



2024 Q4 EARNINGS PRESENTATION

March 13, 2025

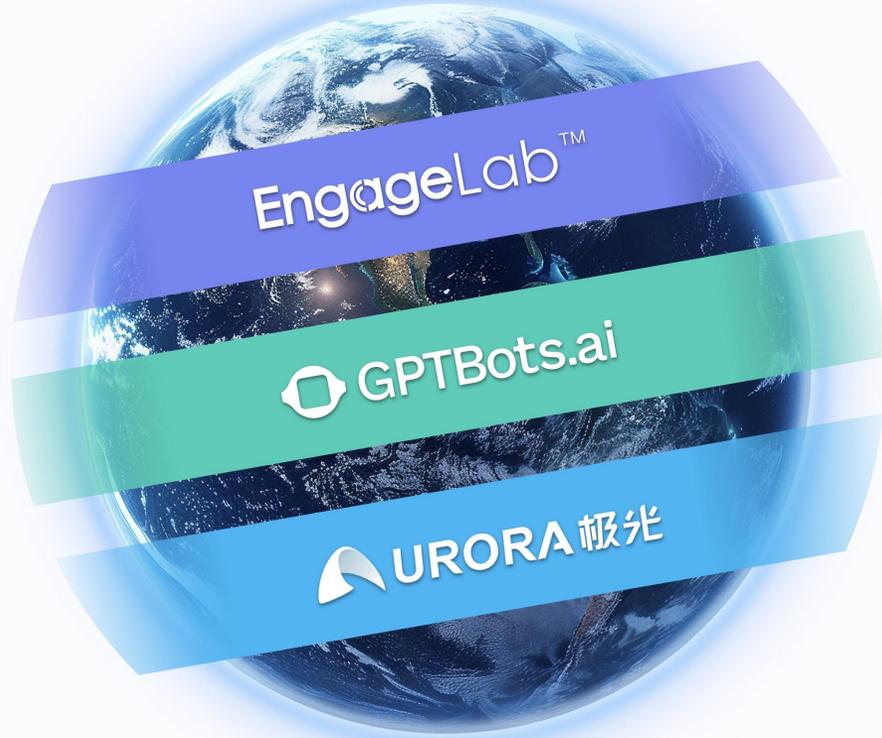
A futuristic, circular interface with a glowing blue center containing the letters "AI" in a metallic, 3D font. The interface is set against a dark blue background with various geometric shapes and lines, suggesting a high-tech or artificial intelligence theme.

AI

Part 1

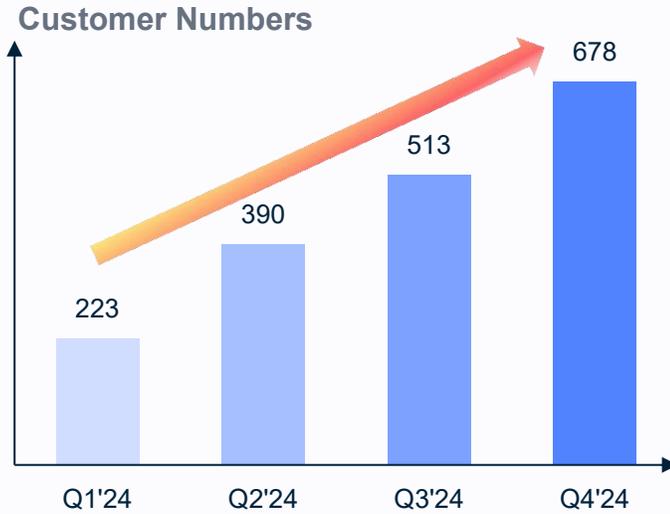
2024 Q4 Business Highlights

Aurora Mobile – World Expansion!



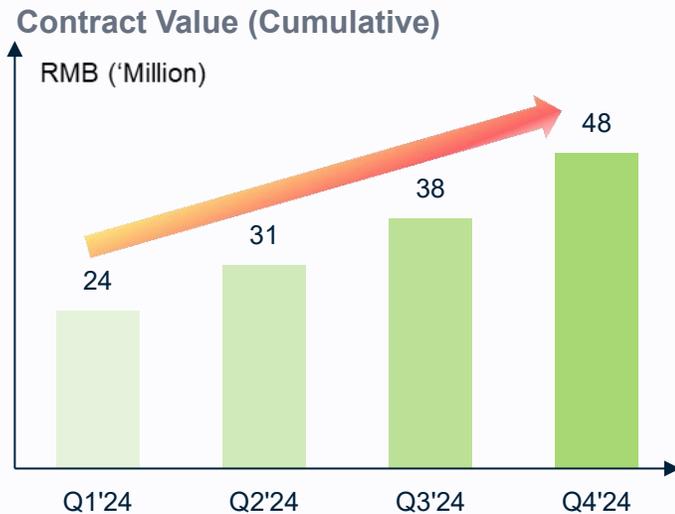
- Our EngageLab are sold to global customers in **37 countries and regions**
- GPTBots.ai have attracted **global users and customers** since its launch
- Overseas revenue is making **meaningful contribution** to the Group

EngageLab – Great Growth Momentum!



