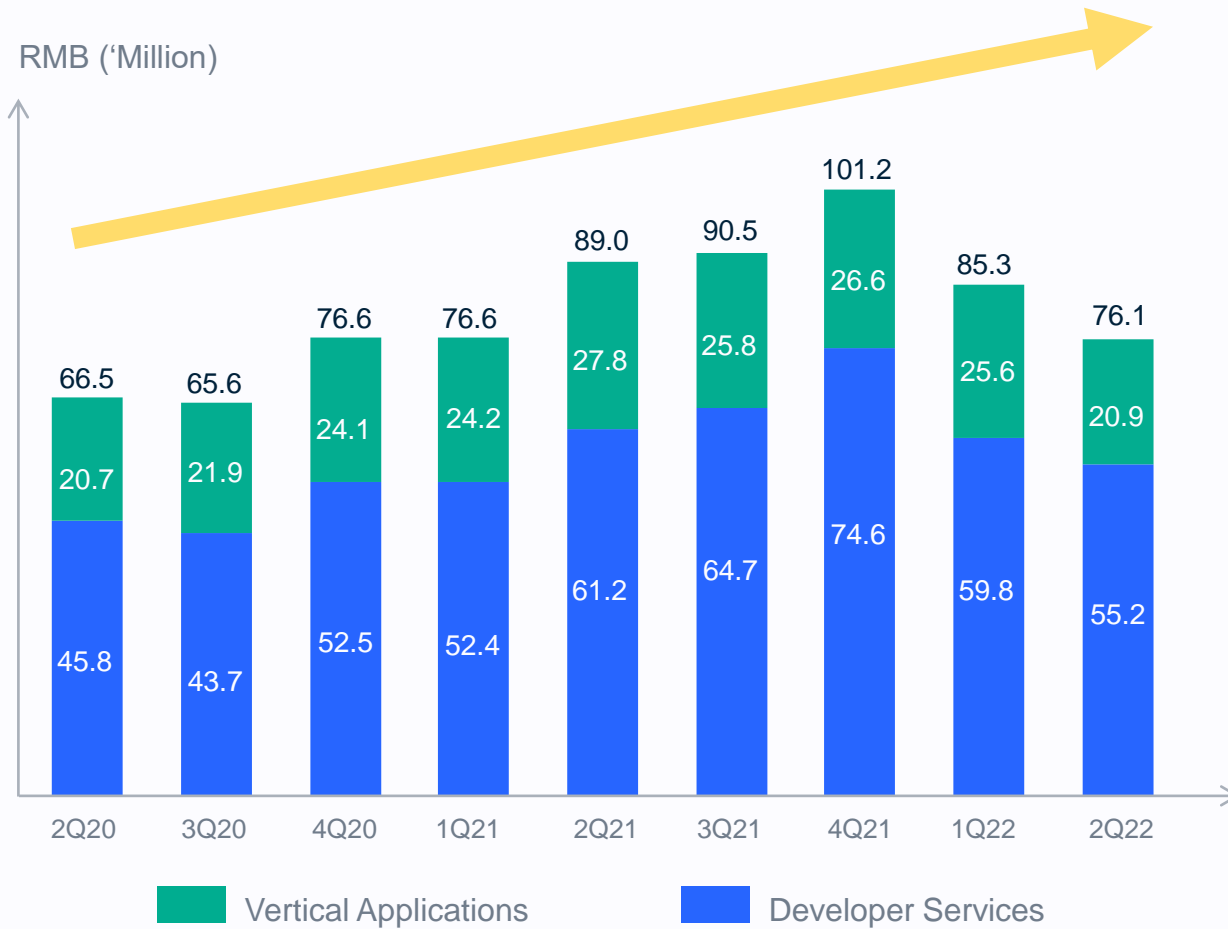
Vertical Applications

- Market Intelligence
- Financial Risk Management





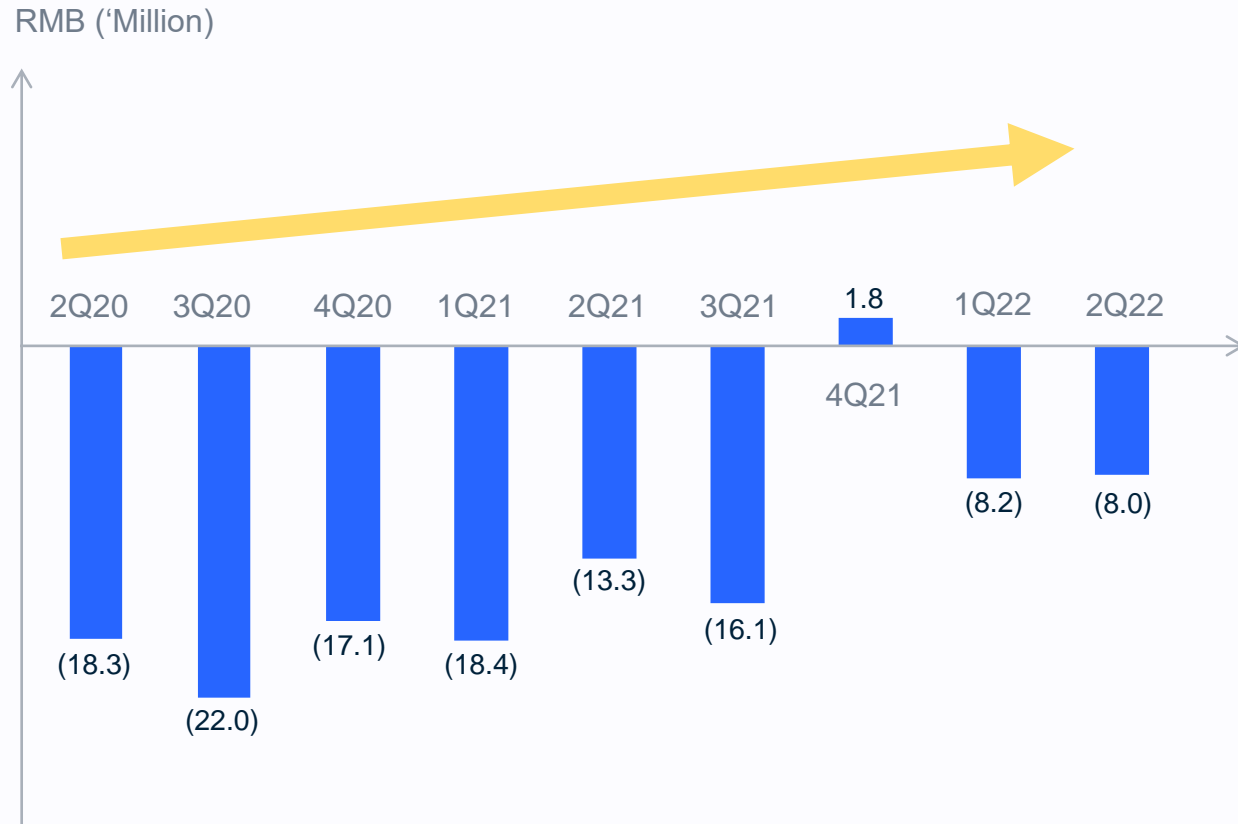
Total Group Revenue Recorded Negative 14% Growth YoY Amidst Tough Business Environment



Revenue decreased by a 14% YoY attributable to:

