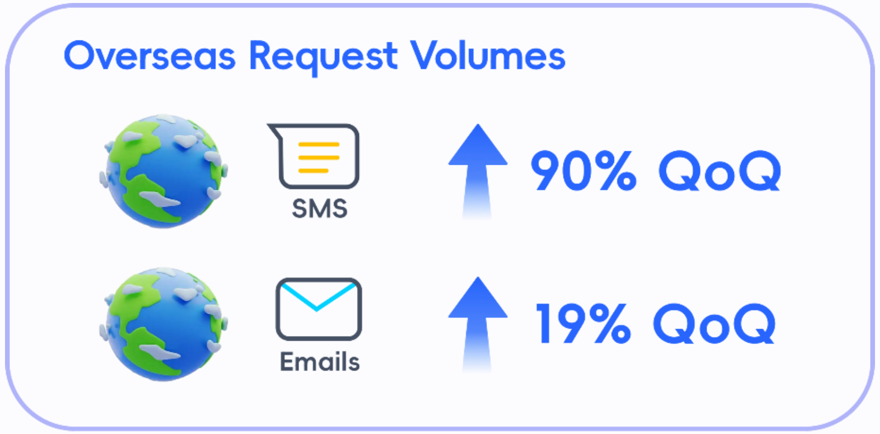
2023 Q2
EARNINGS PRESENTATION

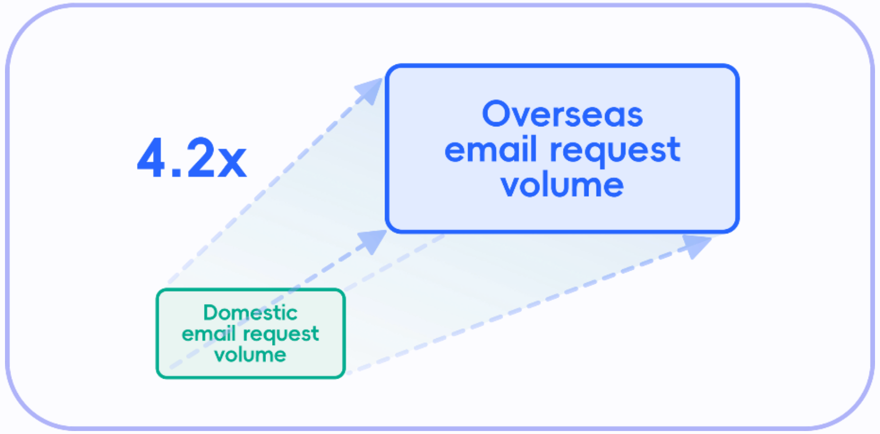
August 31, 2023

Part 1

2023 Q2 Business Highlights

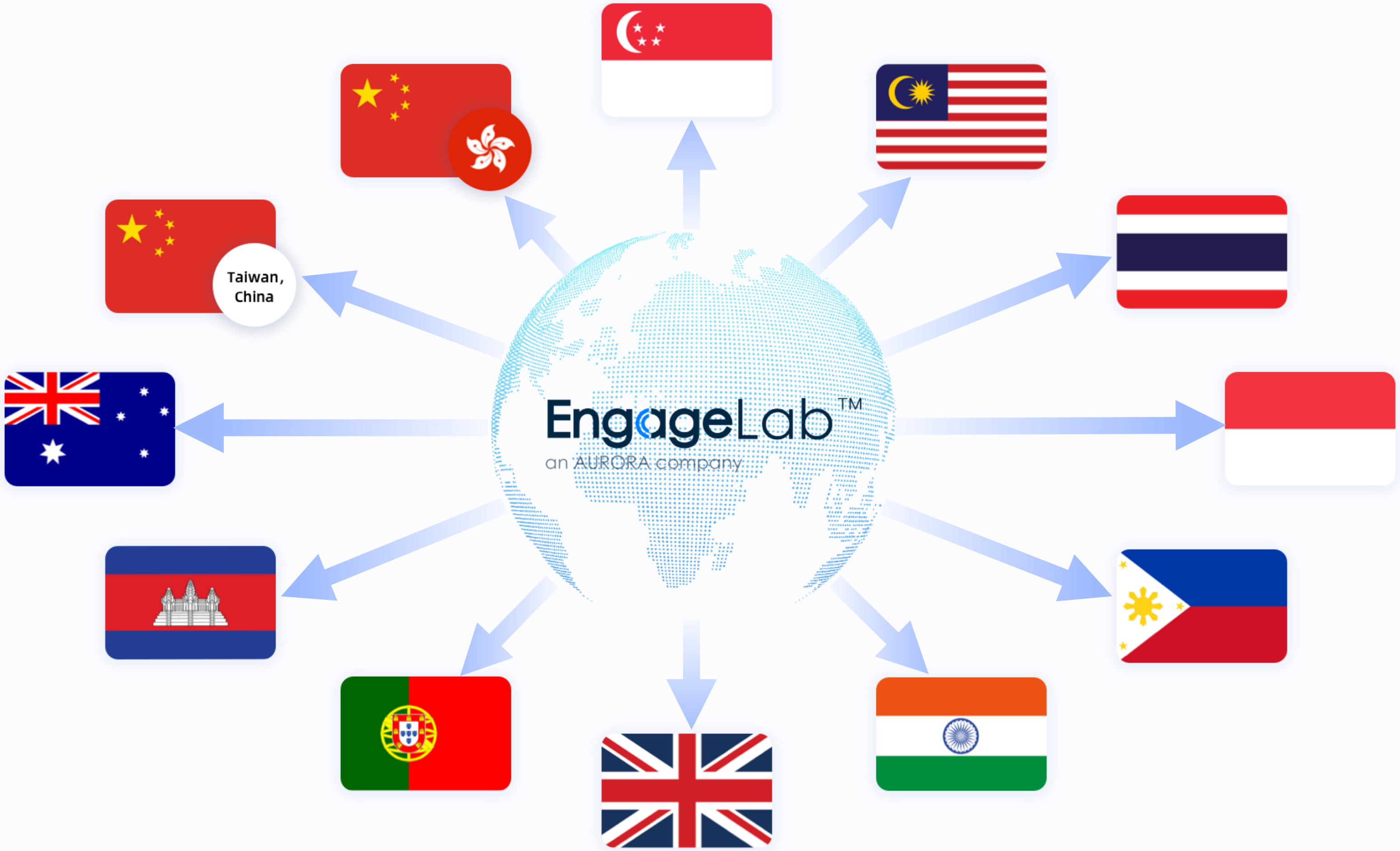
Impressive Overseas Business Transactions Growth