Customer Numbers

- The number of clients continues its growth momentum of **double-digit growth**, with QoQ increase of **32%**!



Contract Value (Cumulative)

- Total cumulative signed contract value **increased in consecutive quarters**, with QoQ growth of **28%** in this quarter
- Newly signed contract value **increased by RMB10 million** in Q4 quarter alone

Revenue Recognized

- **Recorded highest revenue** in this quarter since serving global customers 2 years ago
- **Revenue grew** by close to **200% YoY**

Part 2

2024 Q4 Financial Highlights

Group Revenues - Defined

Developer Services

- Subscription
- Value-Added Services



Vertical Applications

- Market Intelligence
- Financial Risk Management



Financial Highlights for Aurora Mobile

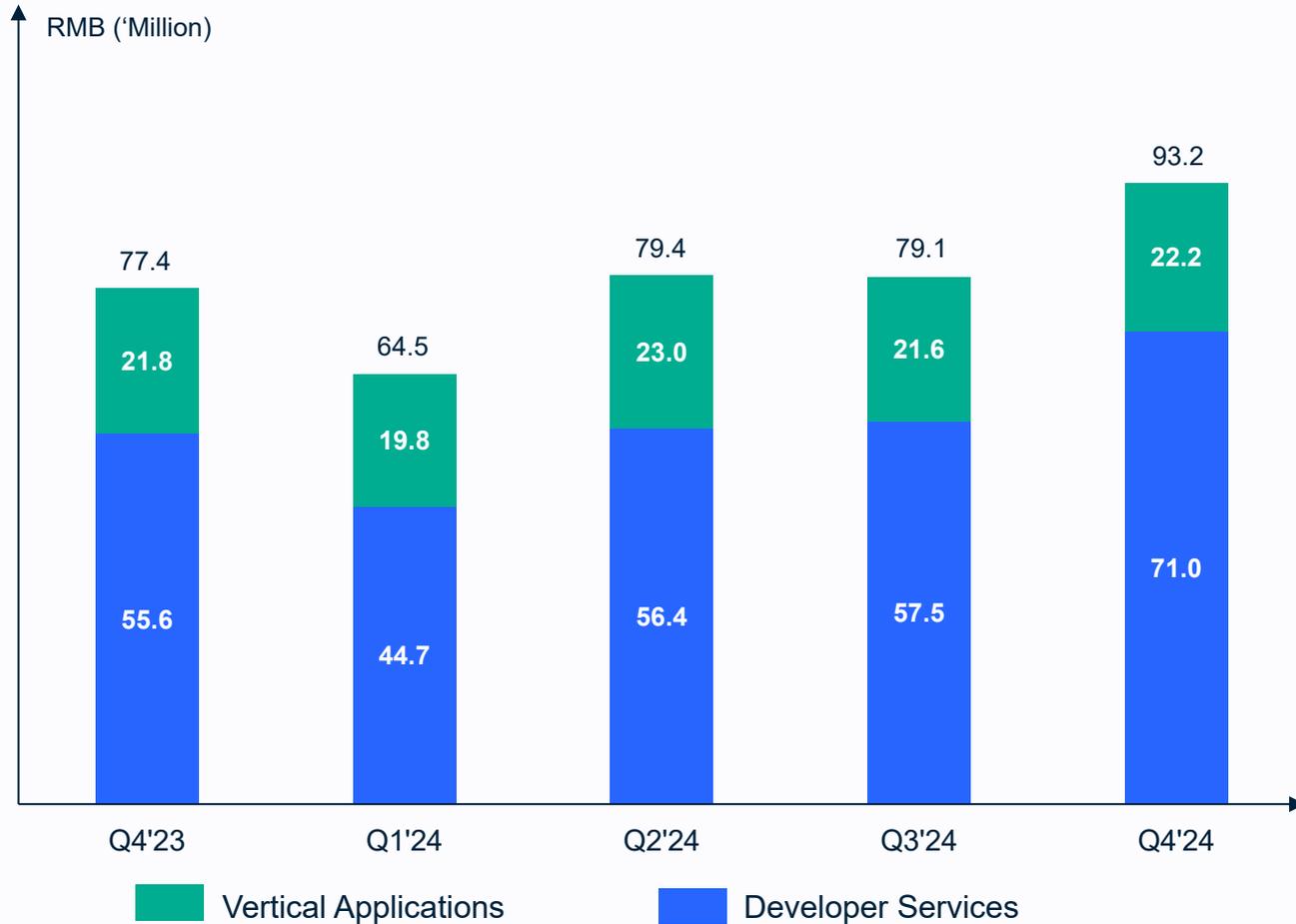
Core Business and Revenues with Growth

- Great growth momentum for **EngageLab**:
 - Quarterly revenue **grew 200% YoY**
 - Customer number **32%++ growth QoQ**
 - Contract value **28%++ growth QoQ**
- All business lines achieved **both YoY and QoQ growth**
- Developer Services (Subscription) revenue **achieved new milestone**, reaching **RMB 54.7M** in single quarter
- Net Dollar Retention (**NDR**) for Developer Services (Subscription) **at 95%**

Great Financial Results

- **6 consecutive** quarters of **Positive Adjusted EBITDA** and **full-year profitability in 2024!**
- Quarterly revenue reached **record high of RMB 93.2M**; achieved **20% YoY growth**
- **Net loss narrowed** by 96% YoY and 68% QoQ
- Net operating cash **INFLOW** of **RMB 19.5M**, a new high!

