



2024 Q2 EARNINGS PRESENTATION

August 29, 2024

Part 1

2024 Q2 Business Highlights

EngageLab – Worldwide Expansion!

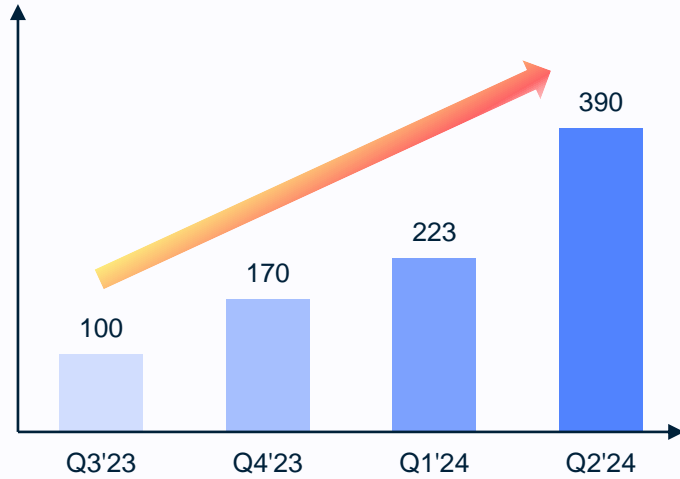


- Our EngageLab products are sold to customers originating from **more than 29 countries and regions globally; increased by 7 countries** in Q2 of 2024
- Our customers **are from various industries**, including tech, Internet, smartphone, video, media, auto, finance, healthcare, and e-commerce
- We continue to gain market share thanks to our ability of rendering **stable and efficient multichannel message marketing services consistently**



EngageLab – Great Growth Momentum!

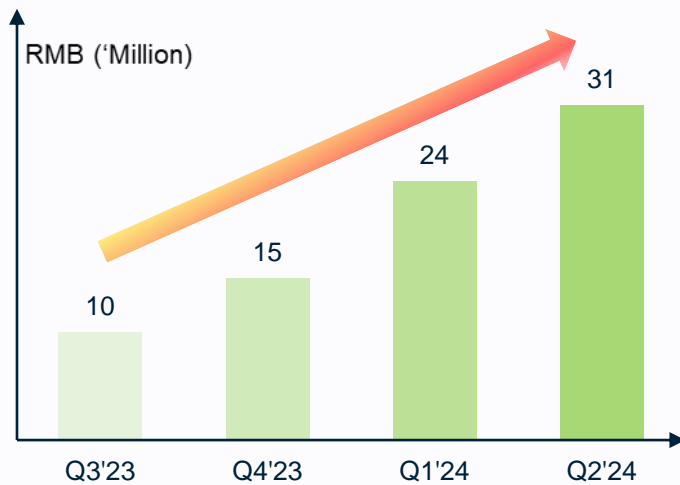
Customer Numbers



Customer Numbers

- The global customer numbers of EngageLab continues to grow. For this quarter, it grew by **75%** sequentially

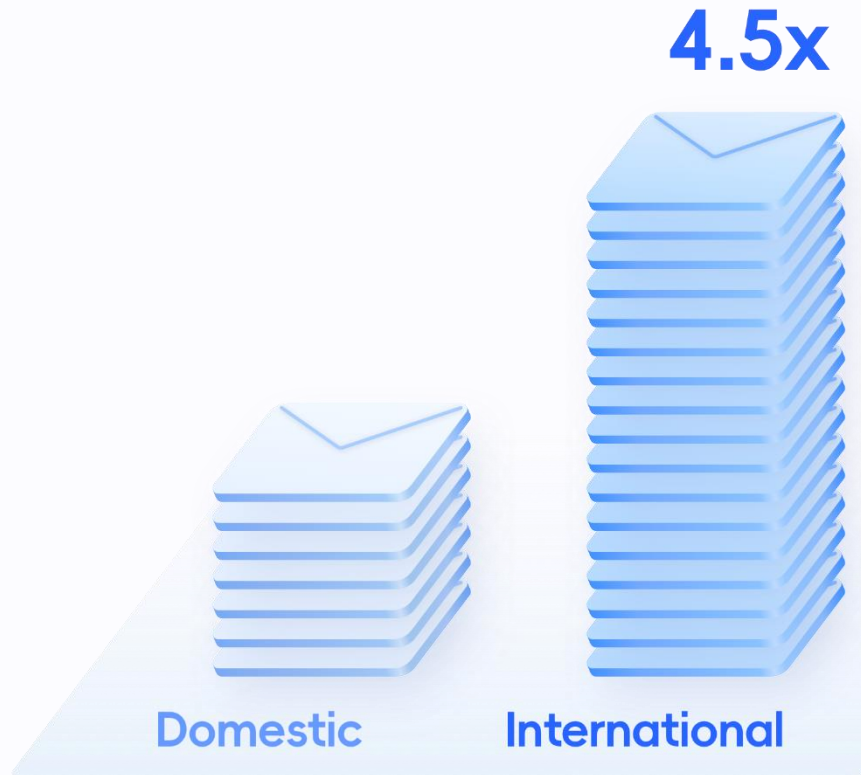
Contract Value (Cumulative)