- Overseas contract value was at **21%** of total contract value. This number has **grown 3 times** between the quarters showing great momentum
- Overseas email and SMS request volumes have recorded **19% and 90% growth** sequentially
- The total overseas email request volume was at **3.3 billion** representing **4.2 time** of our domestic email request volume

EngageLab is Serving Global Customers



- **EngageLab** – our world-leading customer engagement platform
- We now have customers subscribing to our product from all corners of the world
- This is a great testament of our superior products catering customers of all sizes and of different needs

Part 2

2023 Q2 Financial Highlights

Group Revenues - Defined

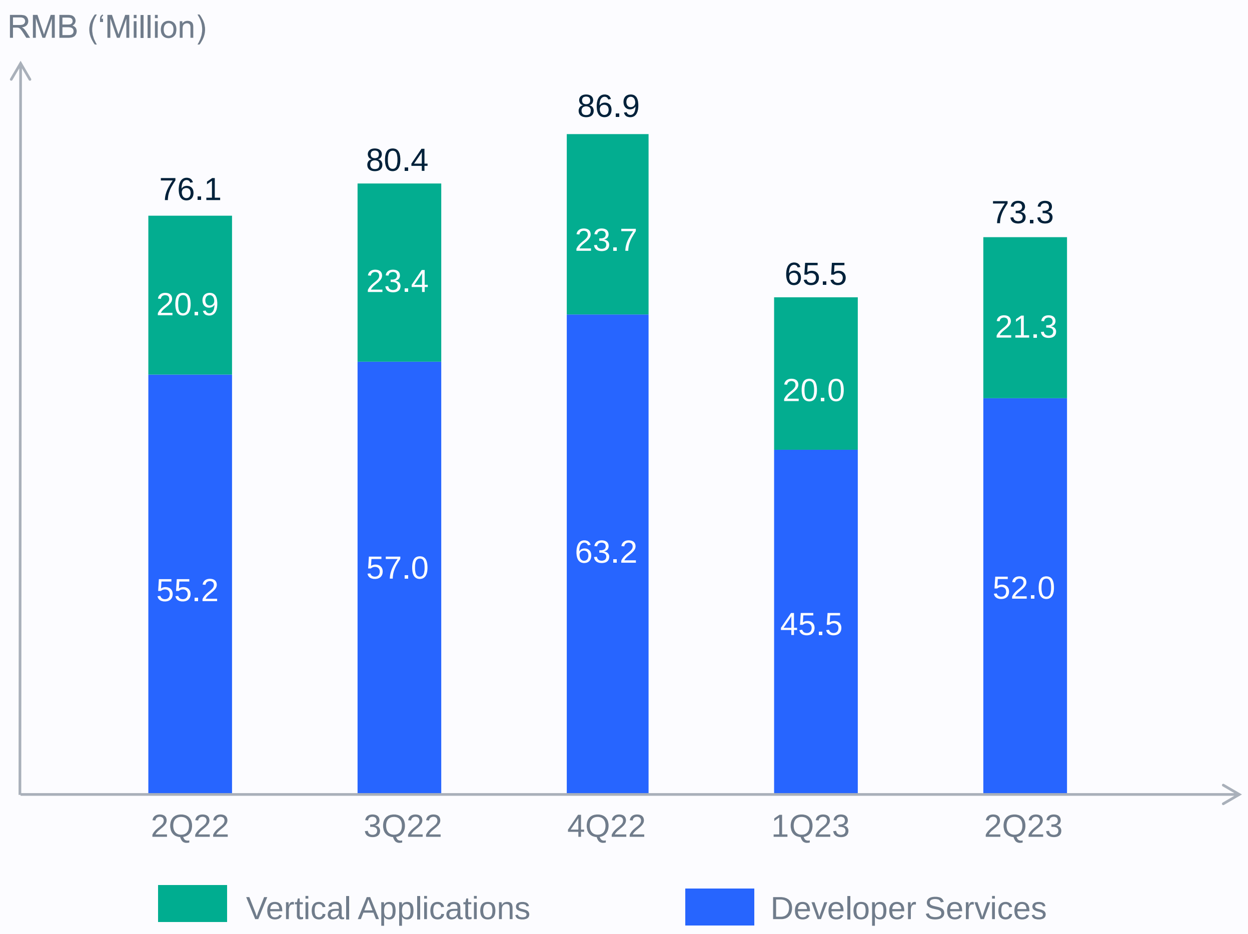
Developer Services

- Subscription
- Value-Added Services

Vertical Applications

- Market Intelligence
- Financial Risk Management

Total Group Revenue Increased by 12% QoQ



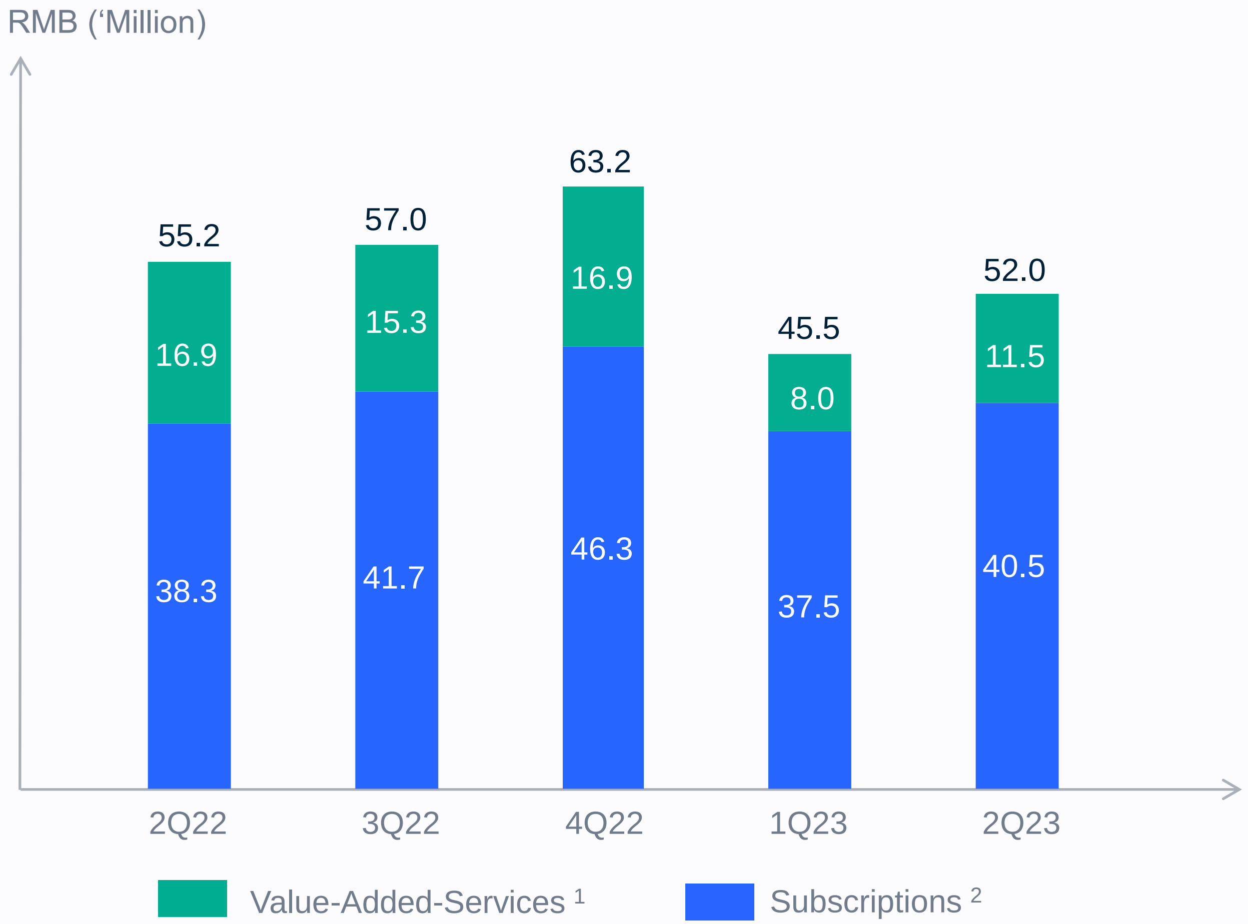
Revenue increased by a 12% QoQ driven by **improvement in all business lines:**