- Developer Services by -10% YoY
- Vertical Applications by -25% YoY

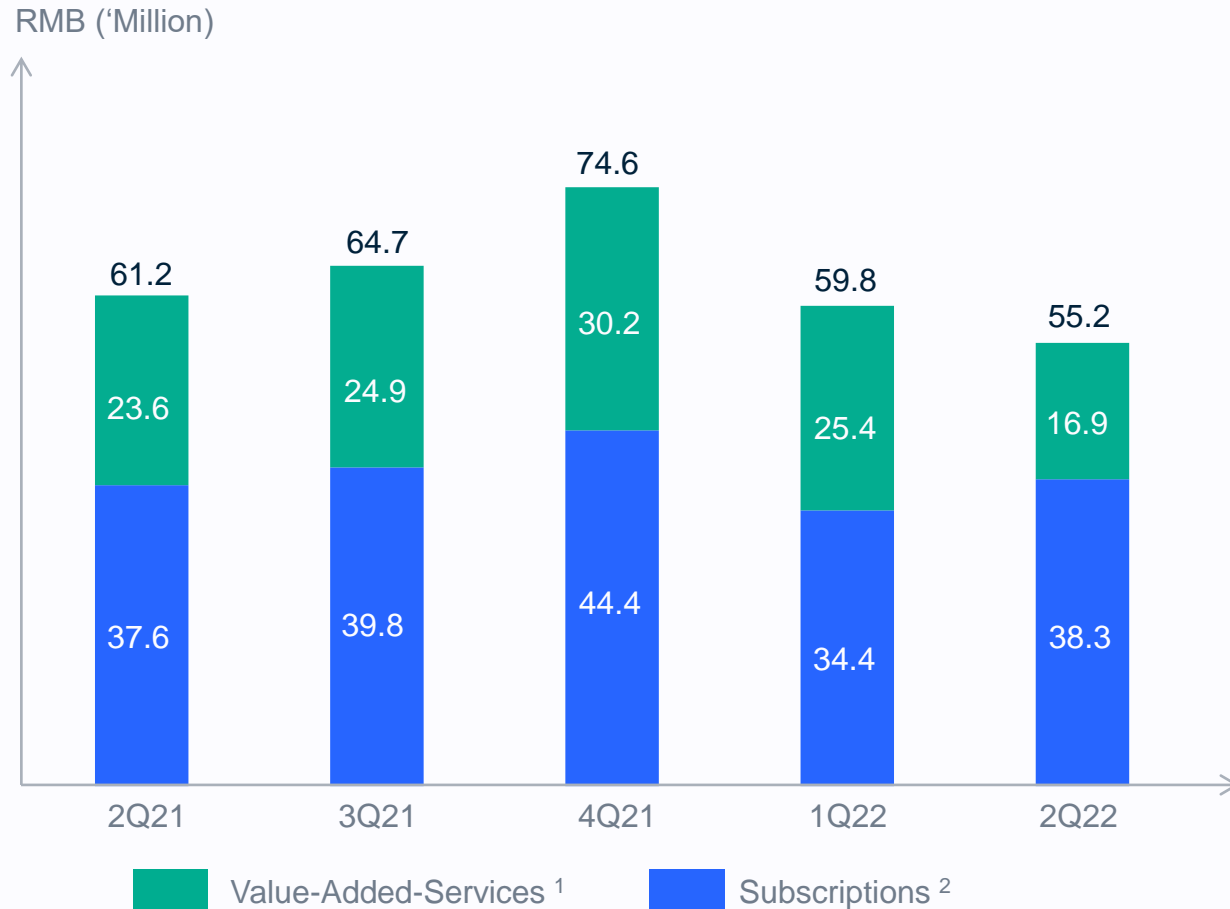
Adjusted EBITDA Improved Significantly By 40% YoY



Year-over-Year improvement of 40% mainly due to:

- OPEX decreased by 17% YoY or RMB17.6M as management has taken decisive and effective cost control measures
- OPEX was at **lowest level** for the past 14 quarters