Total Revenue Increased by 20% YoY and 18% QoQ



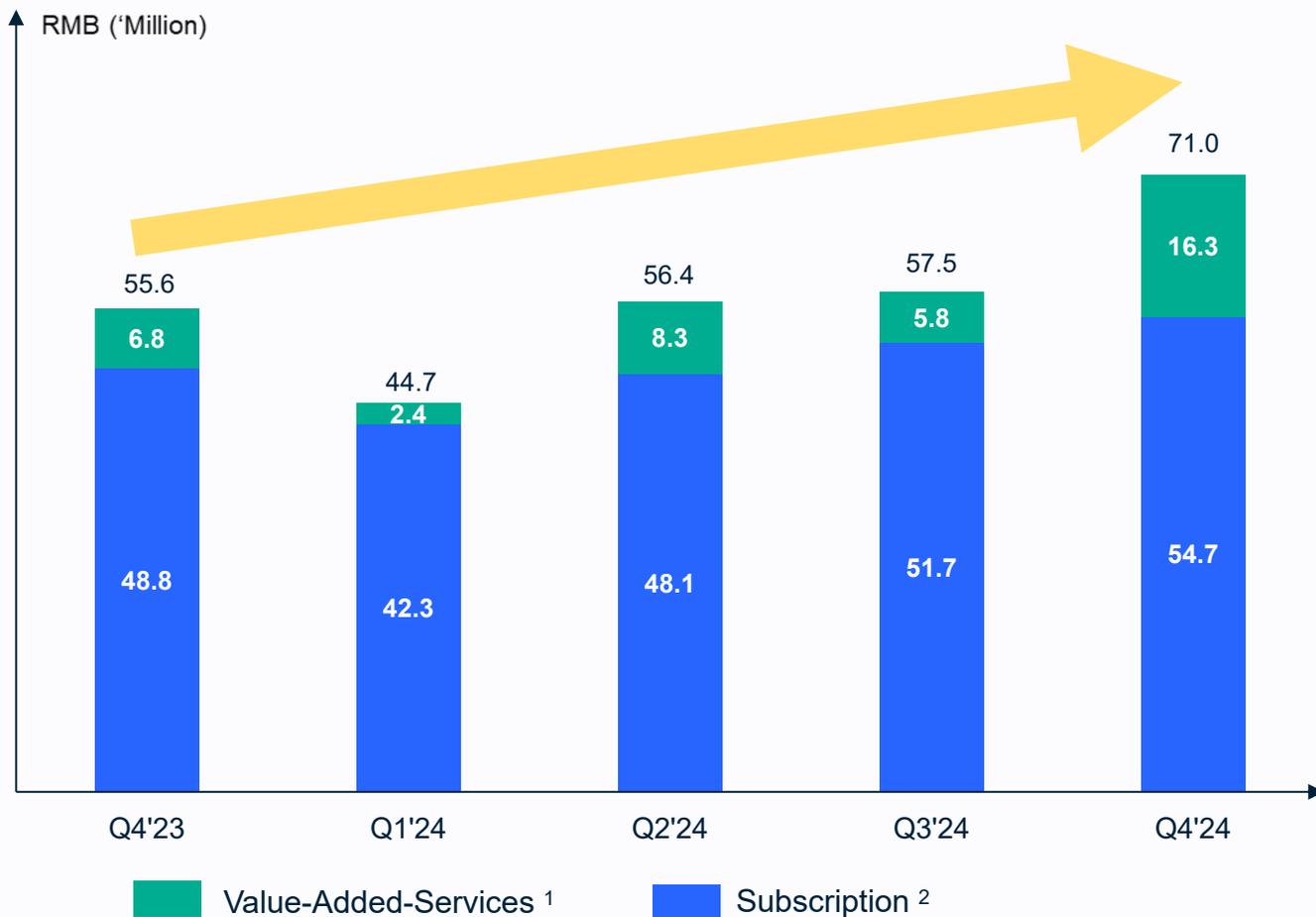
In Q4'2024, We recorded

- **Highest quarterly** revenue in the past 12 quarters
- All business lines achieved both **QoQ** and **YoY** growth

Total revenue at **RMB 93.2M** increased by **20% YoY** and **18% QoQ**

- Developer Services grew by **28% YoY** and **24% QoQ**
- Vertical Applications grew by **1% YoY** and **3% QoQ**

Developer Service Subscription Revenue – New Record !



• Subscription revenue:

- Exceeded RMB 54M milestone for the first time