- Developer Services **grew by 15%** QoQ
- Vertical Applications **grew by 6%** QoQ

In Q2'23, total revenue increased by 12% QoQ mainly due to:

- QoQ improvement in ARPU for all businesses
- In particular, Developer Services (Subscription + Value-Added-Service) business recorded an impressive **12% ARPU growth** between the quarters

Developer Service Revenue Increased by 15% QoQ

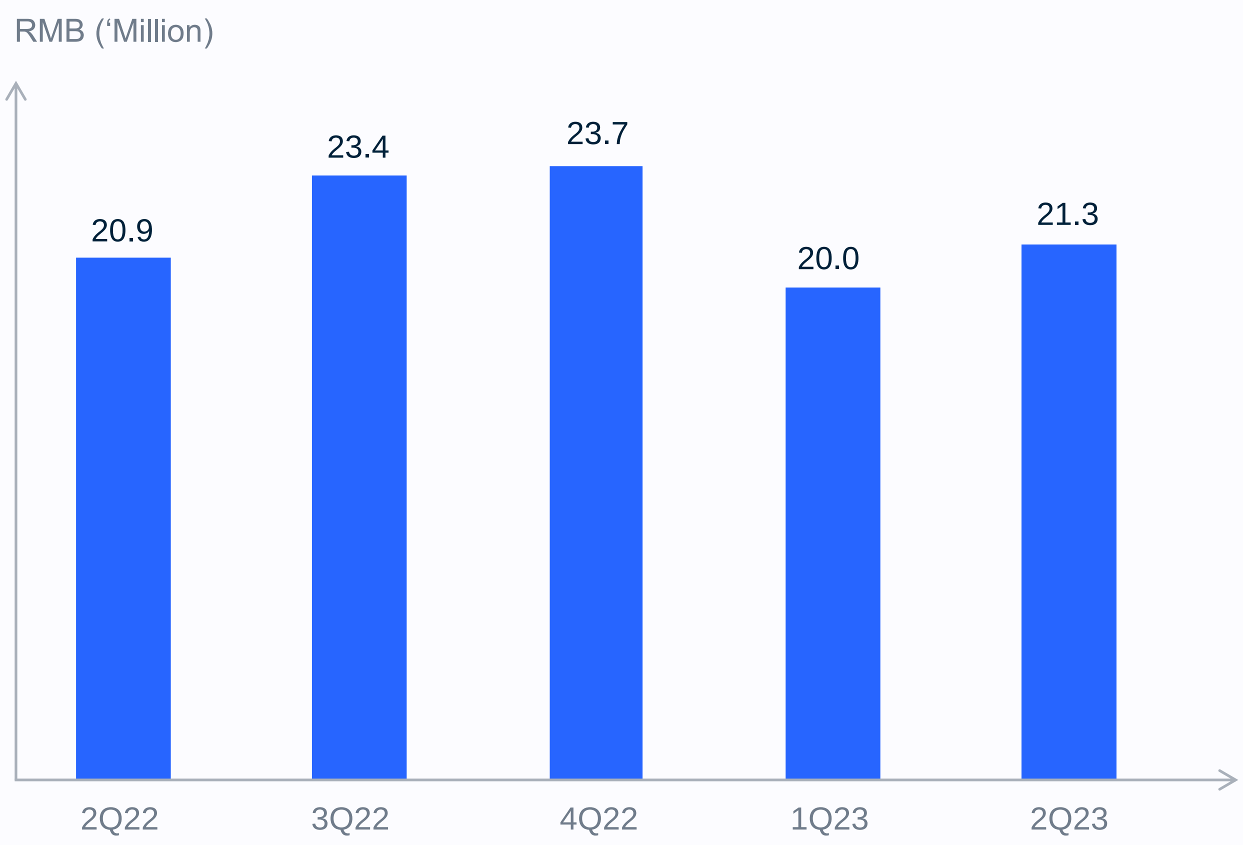


- **Subscription revenue:**
  - **Increased by 8% QoQ** mainly driven by solid customer growth and improvement in ARPU

- **Value-Added-Services revenue:**
  - **Increased by 45% QoQ** mainly due to our ability to capture the advertising market share during the 6/18 shopping festival

1. Includes both JG Alliance products, Adpub and Advertisement SaaS
2. Includes push notification, sms, verification, SendCloud email services and other subscription based developer services

Vertical Application Revenue Achieved YoY and QoQ Growth!



