



**Q3 2021
EARNINGS PRESENTATION
November 23, 2021**



Part 1

2021 Q3 Business Highlights

Building a Partnership with HUAWEI CLOUD

华为云 云市场 精品汇聚 上云无忧 极光认证 搜索 买家中心

搜索词: 极光认证 X

商品分类: 全部 基础软件 网站建设 企业应用 安全 物联网 人工智能 服务 行业解决方案

交付方式: 全部 镜像 人工服务 SaaS API License 硬件 AI资产 容器镜像 应用编排 数据资产

价格: 全部 免费 1-98 99-998 999-9998 9998以上 [] - []

其他筛选: 全部操作系统 全部处理器架构 严选

综合排序 价格 发布时间

严选 极光认证产品
整合三大运营商的网关认证能力, 为开发者提供手机号码一键登录和号码认证功能, 优化用户注册/登录、号...
操作系统: Android/iOS 交付方式: SaaS 发布时间: 2021/05/13 **¥ 340.00/次**
服务商: 深圳市和讯华谷信息技术有限公司
技术支持 企业通信 企业通用应用

严选 极光产品实施服务
满足客户需求的极光产品定制实施服务。【商品说明】极光 (AuroraMobile, 纳斯达克股票代码: JG) 成立...
操作系统: Android/iOS 交付方式: 人工服务 发布时间: 2021/08/28 **¥ 5,000.00/次**
服务商: 深圳市和讯华谷信息技术有限公司
数据库迁移 技术支持

- **JVerification Service and Customized Service Package** including push notifications, instant messaging, JG Alliance, JG VaaS, JG UMS have been launched on **HUAWEI CLOUD** after a series of rigorous tests.
- **The cooperation with HUAWEI CLOUD demonstrates the industry-wide acclaim and trust** that Aurora Mobile commands for its robust technical capabilities and services.
- **Successfully signed up a number of paying customers** since the alliance started
- We expect to have **more in-depth cooperation with HUAWEI CLOUD** in the near future.

JPush Launched a Brand-New Upgraded “HUB Function”



- Brand-new upgraded “HUB function” can help **Mobile APP developers easily integrate the “7 major mobile phone manufacturers”** and **“Operating Systems”** push channels into the APP, including but not limited to channels such as **Huawei, XiaoMi, OPPO, VIVO and Meizu** etc.
- HUB function can help Mobile APP developers significantly **increase the overall notification delivery rate by 80%**, compared to those Mobile APPs who do not use this function, which **sequentially improves the click-through rate of their apps.**
- **Over 7000 APPs** started using this new function.

JG VaaS Established a Footprint in Smart Home Industry



Tools and utility apps that implemented JG VaaS:

- User duration increased by **120s**
- 7-day user retention rate improved by **11%**