- Increased 12% YoY and 6% QoQ mainly driven by of the EngageLab expansion and the continued increase in ARPU

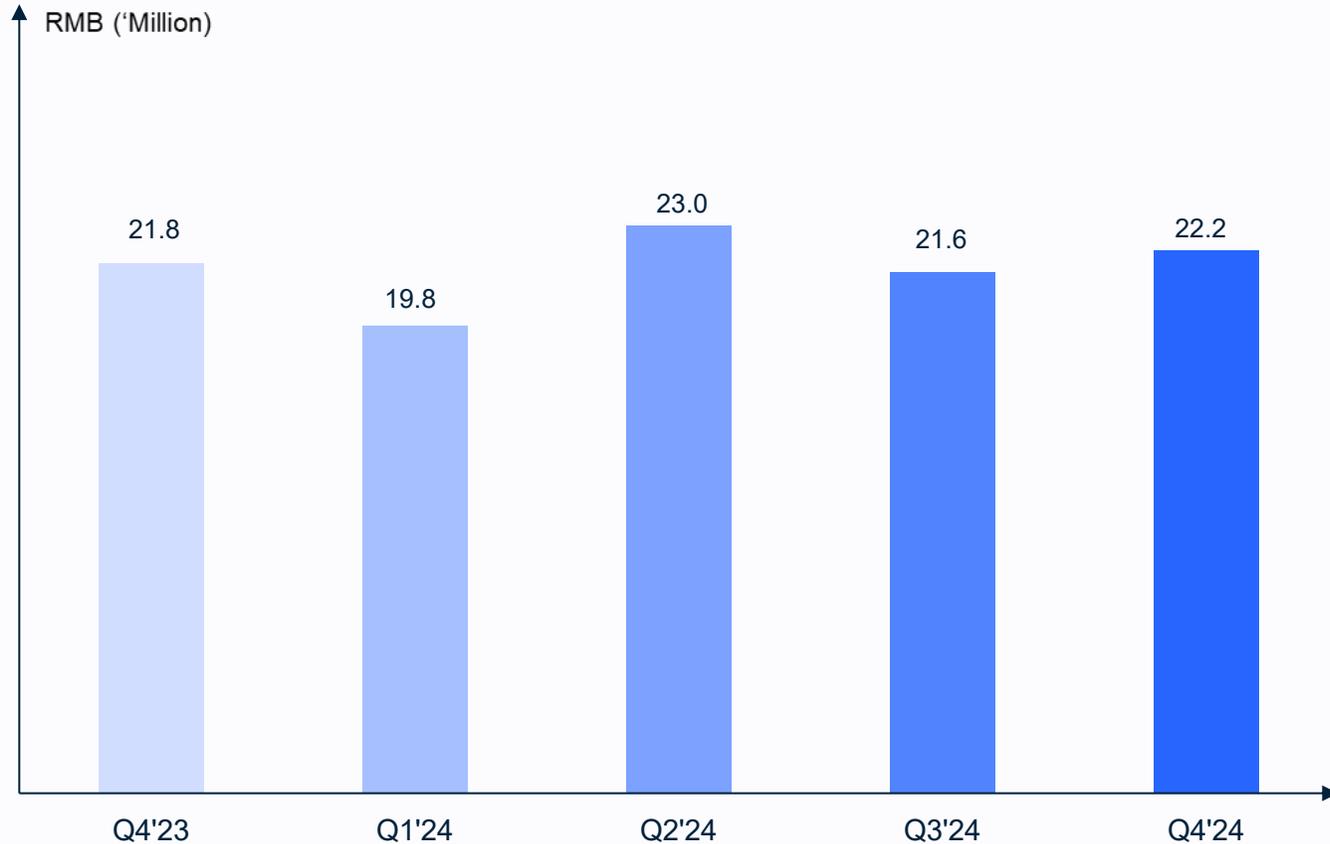
• Value-Added-Services revenue:

- Increased by 142% YoY and 180% QoQ due to the online shopping festivals in Q4 (such as 11/11 and 12/12)
- Advertisers **allocated more ads budget** to our platform in this quarter

1. Includes mainly advertisement related products

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

Vertical Application Revenue – Grew YoY and QoQ!



