



2023 Q3 EARNINGS PRESENTATION

November 16, 2023

Part 1

2023 Q3 Business Highlights

EngageLab – serving & expanding in more countries globally

■ New countries served in Q3'23



New Zealand



United Arab Emirates

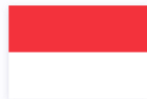


Uzbekistan



Turkey

■ Countries served by the end of Q2'23



- **EngageLab** – continues to expand in global markets through our omnichannel solutions:

1. AppPush
2. WebPush
3. Email Service
4. SMS Service
5. WhatsApp Business API

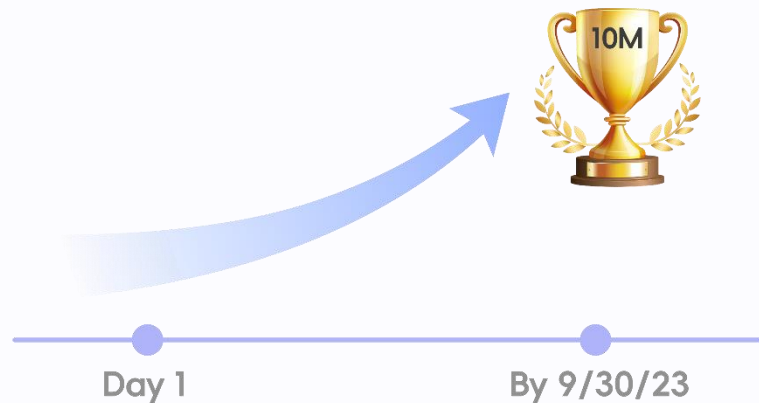
- Added **4 new countries in Q3** of 2023. This brings our foot-prints in 16 countries and regions around the world
- Our product is well received by global customers addressing their needs through our one-stop customer engagement platform

EngageLab – on excellent growth path !

■ Customer Number > 100



■ Contract value > RMB 10M



- We now have **more than 100 global** customers subscribing to our EngageLab products
- Total cumulative EngageLab signed contract value has **exceeded RMB 10 million**
- Overseas business is expected to be our revenue growth engine as we are signing up more global customers quarter over quarter