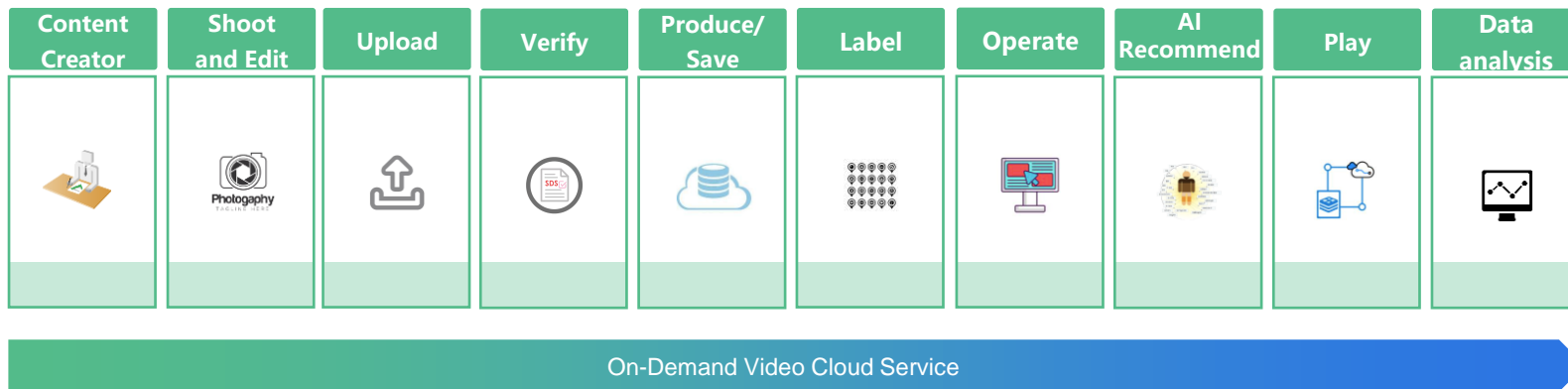


Short videos of recipes and healthy lifestyle

- **JG VaaS product** collaborating with one of the most renowned manufacturers in the smart home industry and **started to test on their smart home appliances**, intend for wider roll out in the near future.
- By providing short videos that are tailored and geared towards different user groups, and displayed on different appliances, JG VaaS product continues to satisfy customers' requirements and increase user stickiness and user retention time.

JG VaaS Launched On-Demand Video Cloud Service

- Developers can **perform a streamline of actions including upload, review, encrypt, manage and play the videos on their own APPs** by using On-Demand Video Cloud Service.
- **It fundamentally eliminates the tedious and laborious process for those developers who want to manage their own videos on their APPs.**



JPush Private Cloud Receives Product Compatibility Certification for Galaxy Kirin and China Standard Kirin



- Galaxy Kirin and China Standard Kirin are the two core operating systems of Kirin Software Co., Ltd.
- The certification represents JPush Cloud meets the general **compatibility requirements, performance and reliability** that enterprise applications need to run on systems developed by **Kirin Software**
- Kirin Software is part of China's "Key Software Producing Enterprises within the National Program".

Part 2

2021 Q3 Financial Highlights

Group Revenues Definition

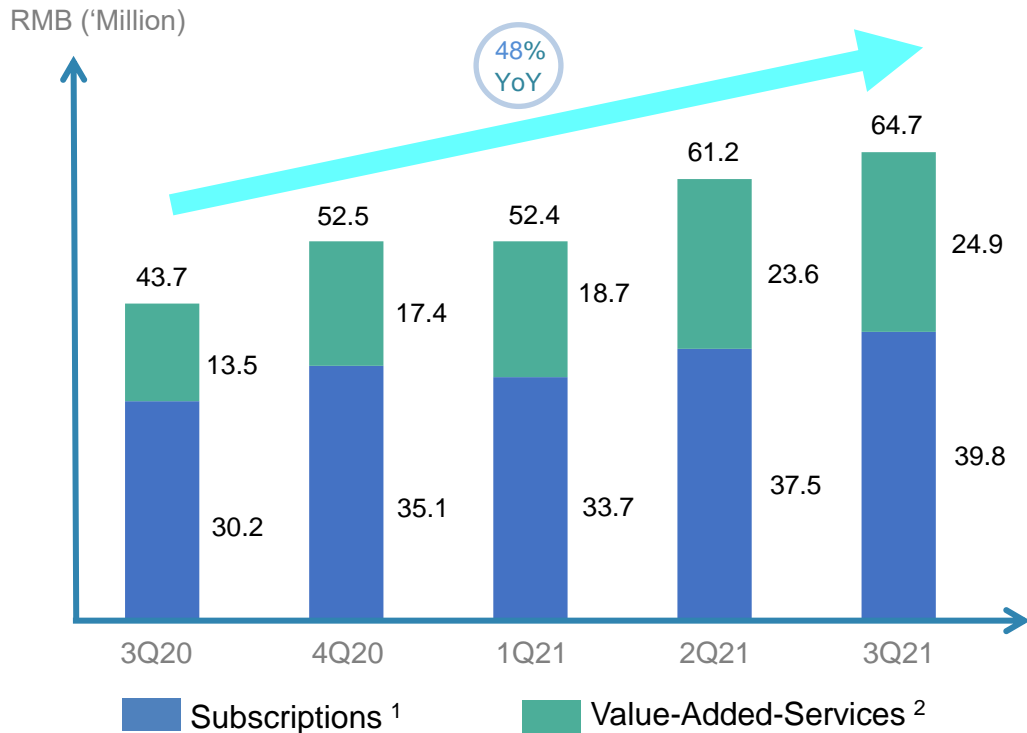
(a) Developer Services

- Subscription
- Value-Added-Services

(b) Vertical Applications

- Market Intelligence
- Financial Risk Management
- Location-based Intelligence

Strong Developer Service Revenue Growth Primarily Driven by An Explosive 84% YoY Revenue Growth in Value-Added-Services