Developer Service Revenue Recorded Negative 10% Growth YoY



- **Subscription revenue:**

- Increased by 2% YoY or RMB0.8M mainly driven by new customer acquisition

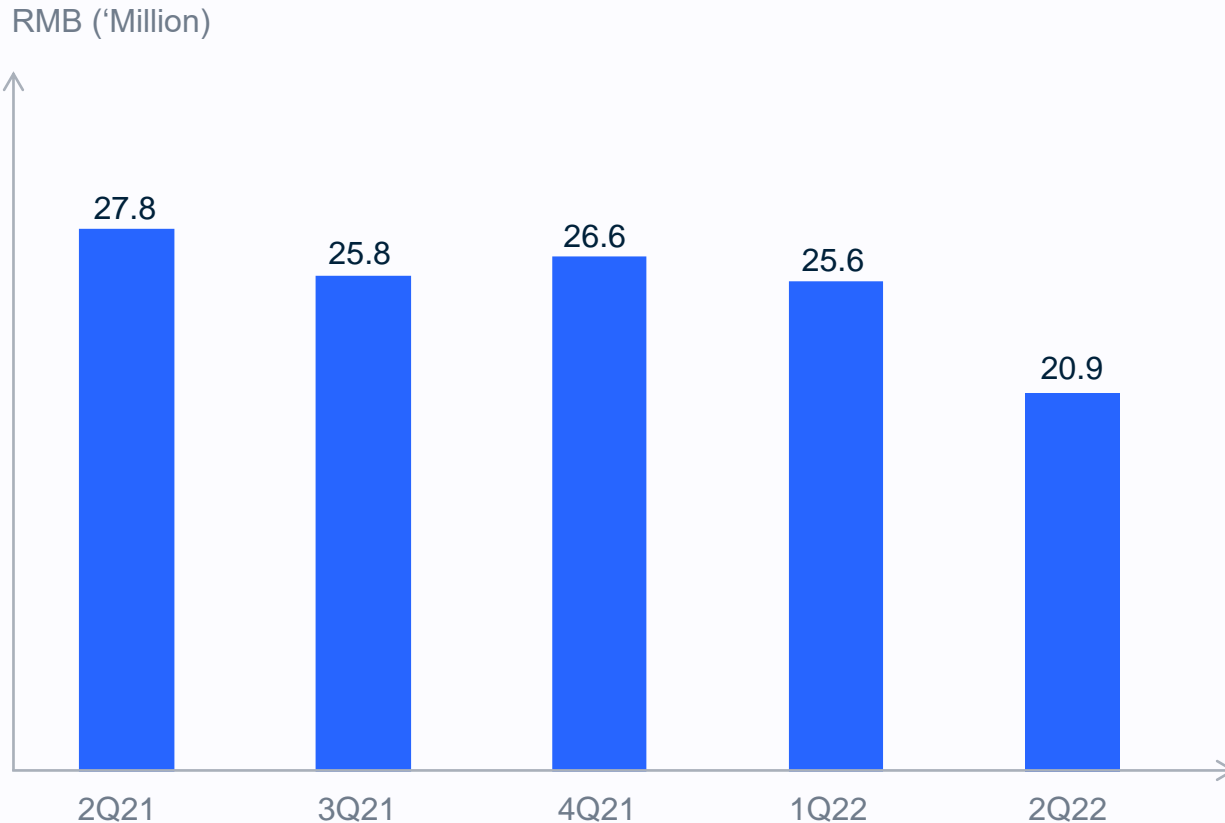
- **Value-Added-Services revenue:**

- Decreased by 28% YoY or RMB6.7M due to the slow-down in economy which in turn resulted in reduced spendings by JG Alliance customers