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- Total cumulative signed contract value has **exceeded RMB 31 million** by 6/30/2024, reflecting a strong **27% QoQ growth**

EngageLab – Global Email Services



- The demand for EngageLab’s email service has been encouraging. For the quarter ended 6/30/2024, the number of international email delivered **was 4.5 times** of domestic emails.
- We believed we are providing **an excellent & stable email delivery service** that catering to and addressing the needs of our customers for their **overseas and international user engagement**

Making Our Presence in Regional Expos



We were invited to and participated in the following events / expos / exhibitions to **showcase our products and services** to potential customers from around the globe:

1. PAGC Conference
2. Asia Tech x Singapore
3. Global Traffic Conference
4. Smart China Expo
5. The MarTech Summit
6. Business GOVirtual Expo & Conference

.....where we received excellent feedbacks and marketing leads



Part 2

2024 Q2 Financial Highlights

Group Revenues - Defined

Developer Services

- Subscription
- Value-Added Services



Vertical Applications

- Market Intelligence
- Financial Risk Management



Financial Highlights for Aurora Mobile

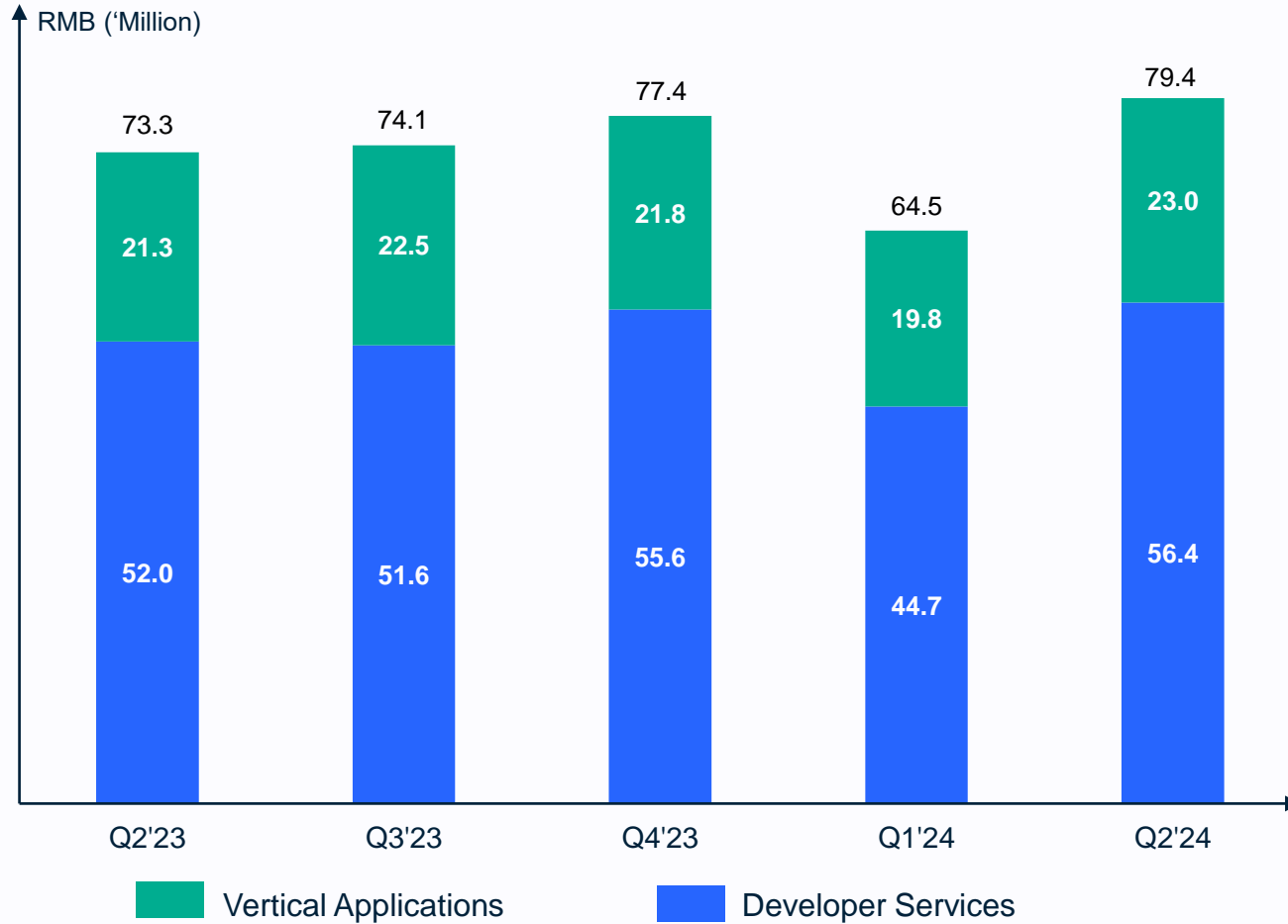
Core Business and Revenues with Growth

- EngageLab continued to be the pillar of growth where
 - Customer number grew 75%++
 - Contract value grew 27%++
- Domestic market **recorded QoQ and YoY revenue growth too**