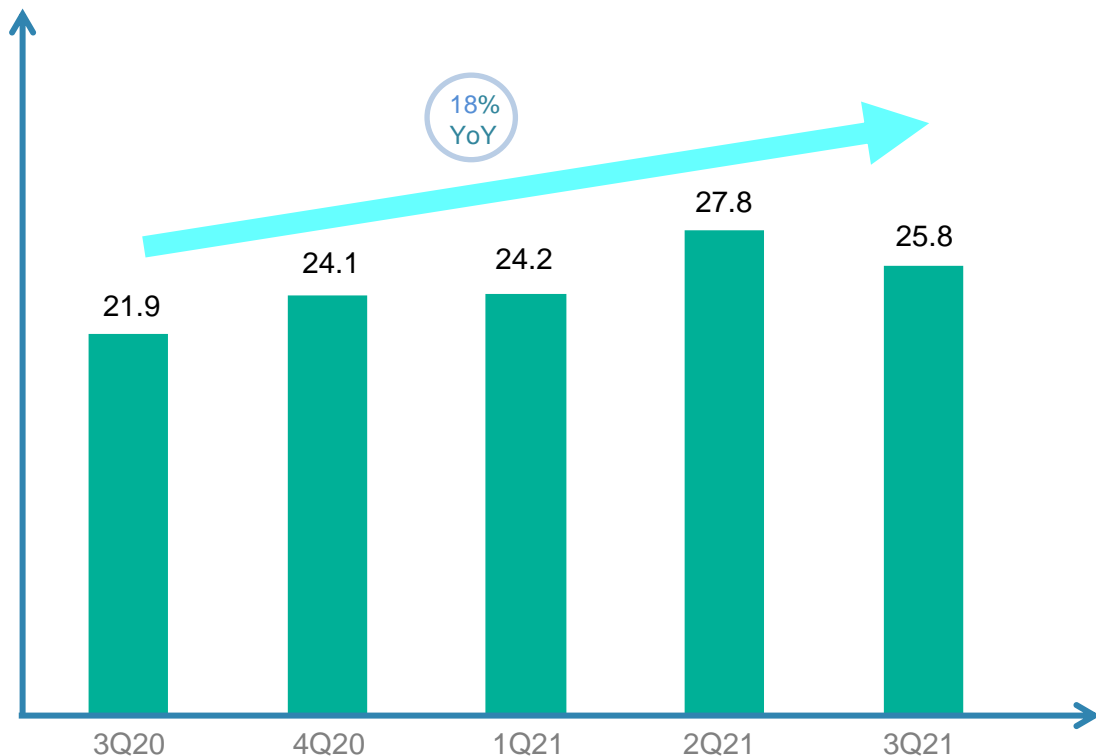
1. Includes push notification, sms, verification and other subscription based developer services

2. Includes both JG Alliance products and Advertisement SaaS

- **Strong growth in Developer Services revenue of 48% YoY**
- Subscription revenue:
 - Increased by 32% YoY or RMB9.6M mainly driven by new push notification customer acquisition and cross selling of various non-push notification products
- Value-Added-Services revenue:
 - **Increased significantly by 84% YoY or RMB11.4M** - mainly due to strong revenue growth from JG Alliance
 - **Mini program** and **APP Retargeting** continued to show strong demands, **accounting for majority of JG Alliance revenue**

Financial Risk Management Achieved Highest Quarterly Revenue Since 1Q20, Which Drove Solid YoY Revenue Growth in Vertical Applications