1. Includes both JG Alliance products and Advertisement SaaS

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

Vertical Application Revenue Recorded Negative 25% Growth YoY



- **Include revenues from:**

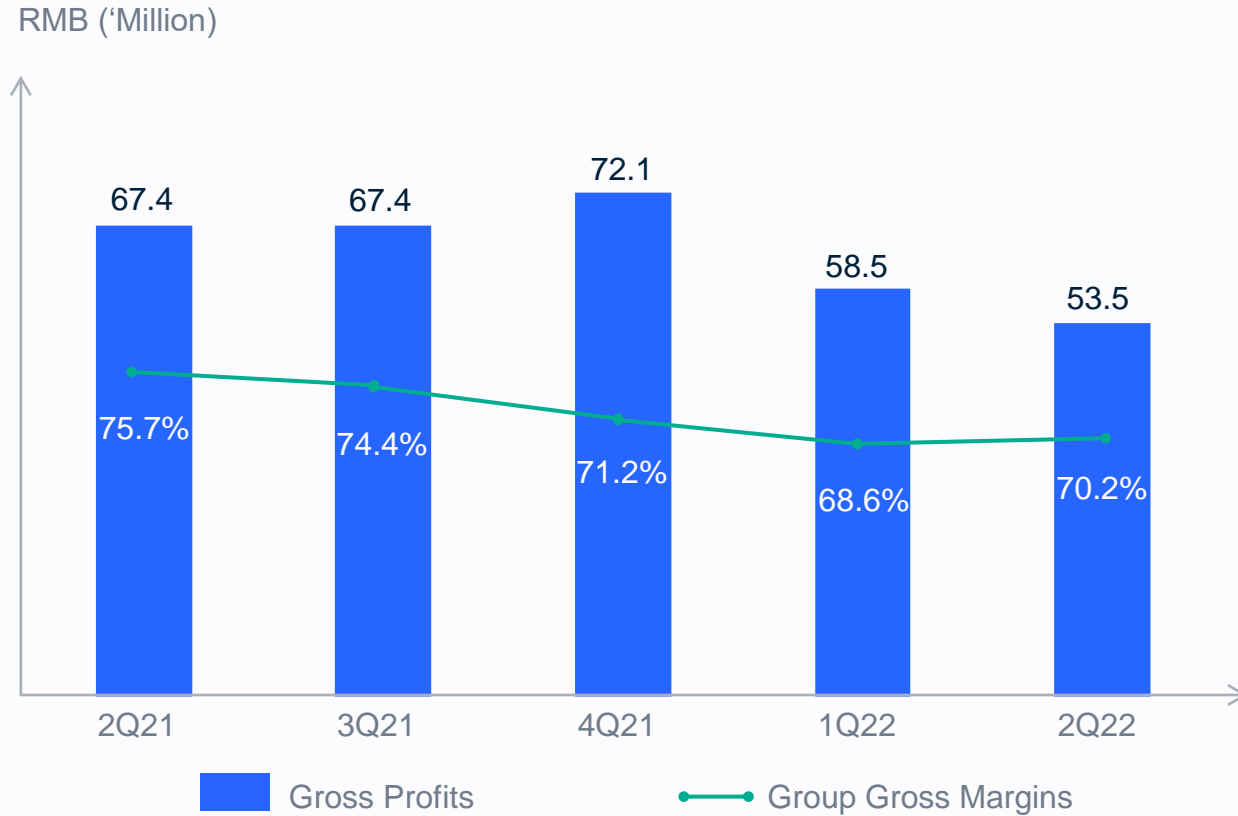
- a) Market Intelligence
- b) Financial Risk Management