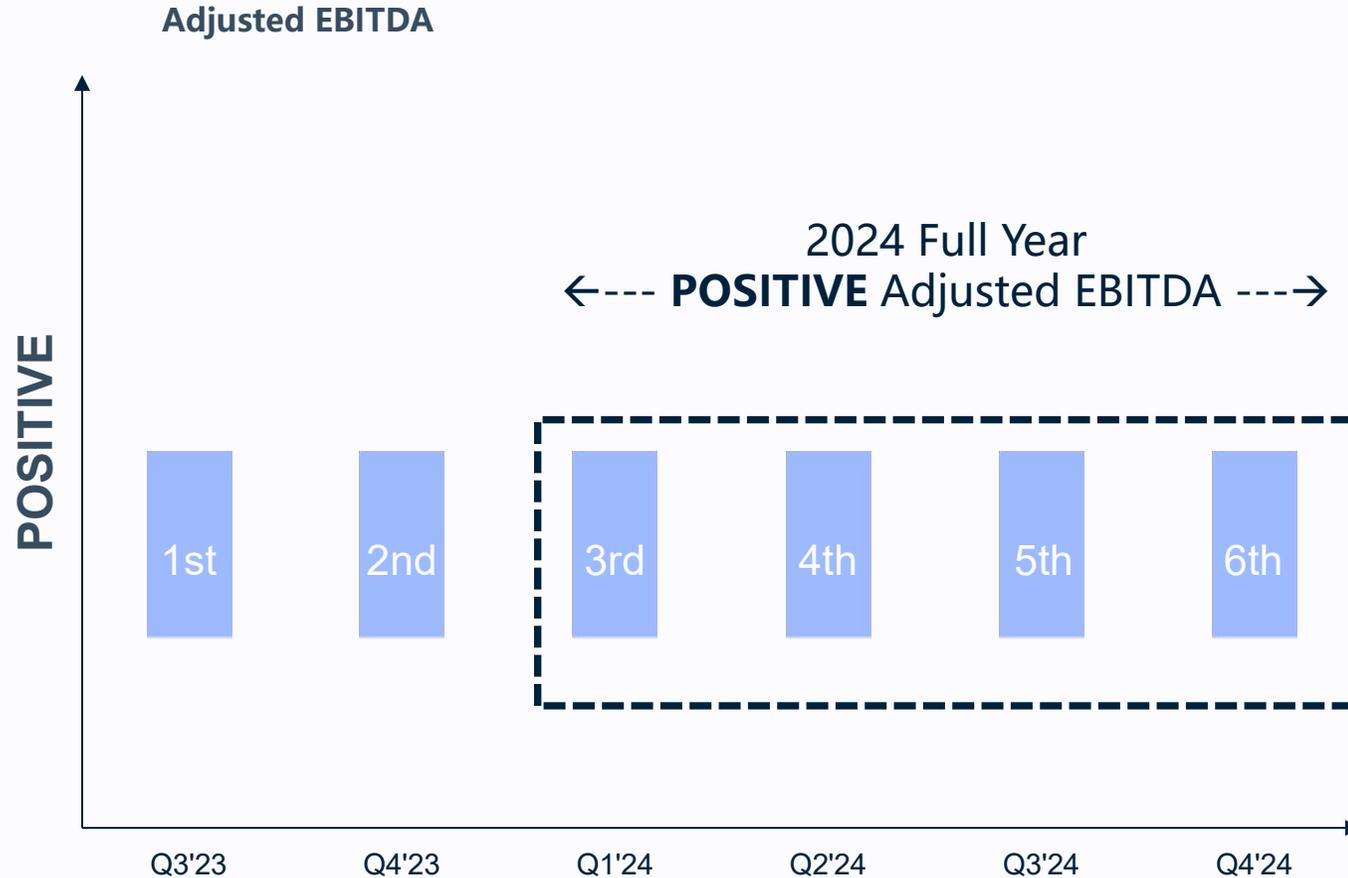
- **Include revenues from:**

- a) Market Intelligence
- b) Financial Risk Management

- Vertical Application Revenue **increased 1% YoY and 3% QoQ**

- Financial Risk Management **increased 34% YoY and 4% QoQ** due to increased customer demand

POSITIVE Adjusted EBITDA for the full year in 2024!