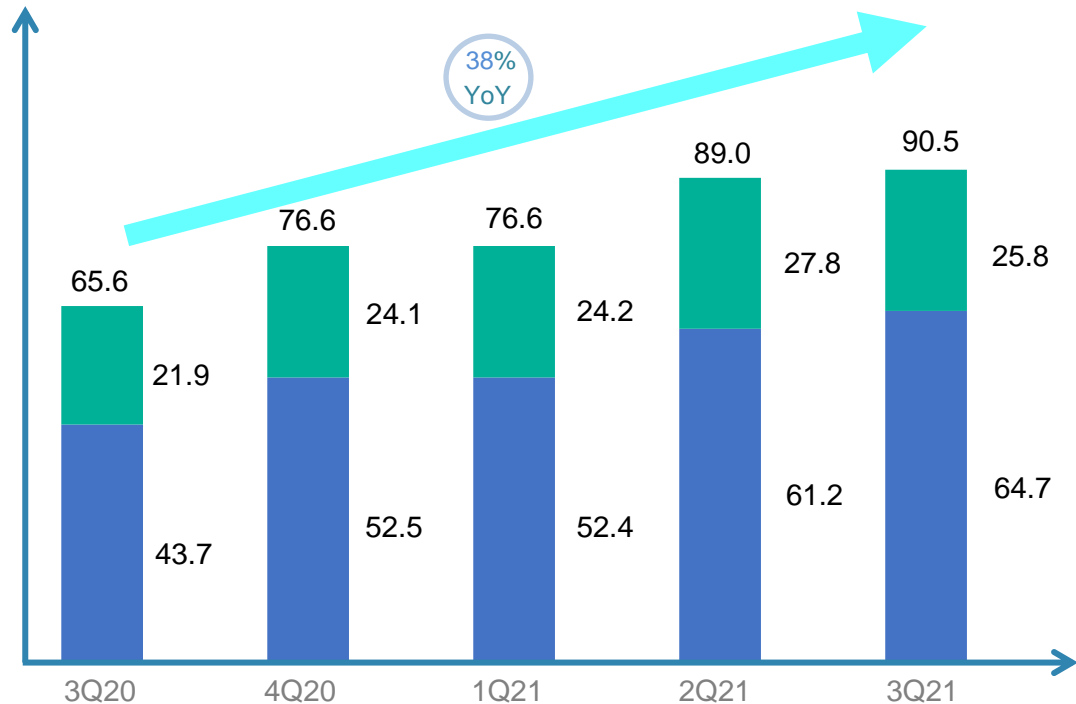
RMB ('Million)



- Include revenues from:
 - a) Market Intelligence
 - b) Financial Risk Management
 - c) Location-based Intelligence
- Revenue grew by 18% YoY driven by strong growth in **Financial Risk Management, which achieved highest quarterly revenue** since 1Q20
- Revenue slightly decreased by 7% QoQ mainly due to weaker investor demand for Market Intelligence products. However, we expect the demand for this product line to recover in coming quarters

Total Group Revenue Achieved Strong Growth of 38% YoY

RMB ('Million)