Great Financial Results

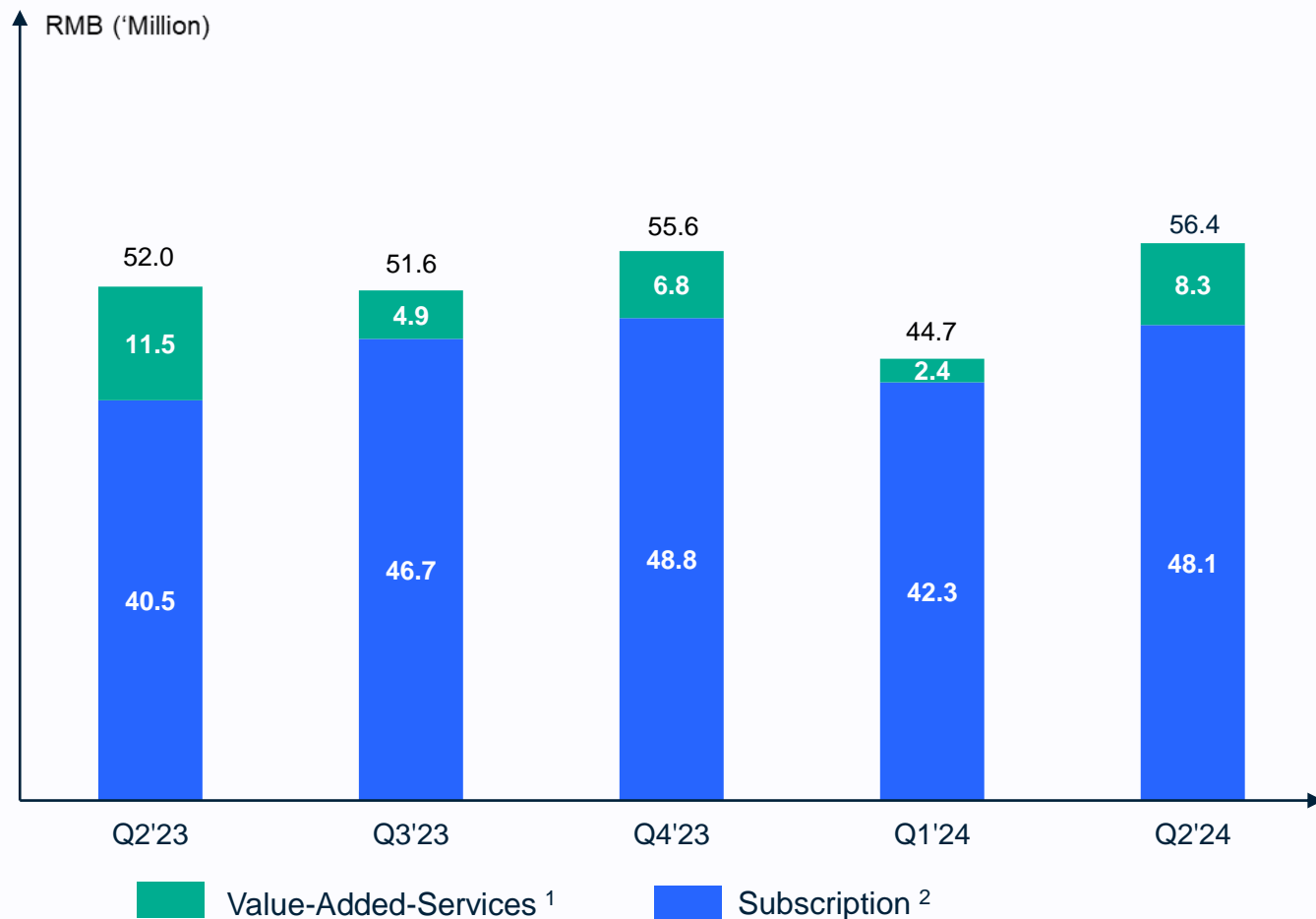
- **4 consecutive** quarters of **Positive Adjusted EBITDA!**
- Total revenue were **on great momentum** and **increased by 23% QoQ and 8% YoY**
- OPEX at a **low level**

Total Revenue increased QoQ and YoY



- Total revenue at RMB 79.4M increased by 23% QoQ and 8% YoY
- In Q2'24, total revenue increased 23% QoQ mainly due to:
 - Developer Services-Subscription revenue grew by 14% QoQ due to the growth of EngageLab and the improvement in ARPU
 - Developer Services – Value-Added-Services revenue grew by 245% QoQ because of increase in online advertising revenue

Developer Service Subscription Revenue Increased 19% YoY



- **Subscription revenue:**

- **Increased 14% QoQ and 19% YoY** mainly driven by improvement in ARPU due to completion of large-sized private deployment projects