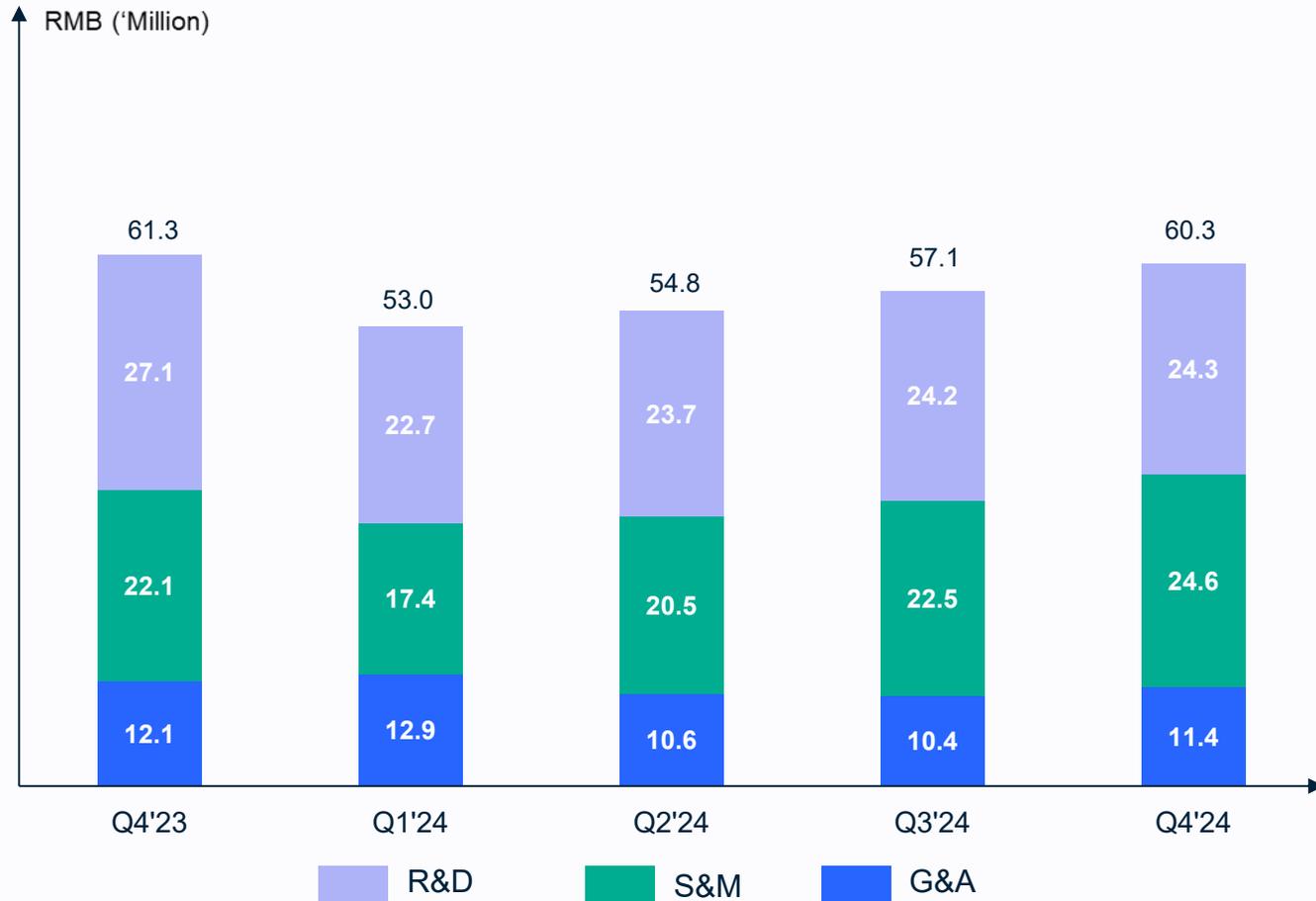
- We have had an **incredible 2024** where the Adjusted EBITDA turned positive for the **entire year of 2024**
- This is the **6th consecutive quarters** of POSITIVE Adjusted EBITDA!
- This shows that the business is on solid grounds. We are able to and have been **delivering good and positive results** consistently quarter-over-quarter