- **Include revenues from:**

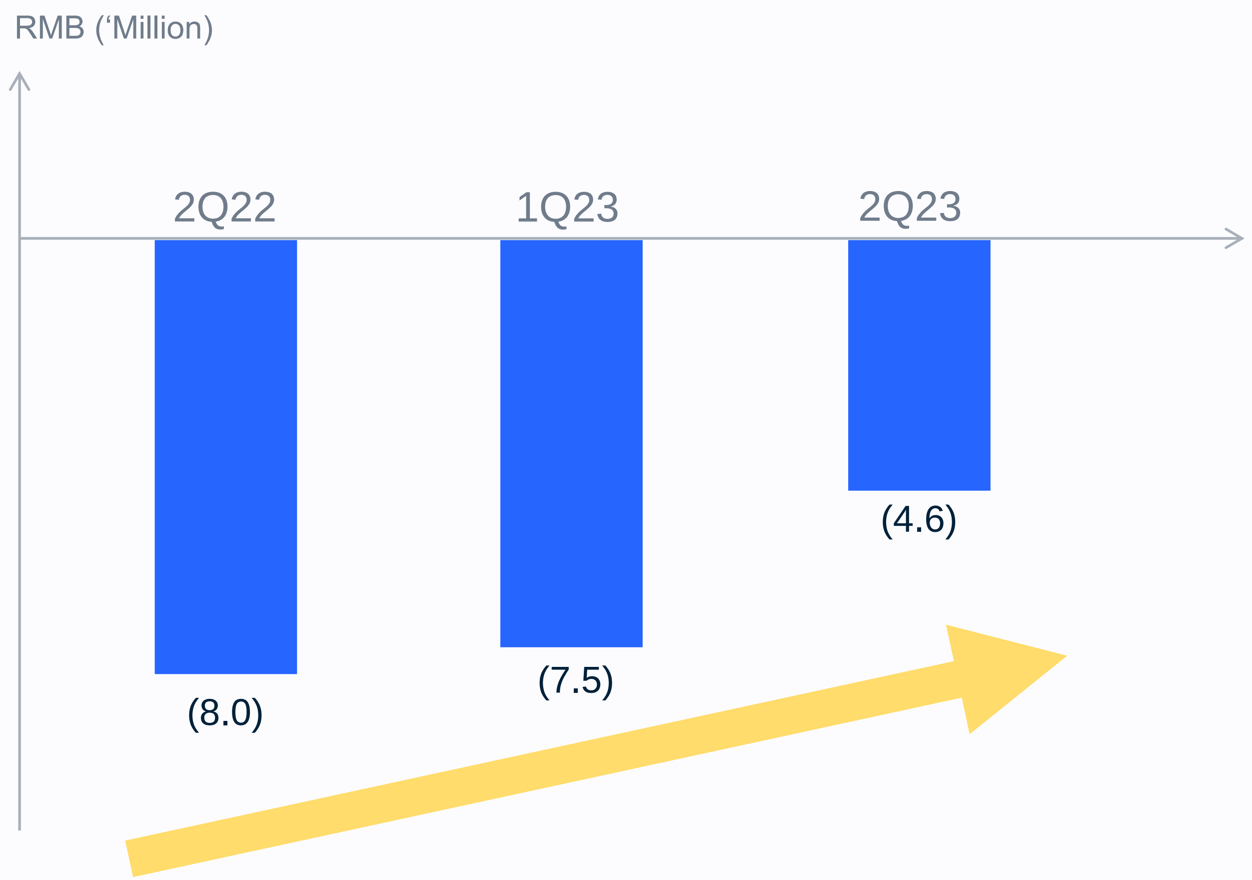
  a) Market Intelligence

  b) Financial Risk Management

- **Revenue increased by 2% YoY and 6% QoQ due to improvement in ARPU**

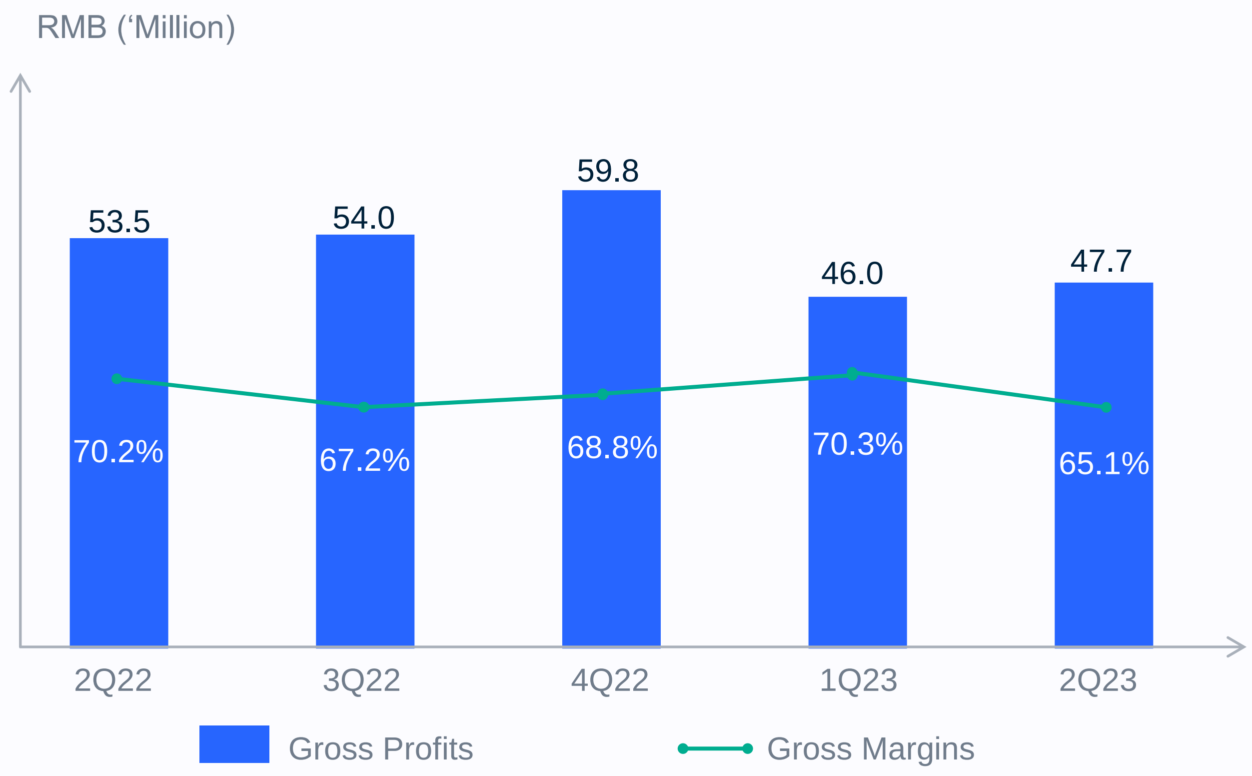
- It is an encouraging sign we have seen for Financial Risk Management business where it recorded **QoQ growth** for both customer number and ARPU