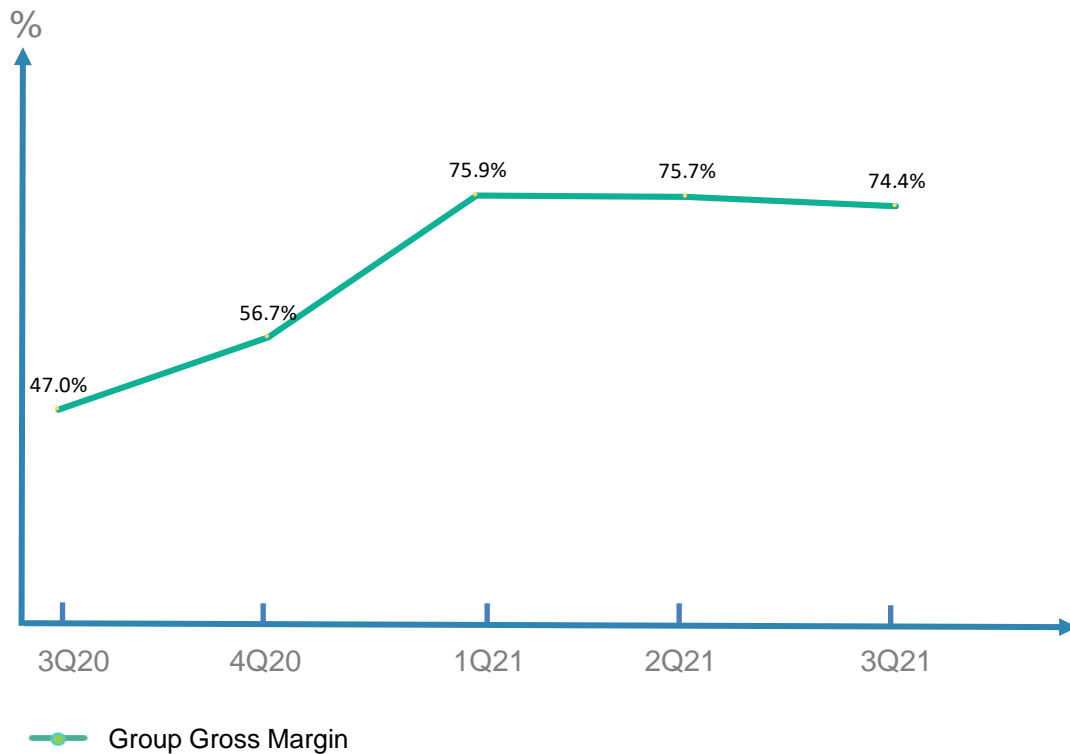


Developer Services

Vertical Applications

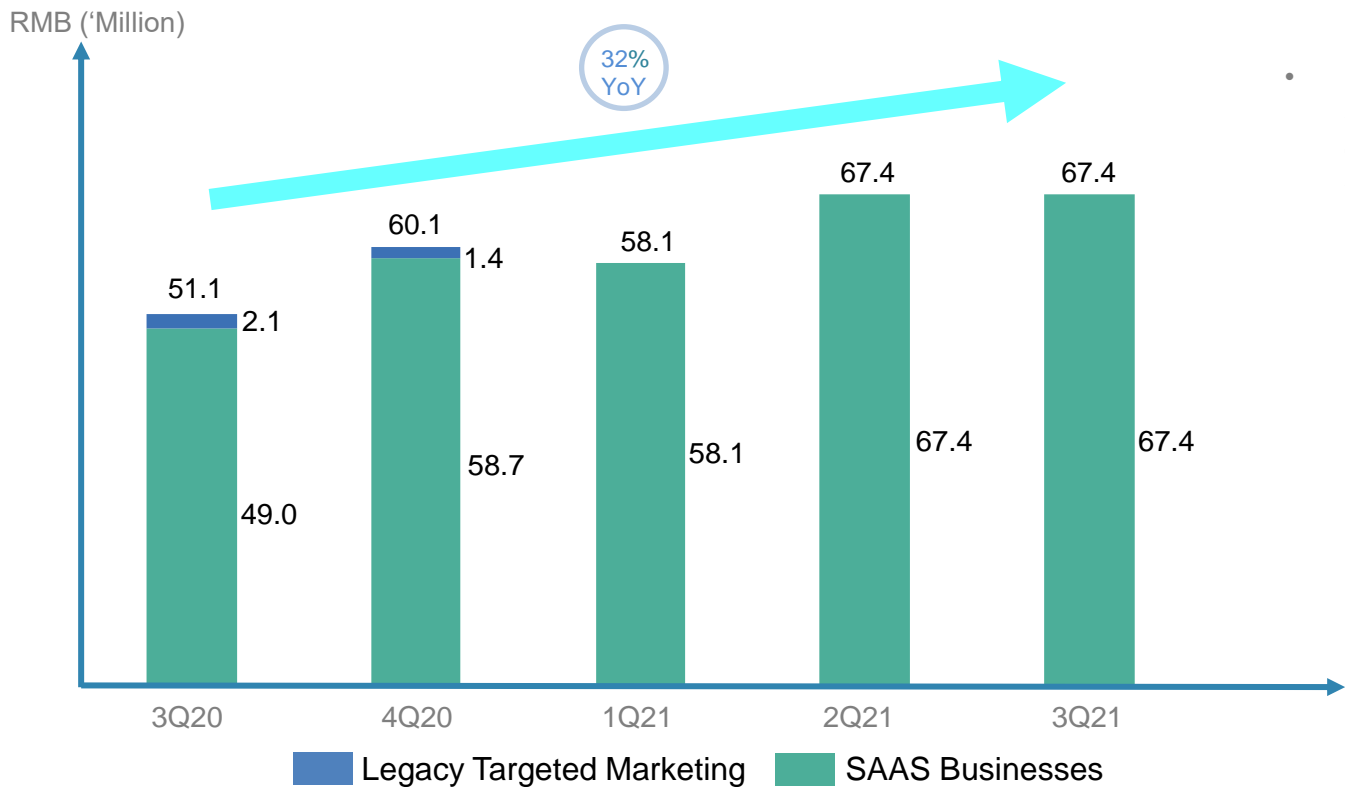
- Revenue increased by 38% YoY or RMB24.9M driven by 48% growth in Developer Services and 18% growth in Vertical Applications