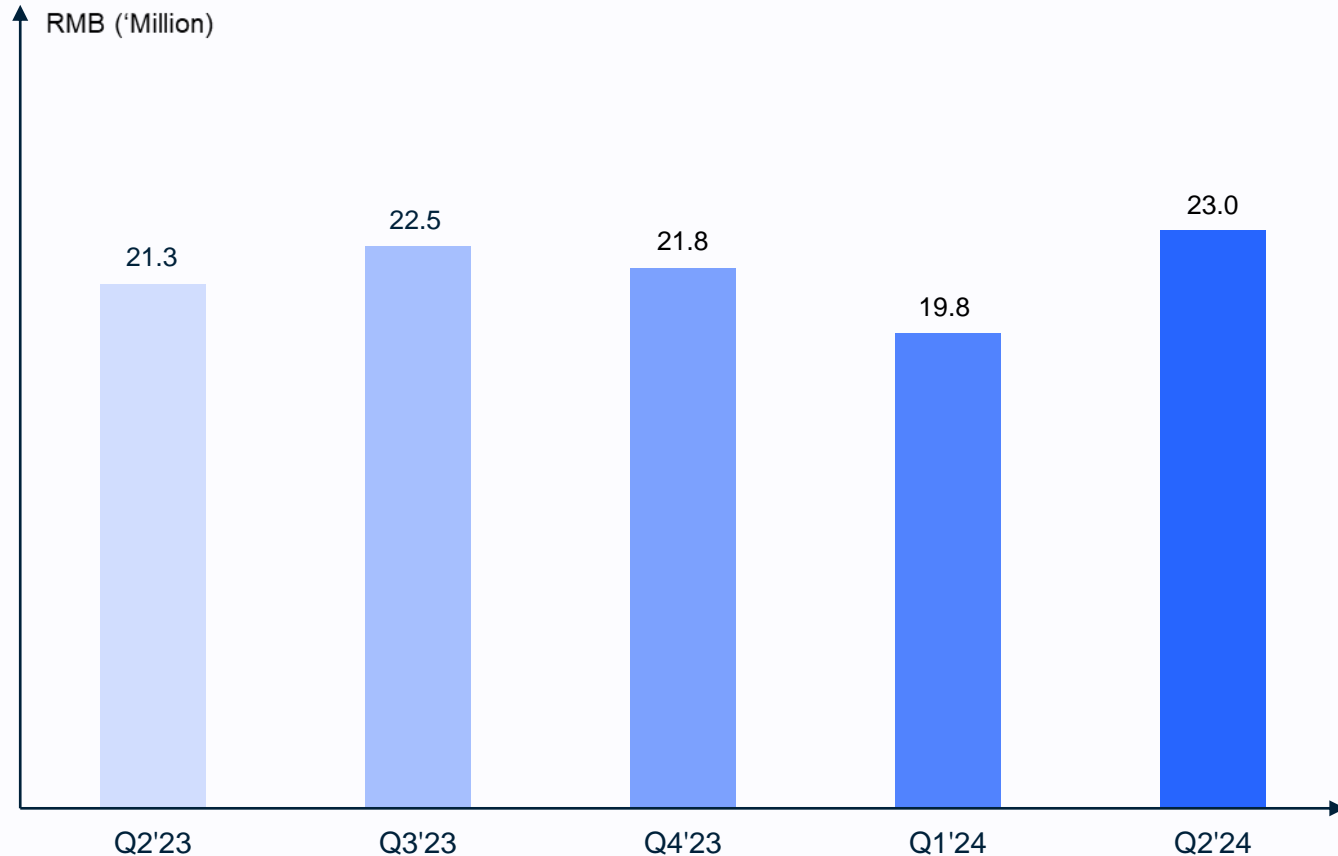
- **Value-Added-Services revenue:**

- **Strong growth of 245% QoQ** mainly due to our ability to capture the advertising market share during the 6/18 shopping festival