Gross Profits – Grew Consecutively Every Quarter of 2024



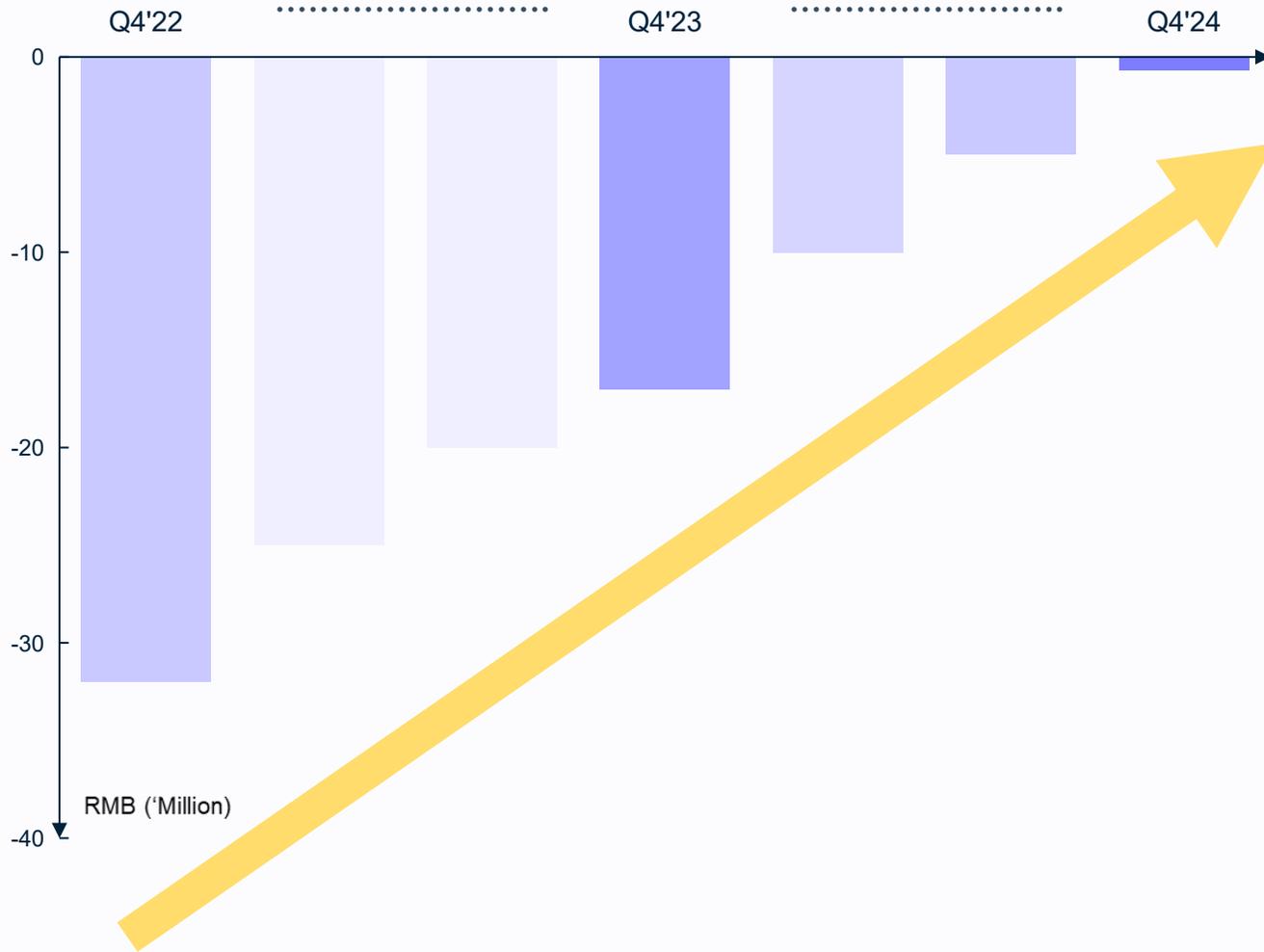
- Gross profits increased **by 6% YoY and 7% QoQ**. It was at the **highest level** in the past eight quarters
- Gross margins decreased slightly due to increase in the advertising business, which has lower margins