The Robust Gross Margin Growth YoY Reflects the Successful Transition to High-Margin SAAS Businesses



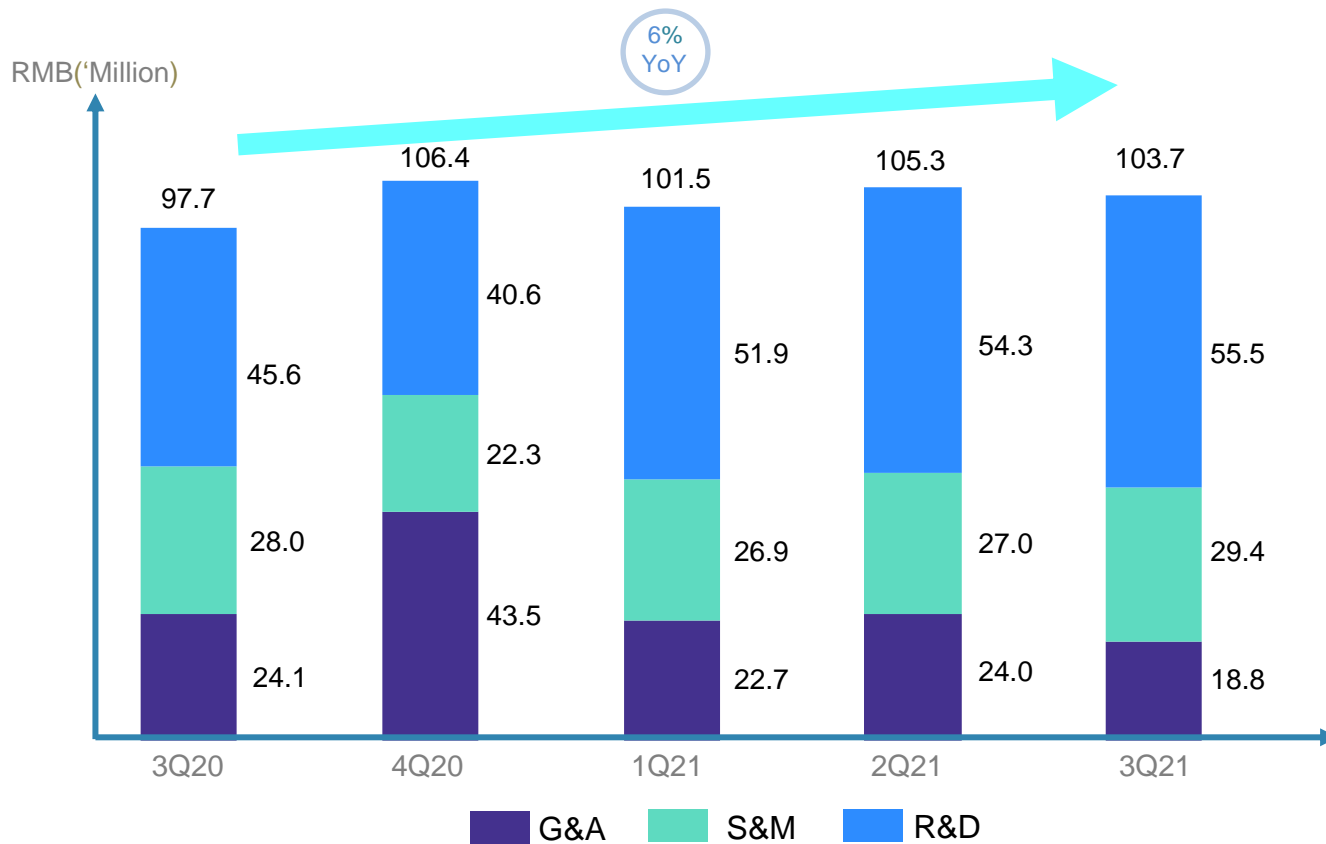
- Group gross margin of 74.4% is more than 1.6 times comparing to 3Q20, a reflection of high-margin SAAS businesses nature.