Adjusted EBITDA Narrowed by 42% YoY and 38% QoQ



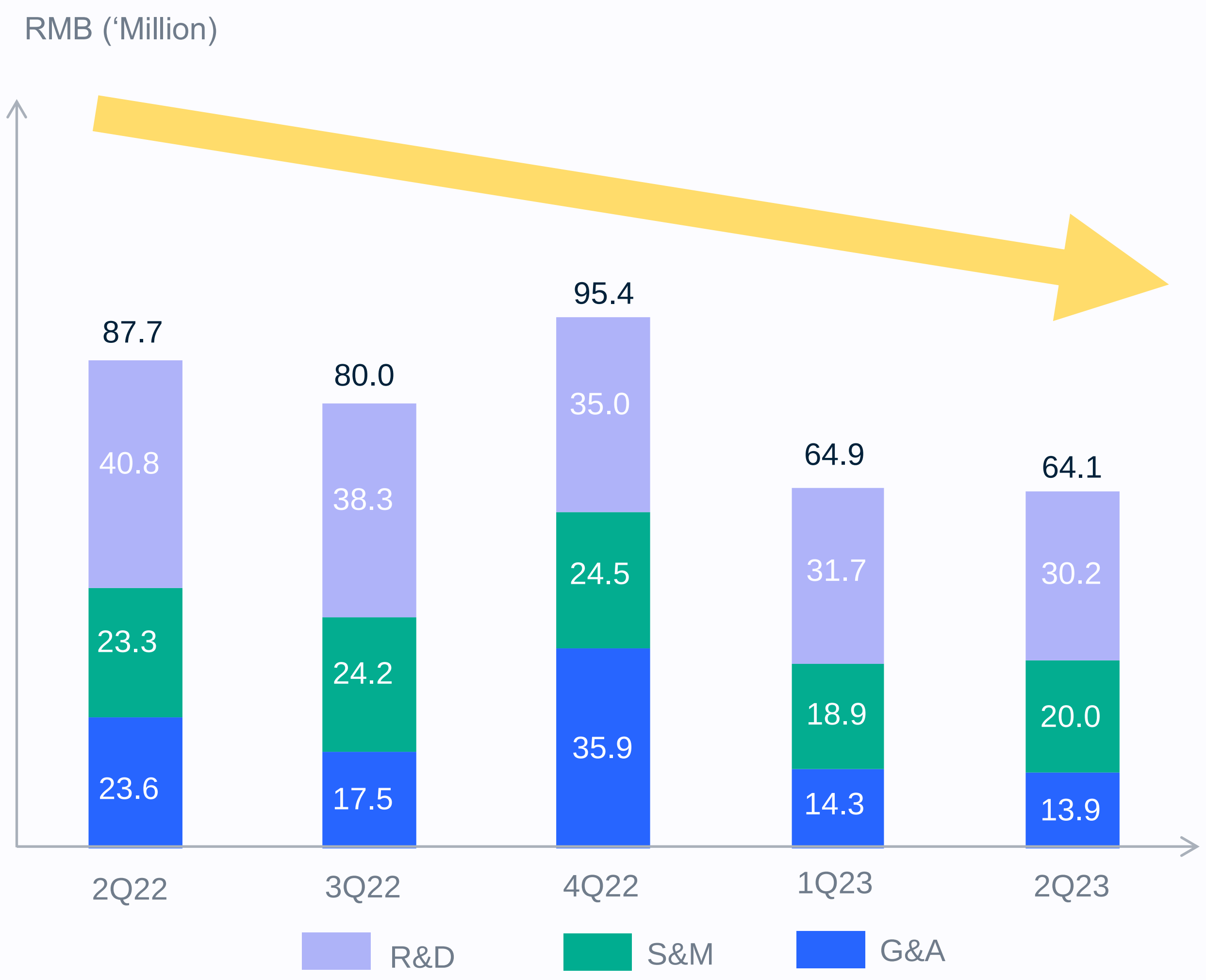
- **Adjusted EBITDA** in Q2'23 narrowed down by 42% YoY and 38% QoQ to negative RMB4.6M
- **YoY and QoQ improvement** mainly due to we continuously to tightly monitor and control the spending of expenses
- Management continue working hard to close the gap (negative Adjusted EBITDA)