1. Includes mainly advertisement related products

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

Vertical Application Revenue increased QoQ and YoY

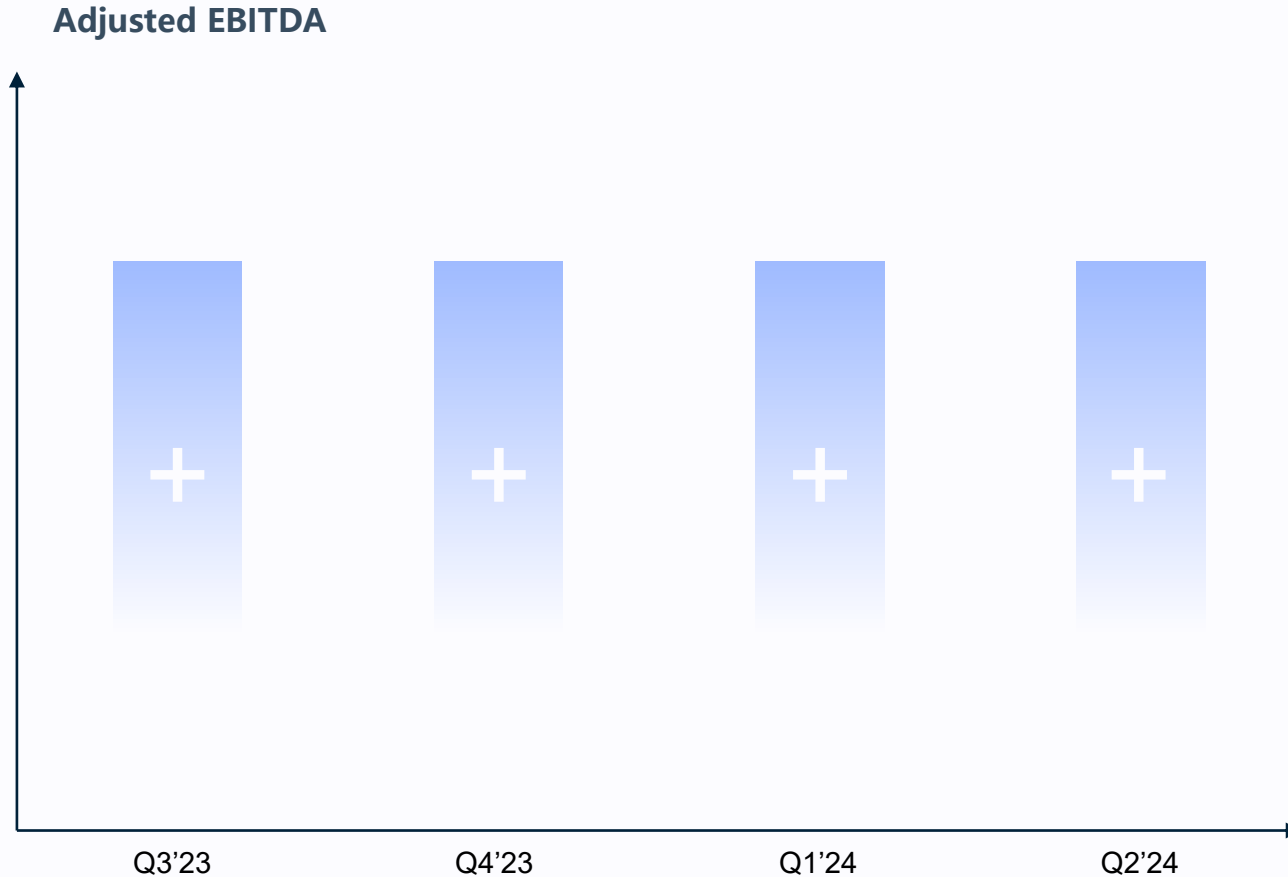


- **Include revenues from:**

- a) Market Intelligence
- b) Financial Risk Management

- Revenue increased by 8% YoY and 16% QoQ **due to improvement in ARPU**
- Another quarter witnessed the steady growth momentum of the Financial Risk Management business where it achieving a **34% YoY and 28% QoQ revenue increase** due to acquisition of new customers

POSITIVE Adjusted EBITDA for 4 Consecutive Quarters!



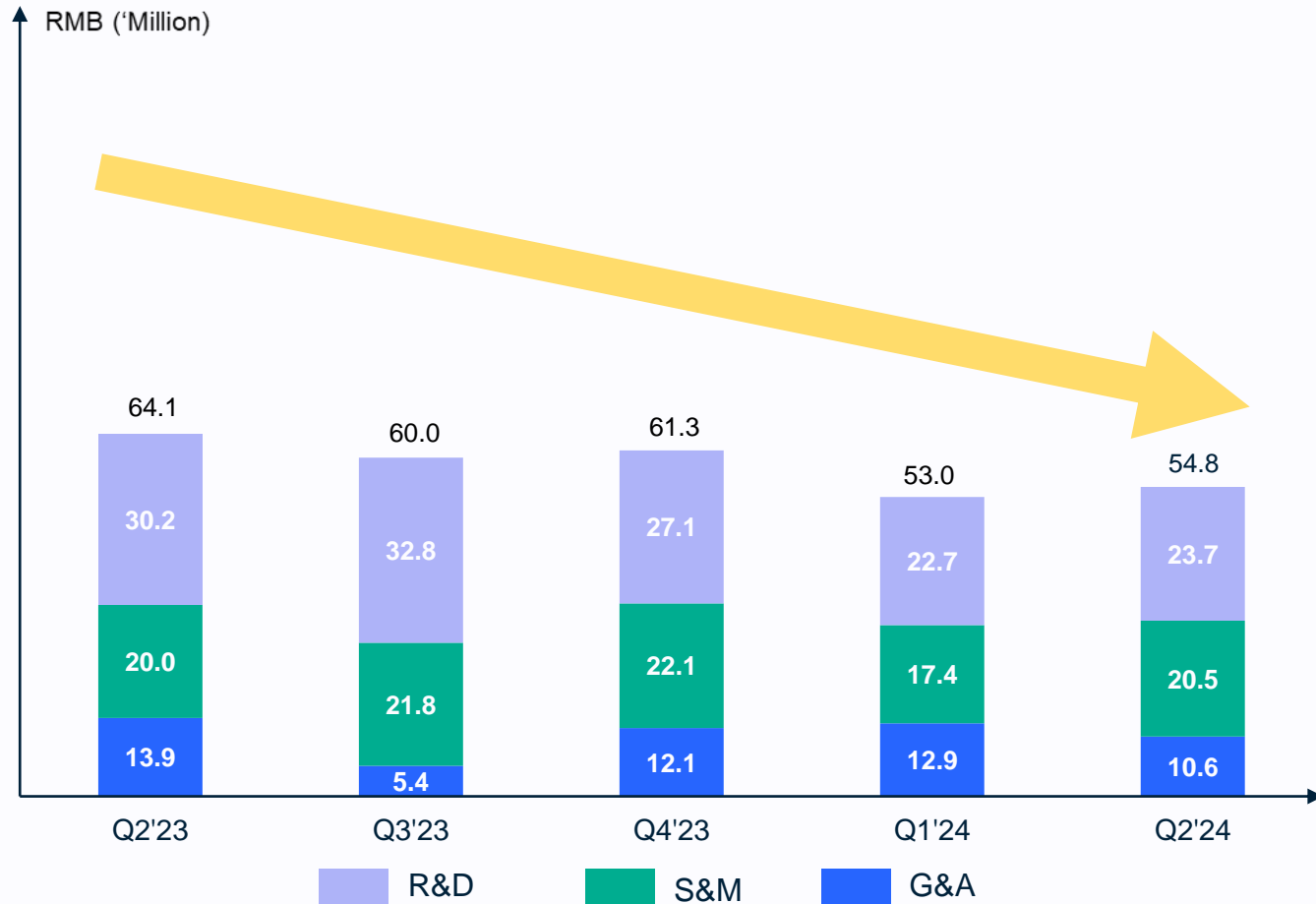
- We made in **4 in a row!**
- Our Adjusted EBITDA turned positive for **four consecutive quarters!**
- This was mainly due to the hard work we put in to **grow the revenue** while **maintaining low level of OPEX**