Group Gross Profits Continuously Increased by 32% YoY



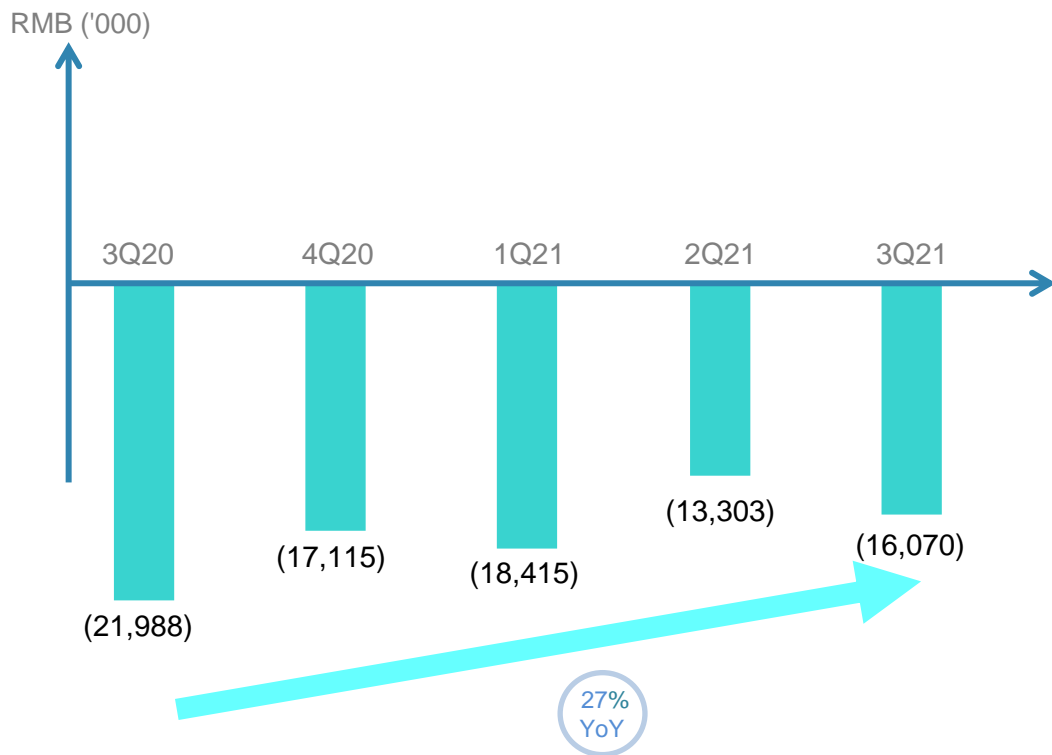
- Group gross profits increased by 32% YoY or RMB16.3M, mainly due to SAAS Businesses revenue growth by 38% YoY

Operating Expenses Well Under Control



- Operating expenses slightly increased by 6% YoY while group revenue grew by 38% YoY
- Continue to invest heavily in product innovation and R&D
- R&D expenses account for 61% of total revenue, increasing by 22% YoY
- No significant or unexpected hikes are anticipated in the near future

Adjusted EBITDA Improved 27% YoY



Year-over-Year improvement of 27% due to:

- Strong high margin SAAS Businesses revenue growth of 38% YoY
- OPEX increased by only 6% YoY demonstrating strong operating leverage