Gross Profits Recorded Improvement Sequentially



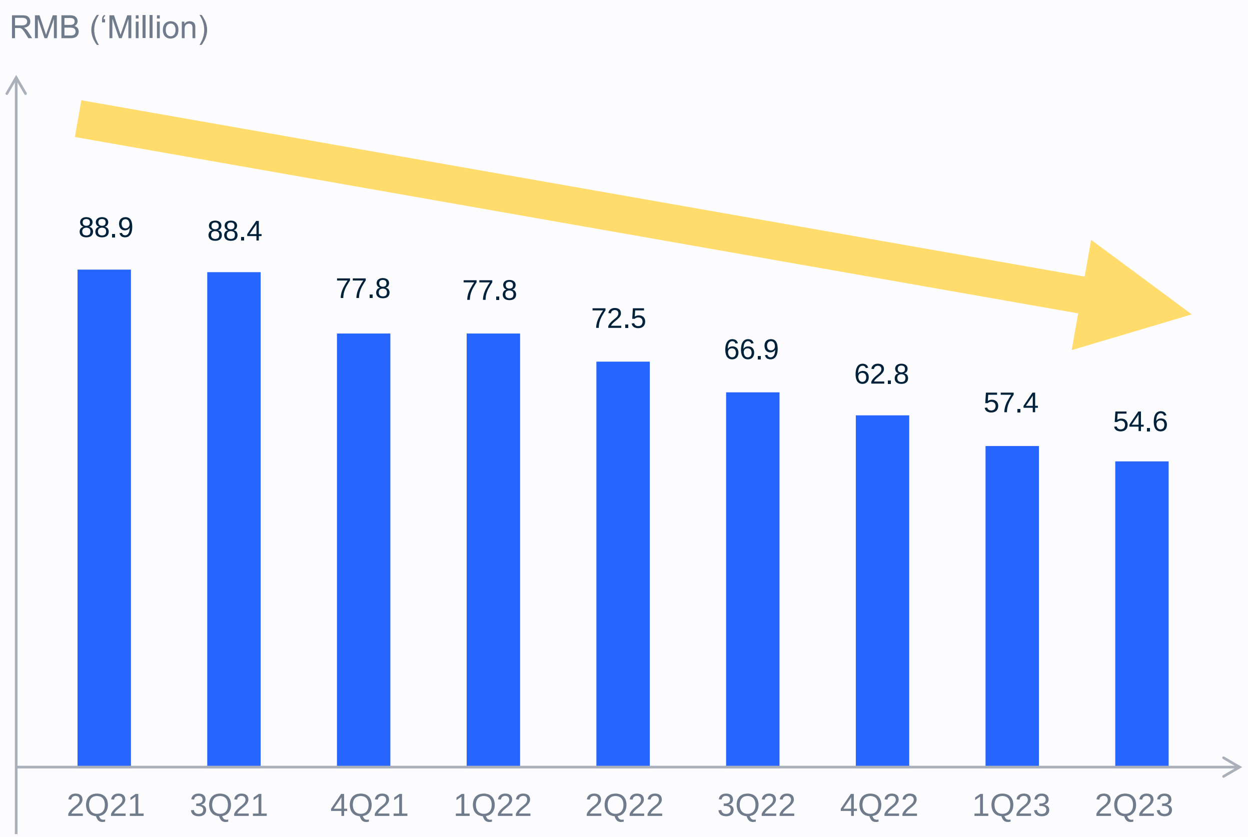
- Gross profits increased by 4% QoQ to RMB47.7M
- The **gross profits improved QoQ** due to the revenue growth recorded between the quarters
- However, the gross margin reduced YoY and QoQ due to the increase in lower margin revenues in this quarter

Operating Expenses At Lowest Level since IPO



- For **the seventh consecutive quarters**, our OPEX are well below the RMB100M mark
- In Q2'23, OPEX decreased both YoY and QoQ
- Operating expenses **decreased by 27%YoY** due to：
  - YOY reductions for all 3 OPEX categories (namely R&D, S&M and G&A)
  - Management continue to execute its initiative to tightly control all expenses throughout the organization