Gross Profits Grew YoY and QoQ



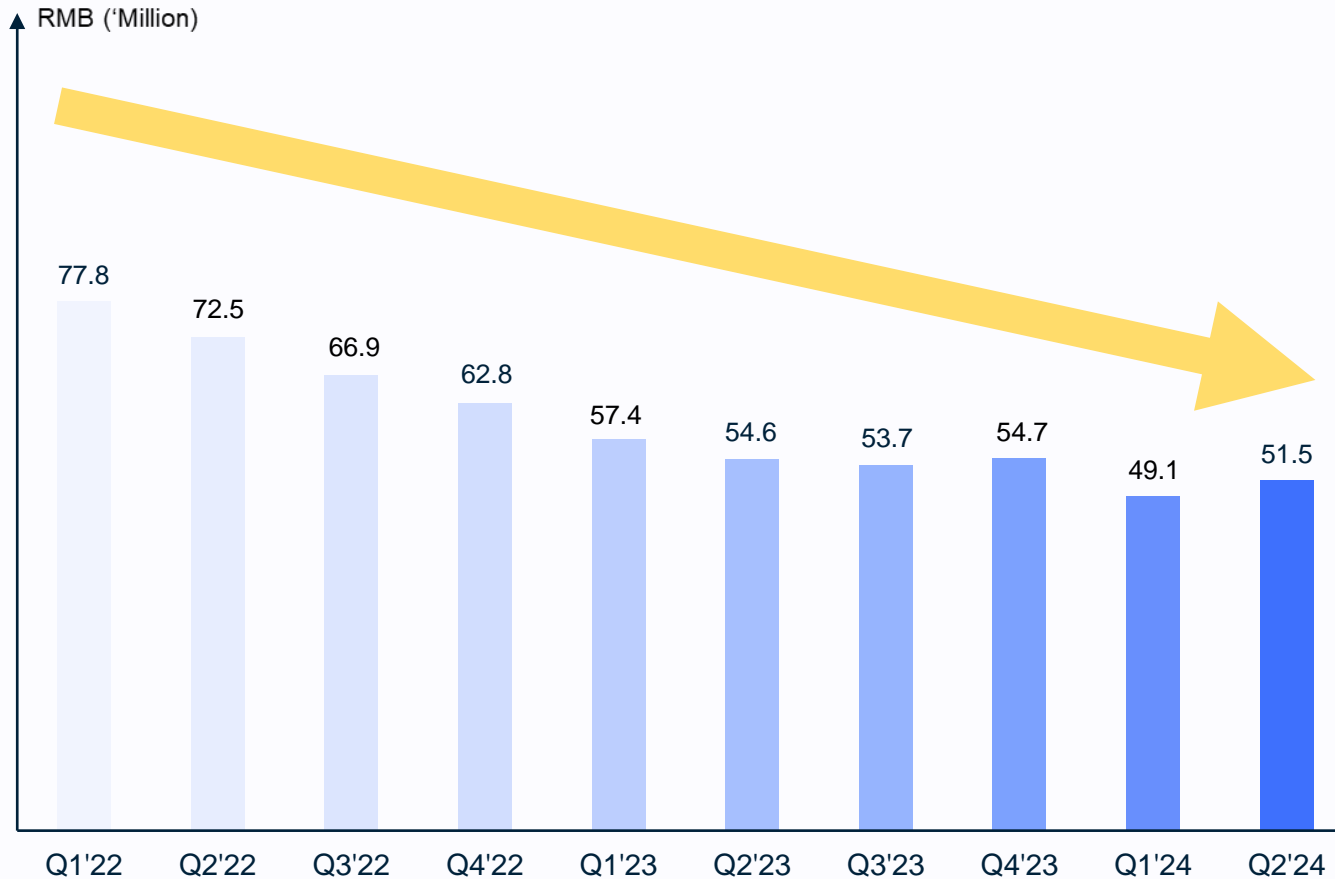
- Gross profits increased by 14% QoQ and 11% YoY to RMB52.8M
- The gross profits improvement was due to the revenue growth we have achieved through **expanding the EngageLab business globally**
- However, the gross margin decreased QoQ as a result of increased lower-margin revenues (mainly SMS) in this quarter