Part 2

2023 Q3 Financial Highlights

Group Revenues - Defined

Developer Services

- Subscription
- Value-Added Services

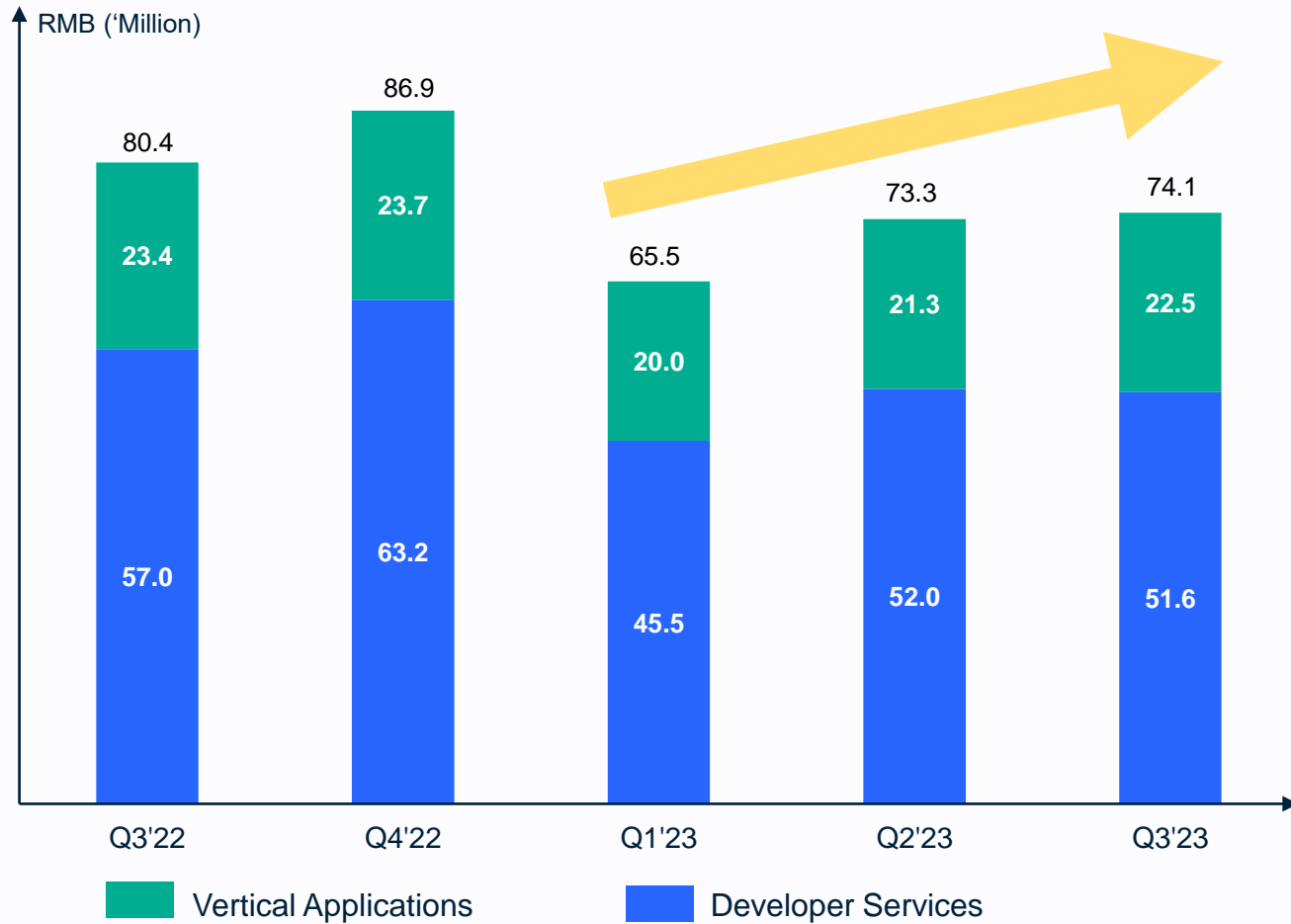


Vertical Applications

- Market Intelligence
- Financial Risk Management

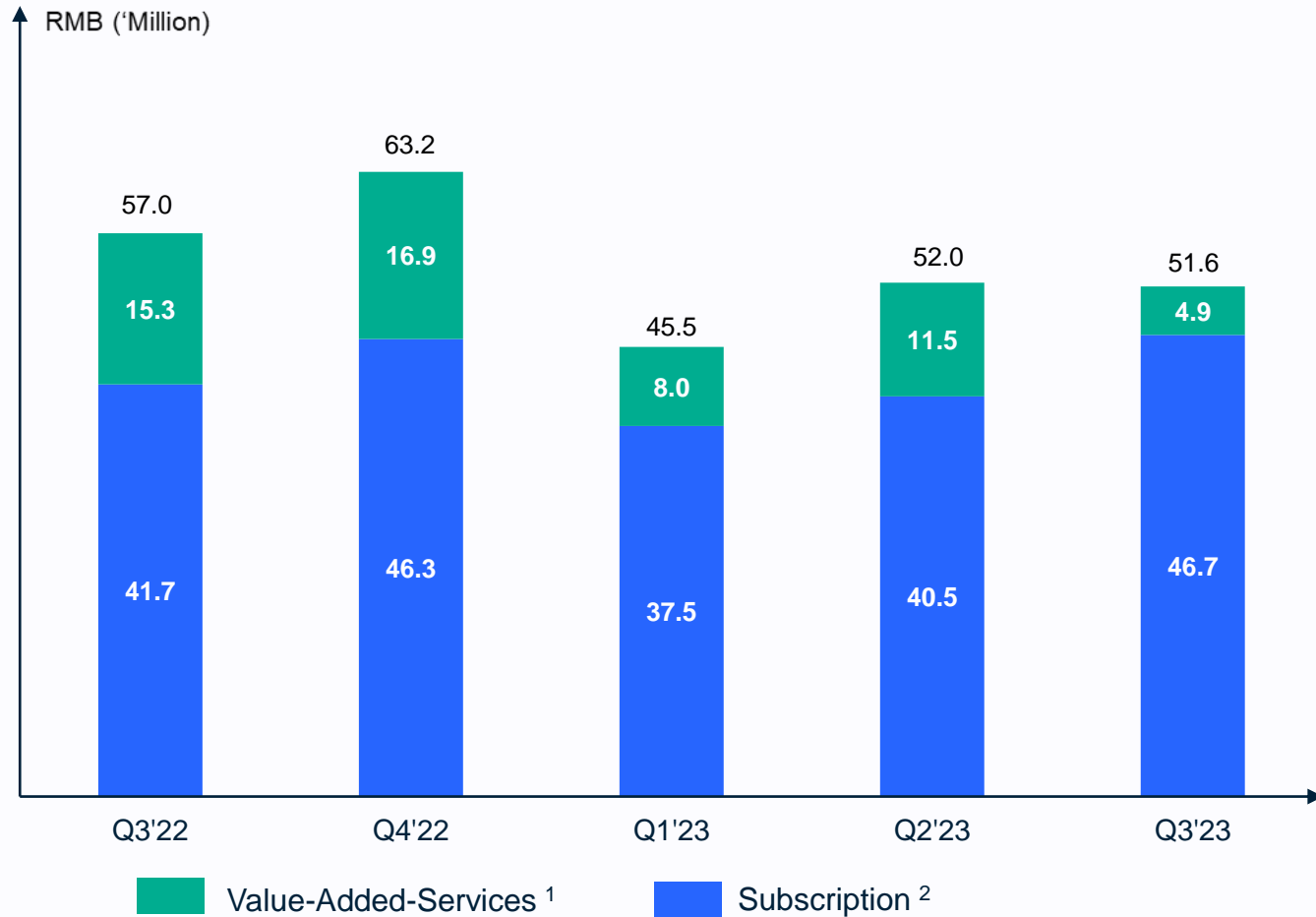


Total Revenue Grew in Each of the 3 Quarters in 2023



- Total revenue **increased sequentially** in each of the 3 quarters of 2023 !
- In Q3'23, **total revenue increased QoQ** driven by:
 - Developer Services-Subscription **grew by 15% QoQ**
 - Vertical Applications **grew by 6% QoQ**

Developer Service Subscription Revenue Increased QoQ and YoY



- **Subscription revenue:**

- Grew in each of the 3 quarters in 2023
- Increased by 15% QoQ and 12% YoY mainly driven by improvement in ARPU