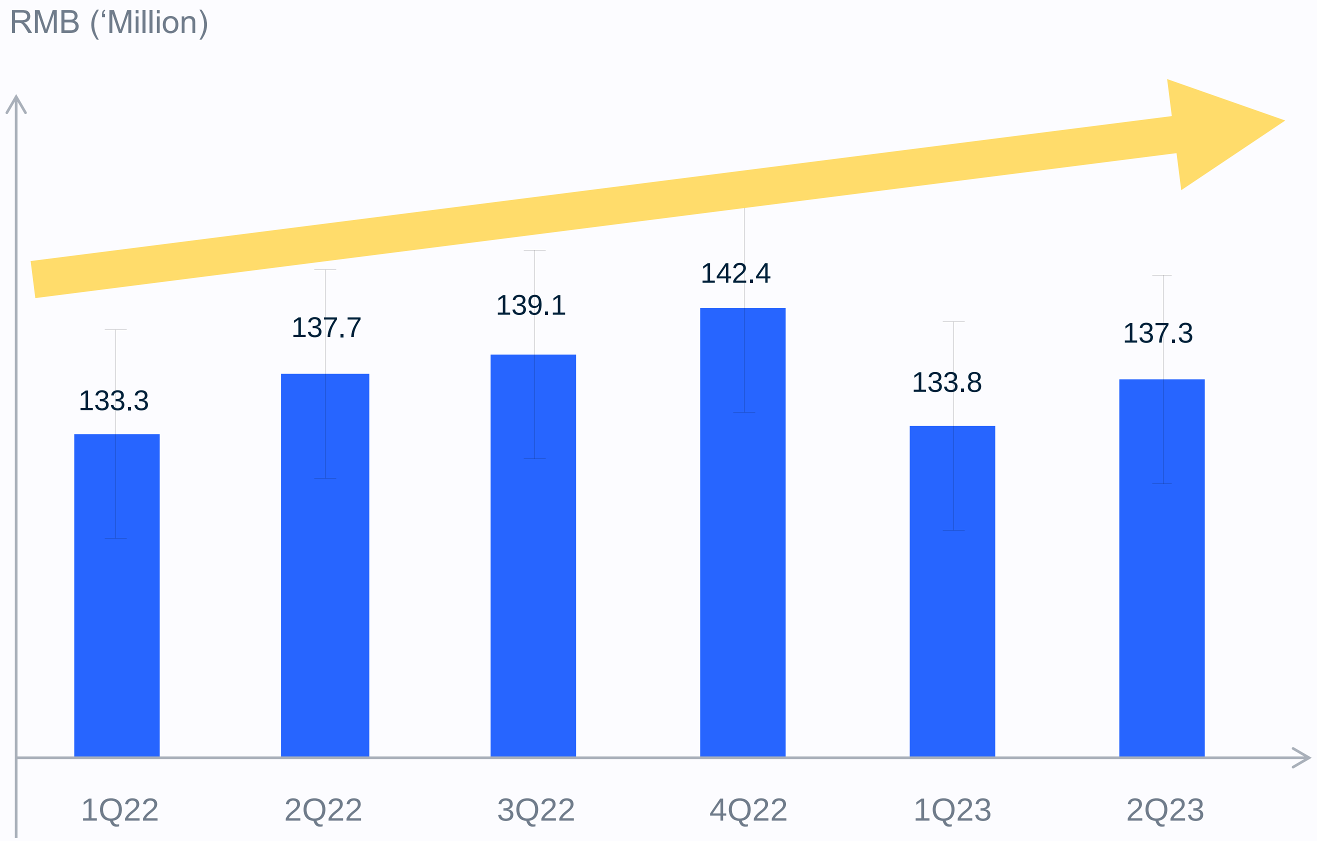
Lowest Adjusted Operating Expense since IPO !



- **Q2'23 adjusted operating expense** (which represents the cash component of operating expense) **at a historically low balance** at RMB54.6M

- Adjusted operating expenses **decreased by 25%YoY and 5% QoQ** due to：
  - Our determination to control expenses
  - Well executed strict cost management strategy; and
  - Company-wide continuous efficiency improvement measures

Deferred Revenue Over RMB130M for 6 Consecutive Quarters



- **Deferred Revenue increased** and achieved 6th **consecutive quarter of > RMB130M**

- The excellent trend of deferred revenue balance represents：
  - Healthy cash flow and recurring revenue business model
  - Customers continue to renew and pay in advance

Balance Sheet Staying Healthy as of 06/30/2023

01

Cash and cash equivalents and restricted cash of:

- Healthy level of cash to support business growth

RMB 81M *as of 06/30/2023*

02

Deferred Revenue balance at high level:

- 6^{th} consecutive quarter of > RMB130M
- Indication of strong SAAS Businesses growth

RMB 137.3M *as of 06/30/2023*

03

AR days at a healthy level:

- Sign of healthy cash flow, better credit and enhanced business relationships

*Remained **at low level of 37 days***

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, amortization of land use right, 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