Operating Expenses still At Low Level



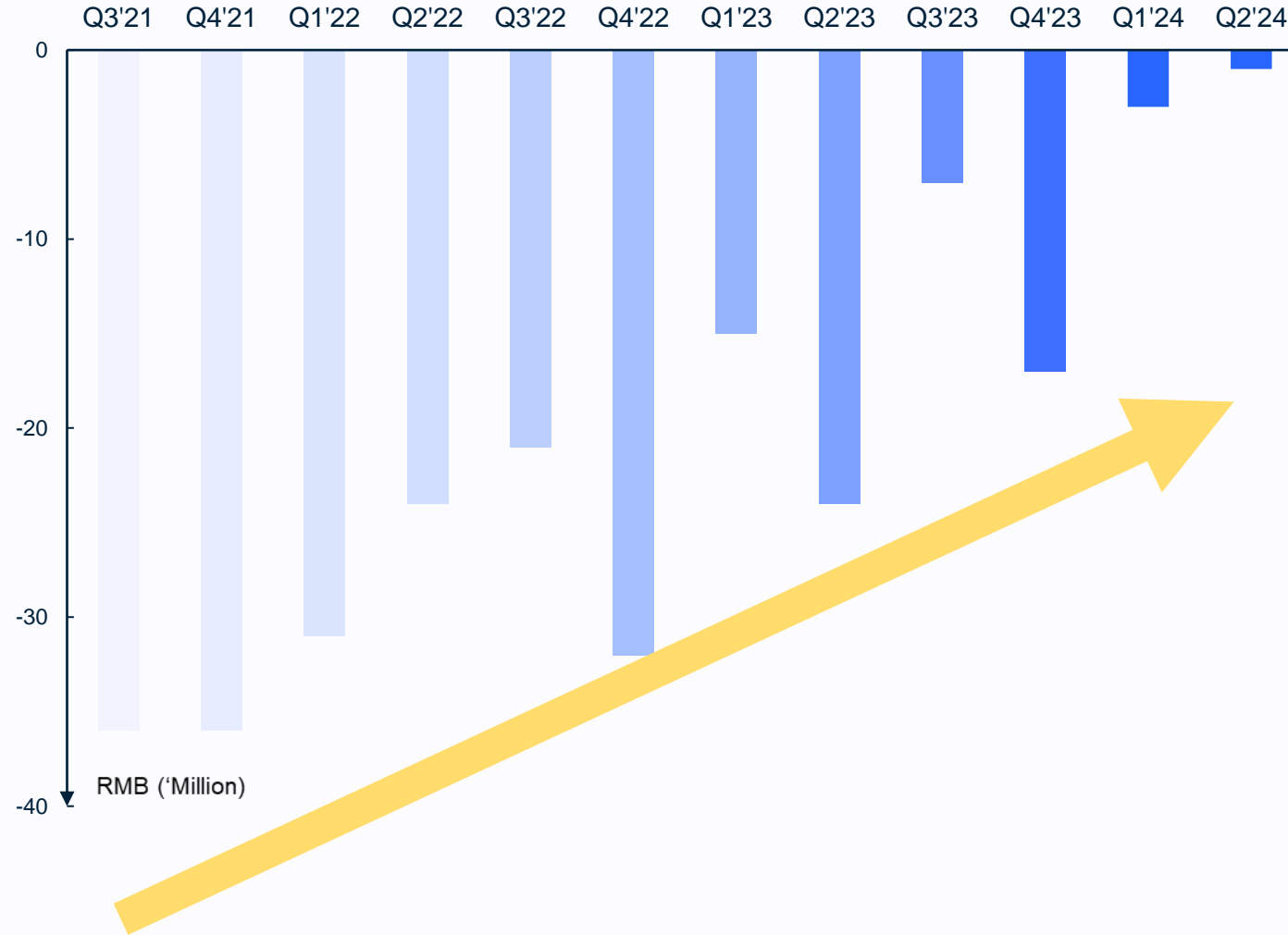
- For the **eleventh consecutive quarters**, our OPEX are well below the RMB100M mark!
- Operating expenses **decreased by 15% YoY** and **increased by 3% QoQ**