Balance Sheet Remained Healthy as of 9/30/2021

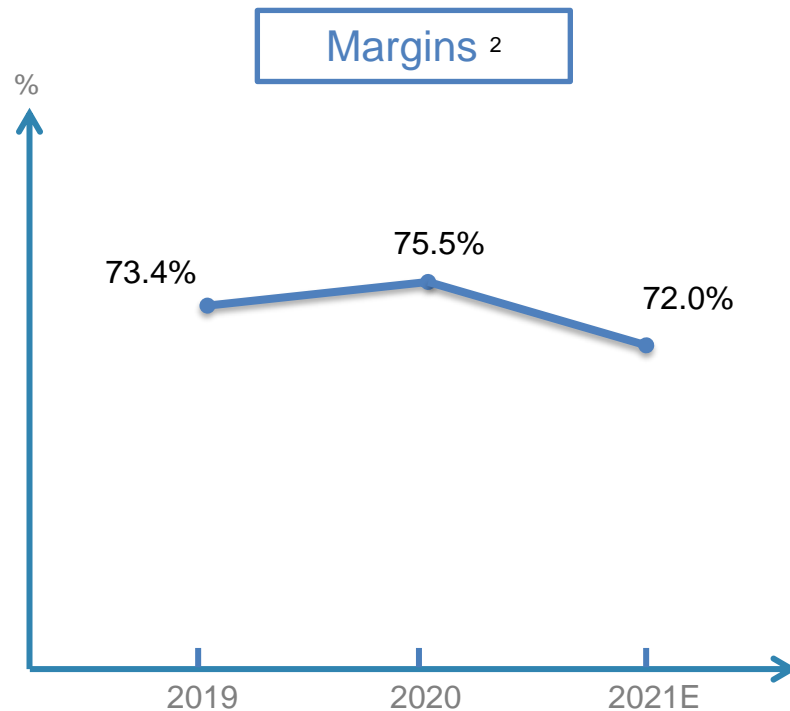
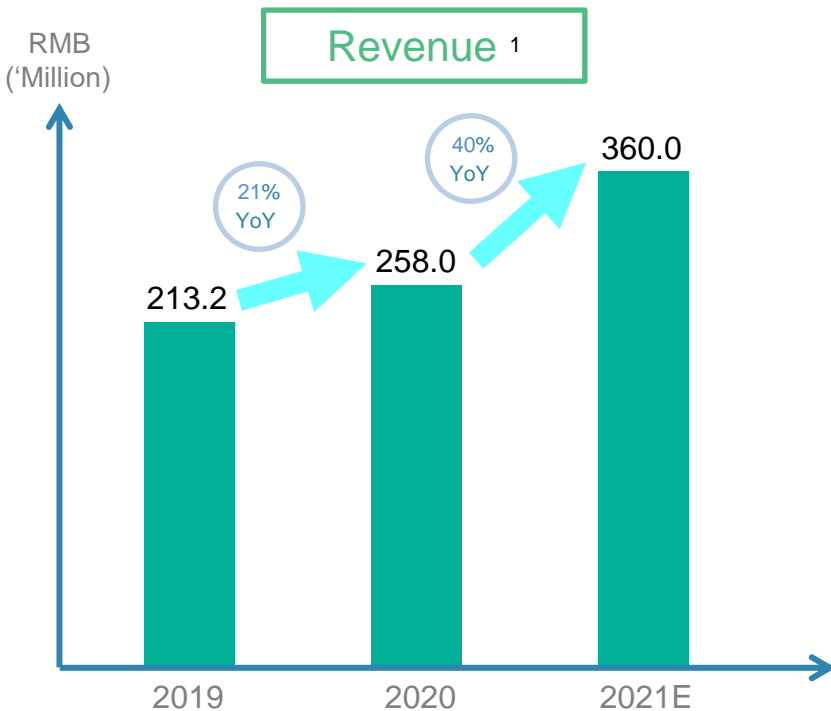
- Cash and cash equivalents, restricted cash and short-term investments of:
 - The reduction comparing to 12/31/2020 was due to the convertible note of US\$35M redeemed in April, 2021
- Deferred Revenue remained stable:
 - 6th consecutive quarter of > RMB100M
 - Achieved highest record during past 6 quarters
 - Indication of strong SAAS Businesses growth
- AR days reduced from 45 days in Q3'20 to 39 days Q3'21:
 - Sign of a much healthier financial condition, lowered working capital requirement, disciplined cash collection effort

RMB281 million

RMB119M as of 9/30/2021

Improved by 6 days

Acceleration of Revenue Growth from 2020 to 2021E Reflects Strong Growth Expectation for JG Alliance



1. Company's guidance for fiscal year 2021 revenue to be in the range of RMB 350M to 360M. The above RMB 360M is for illustrative purposes only
2. Company's guidance for fiscal year 2021 gross margin to be above 70%. The above 72% is for illustrative purposes only
3. For apple-to-apple comparison purpose, 2019 and 2020 revenues and margins 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 and fair value loss/(gain) of long-term investment. The Company defines adjusted EBITDA as net loss excluding interest expense, depreciation of property and equipment, amortization of intangible assets, income tax (expense) benefit, share-based compensation and fair value loss/(gain) of long-term investment. 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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