- **Revenue decreased by 25% YoY attributable to:**

- Market Intelligence by -9% YoY
- Financial Risk Management by -22% YoY

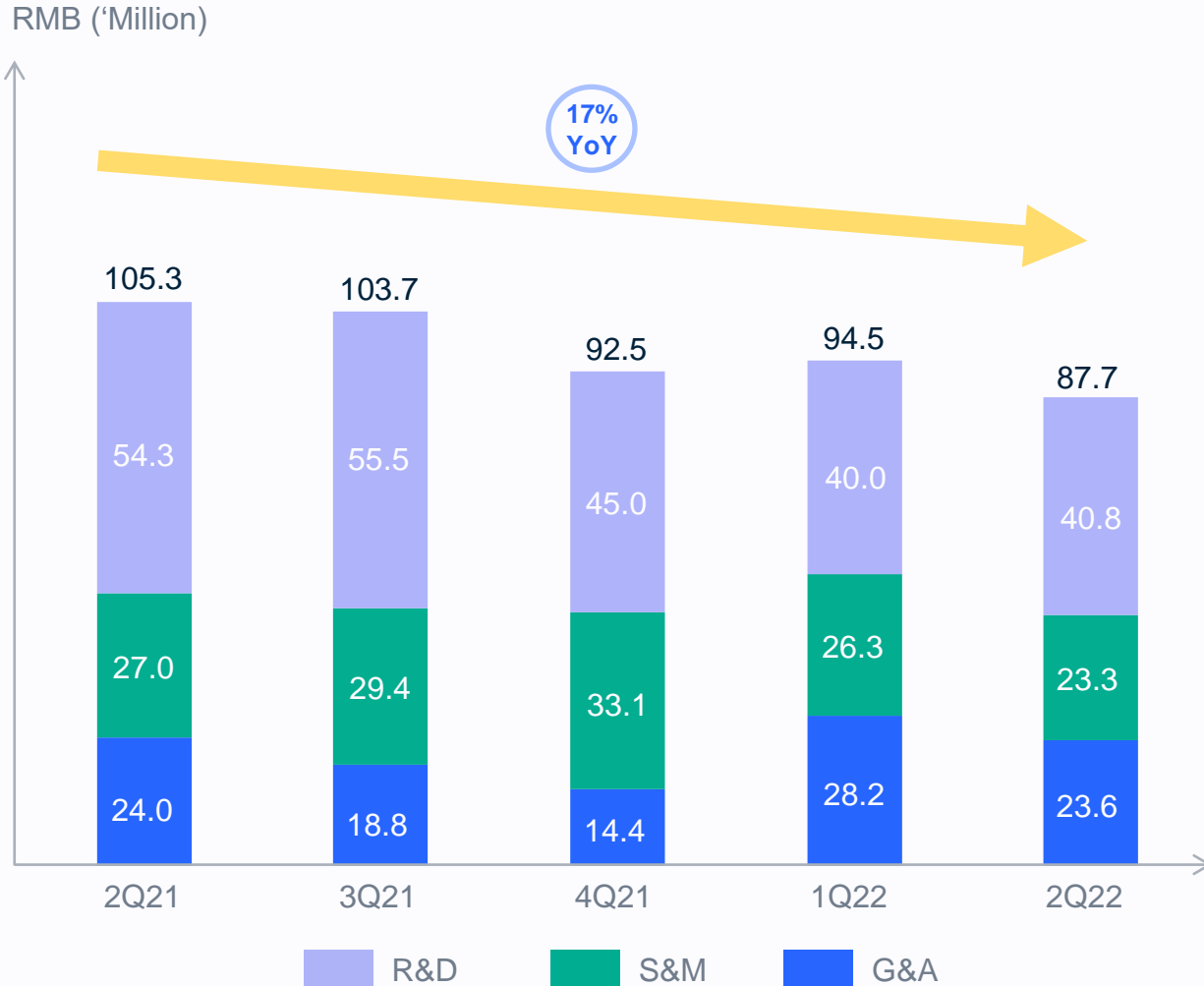
- Slow down in economy and city lock-downs due to pandemic have resulted in reduced demand for our services and delays in signing of new and renewal contracts

Group Gross Profits and Gross Margins



- Group gross profits decreased by 21% YoY to RMB53.5M
- The Group's gross profits and margins declined YoY due to:
 - Total revenue decreased by 14%
 - Higher traffic pool cost incurred for Value-Added-Services business
- Nevertheless, we saw slight **gross margin recovery** QoQ.

Operating Expenses At Lowest Level



- **Operating expenses decreased by 17% YoY** as we made conscious effort to reduce costs & achieve operating efficiency
- We recorded **the lowest Operating Expense (for the past 14 quarters)** since Q1 of 2019 at RMB87.7M
- For **the third** consecutive quarters, our operating expenses are below the **RMB100M mark**

Other Strong Financial KPIs as of 06/30/2022

01

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

- Healthy level of cash to support business growth

RMB112M as of 06/30/2022

02

Net Cash Inflow from operating activities:

- Historical high for the past 7 quarters

Highest level since Q4 of 2020

03

Deferred Revenue balance at high level:

- 9th consecutive quarter of > RMB100M
- Indication of strong SAAS Businesses growth

RMB138M as of 06/30/2022

(Historical high for the past 9 quarters)

04

AR days at a healthy level:

- We continue to closely monitor collection actively working to reduce the risk of bad and doubtful debts

Maintained at 46 days for Q1'22 and Q2'22 (Despite the tough business environment)

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-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-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