Operating Expenses Decreased 1% YoY



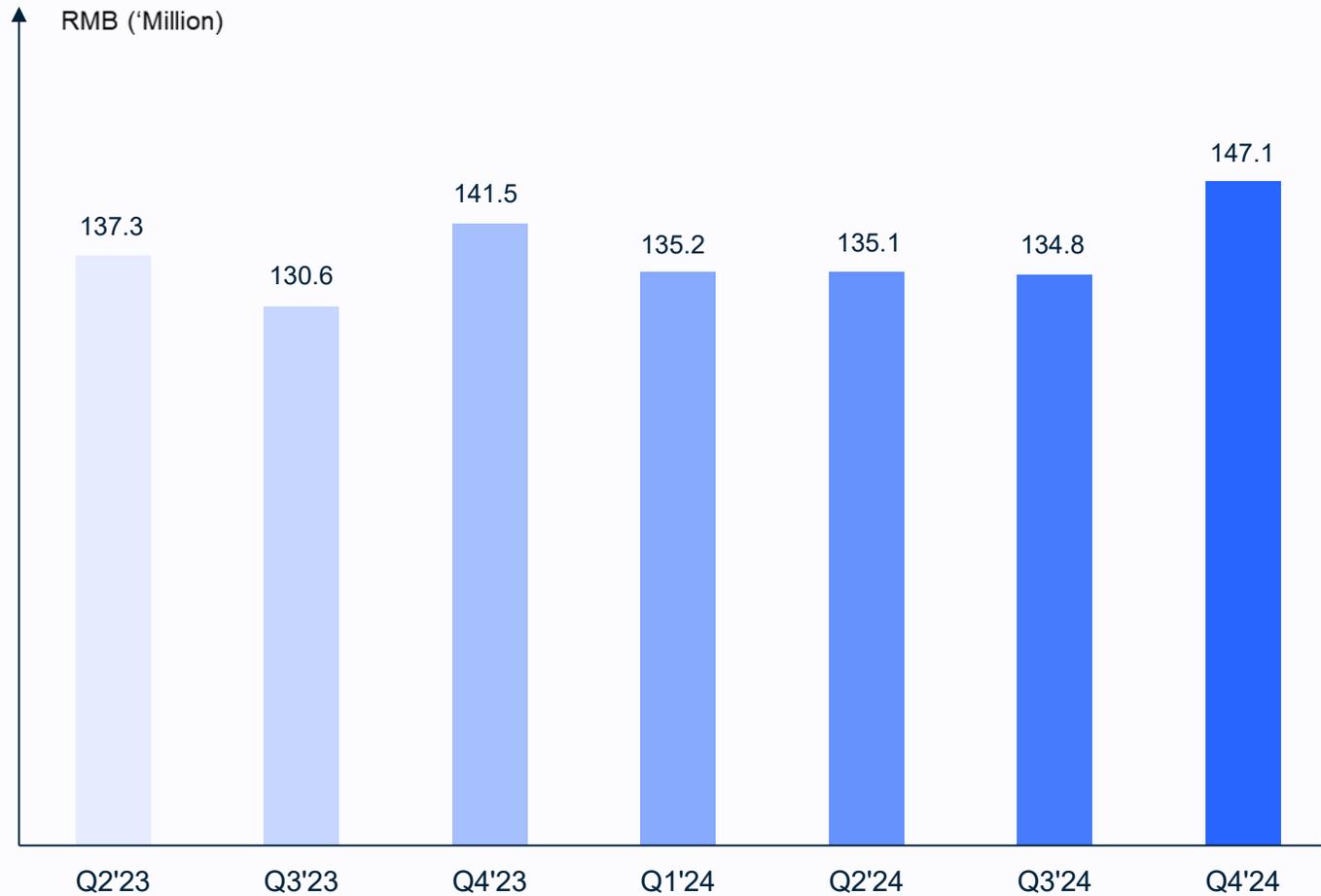
- For the **thirteenth consecutive quarters**, our OPEX are well below the RMB 100M mark!
- Our disciplined and well managed operations ensure we keep expenses under control
- Operating expenses **decreased by 1% YoY and increased by 6% QoQ** mainly due to higher S&M expenses in conjunction with excellent revenue growth

Net Loss — Narrowed by 96% YoY



- Net loss **narrowed by 96% YoY** and **68% QoQ**
- We have built a good foundation for the business throughout 2024. We look forward to 2025 to be a great year ahead!

Deferred Revenue - Highest Level in History!



- Deferred Revenue Q4 balance of RMB 147M was at **the highest level in history**
- The high Deferred Revenue balance is a testament of **solid SAAS business** where majority of the customers **prepay us** at the inception of contract period

Balance Sheet & Financials at Healthy Level as of 12/31/2024

1

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

- Healthy level of cash to support business growth

RMB 119.5M as of 12/31/2024

2

Net Cash INFLOW from operating activities:

- Highest level (of RMB 19.5M) in the past 17 quarters

Highest level since Q4 of 2020

3

Deferred Revenue balance at high level:

- 19th consecutive quarter of > RMB 100M
- Stable customer base and impressive cash flow

RMB 147.1M as of 12/31/2024

4

AR Turnover Days at a low level:

- Consistently maintained efficiency in collections and better management of accounts receivable

At low level of 44 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)/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, 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/(benefits), 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)/income 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)/income 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)/income 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