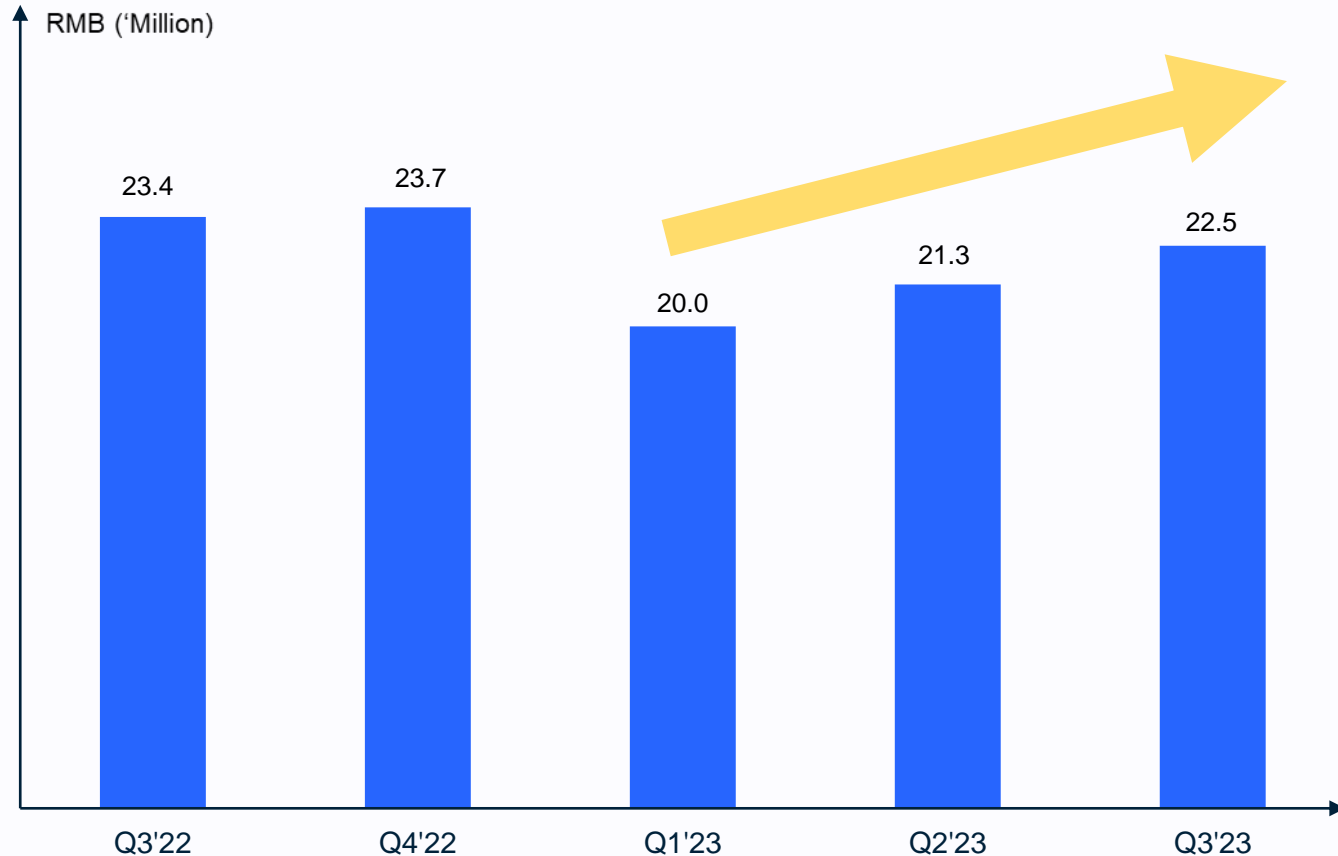
- **Value-Added-Services revenue:**

- Decrease QoQ mainly due to the e-Commerce 6/18 shopping festival in Q2; but no such event in Q3

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 3 Consecutive Quarterly Revenue Growth