Adjusted Operating Expense at Low Level



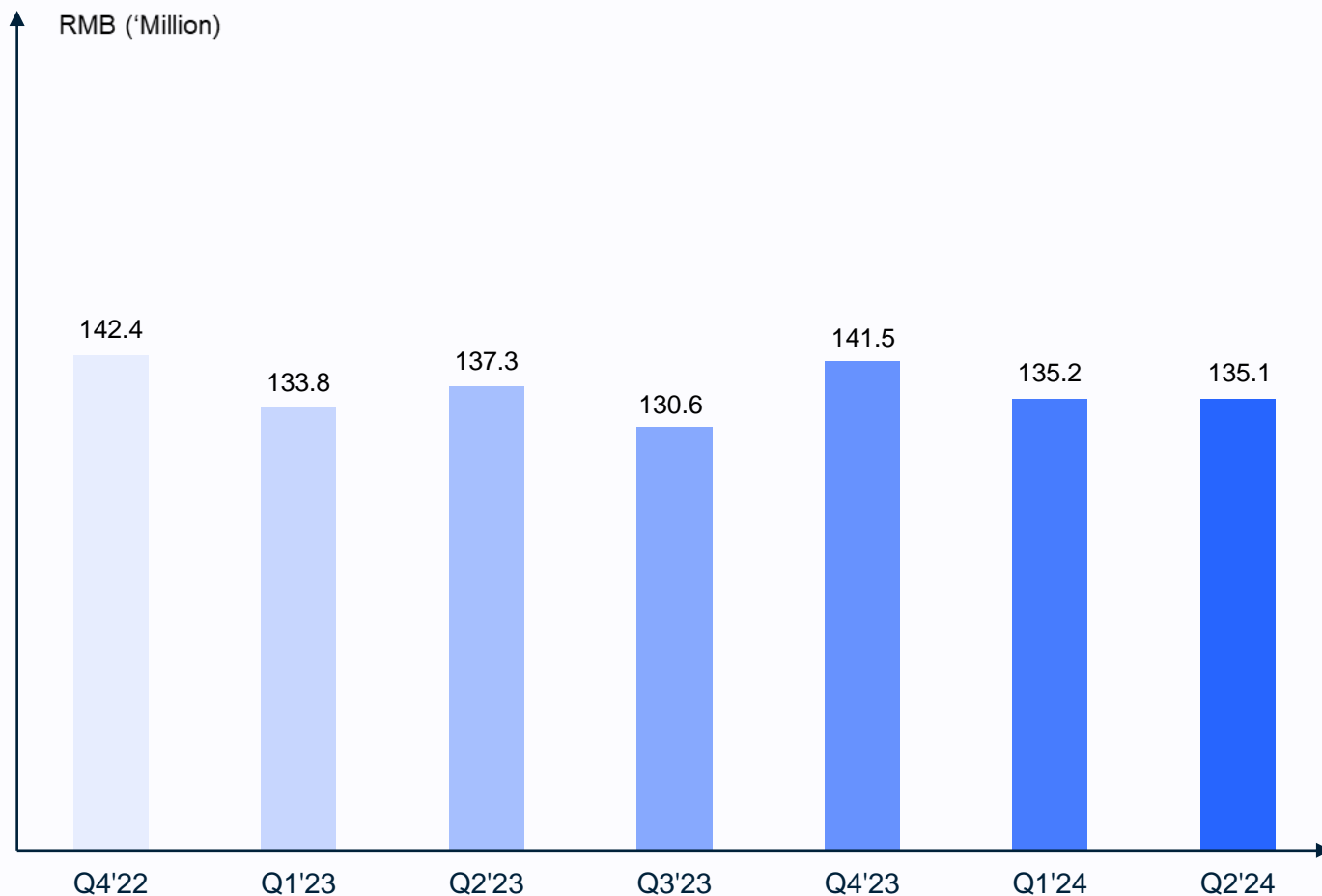
- **Q2'24 adjusted operating expense** (which represents the cash component of operating expense) at RMB51.5M
- **Adjusted operating expenses remained at low level** which represents Group is diligent in cash usage to support its overseas expansion and revenue growth strategies

Net Loss – At Historical Low !



- The net loss in Q2 of 2024 was at the **historical low level since IPO** (in 2018)
- Net loss **narrowed by 95% YoY** and **50% QoQ**
- Overall net loss has been trending well (narrowing) showing good path towards profitability in the near future

Deferred Revenue Over RMB100M for 17th Consecutive Quarters



- Deferred Revenue balance continued to increase and achieved **17th consecutive quarter** of balance **greater than RMB100M**
- The excellent trend of deferred revenue balance represents we are continuing to **collect cash in advance from customers** upon signing of contracts

Balance Sheet at Healthy Level as of 6/30/2024

1

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

- A robust cash position to bolster business expansion

RMB 92.7M as of 6/30/2024

2

Deferred Revenue balance at high level:

- 17th consecutive quarter of > RMB100M
- Strong SAAS Business growth with foreseeable future revenue streams

RMB 135.1M as of 6/30/2024

3

AR Turnover Days at a low level:

- Sign of healthy cash flow and great AR collection effort

At low level of 43 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