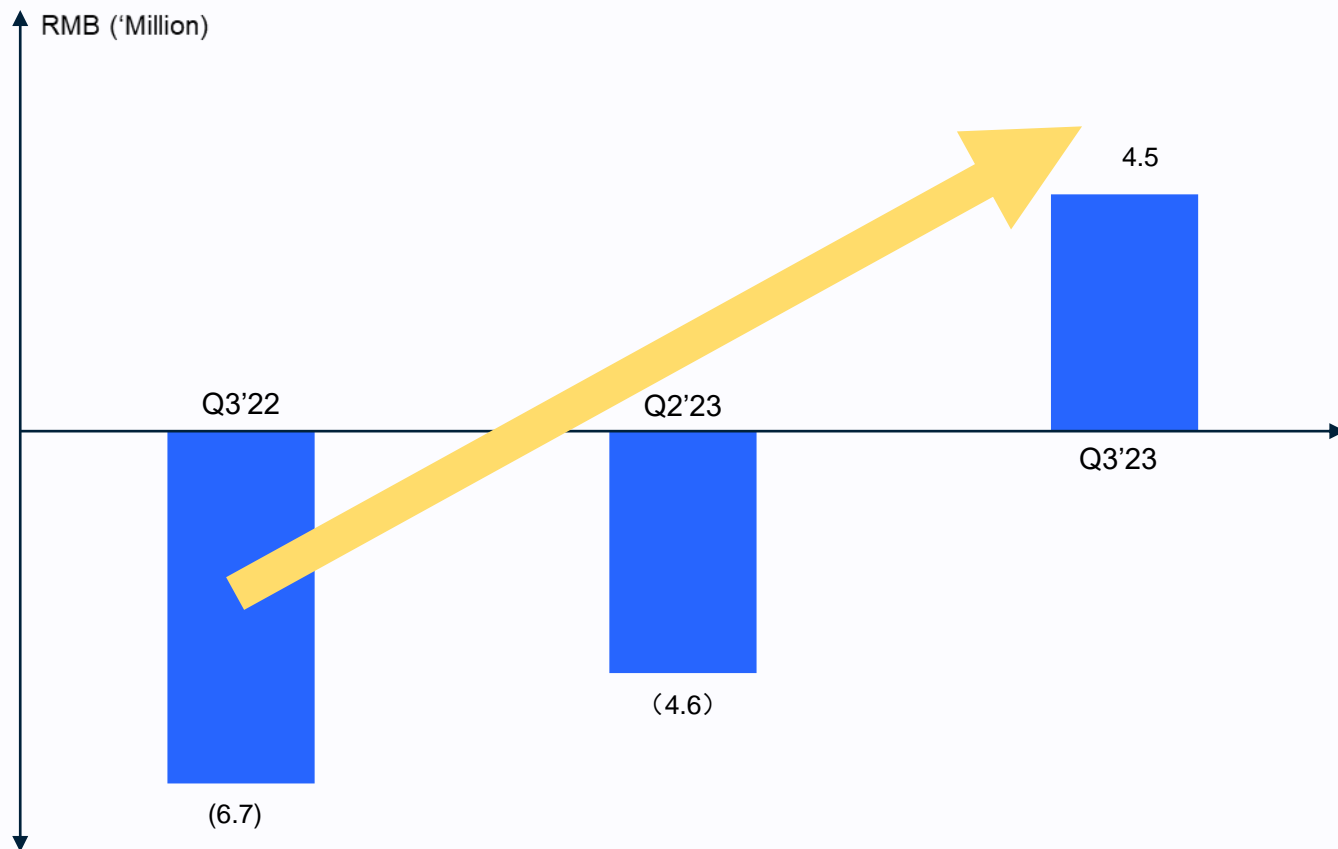
- **Include revenues from:**

- a) Market Intelligence
- b) Financial Risk Management

- **Revenue increased by 6% QoQ due to growth in customer number**

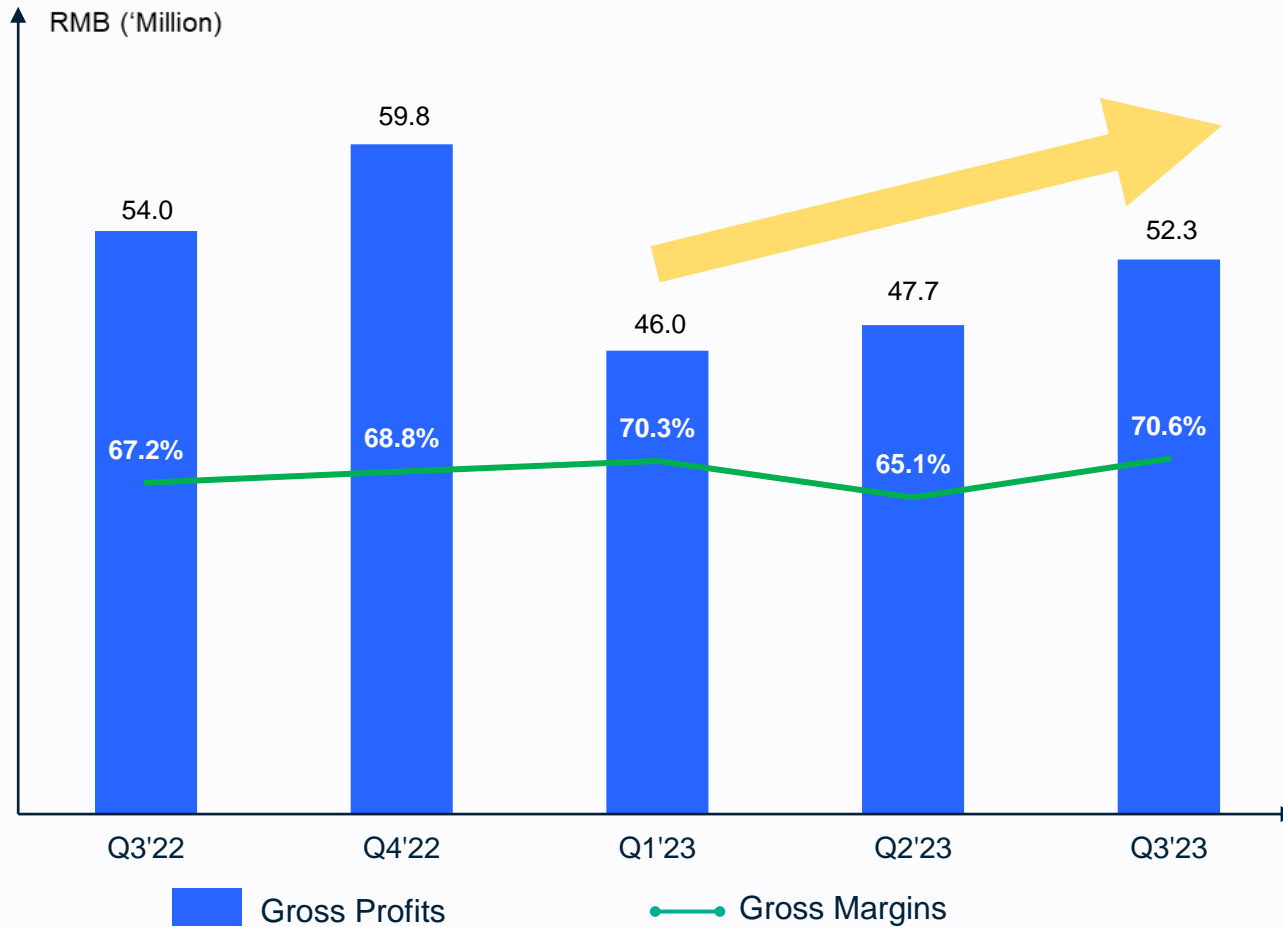
- In particular, Financial Risk Management business recorded **QoQ and YoY revenue growth** driven by strong customer acquisition

Adjusted EBITDA Turned Positive !!



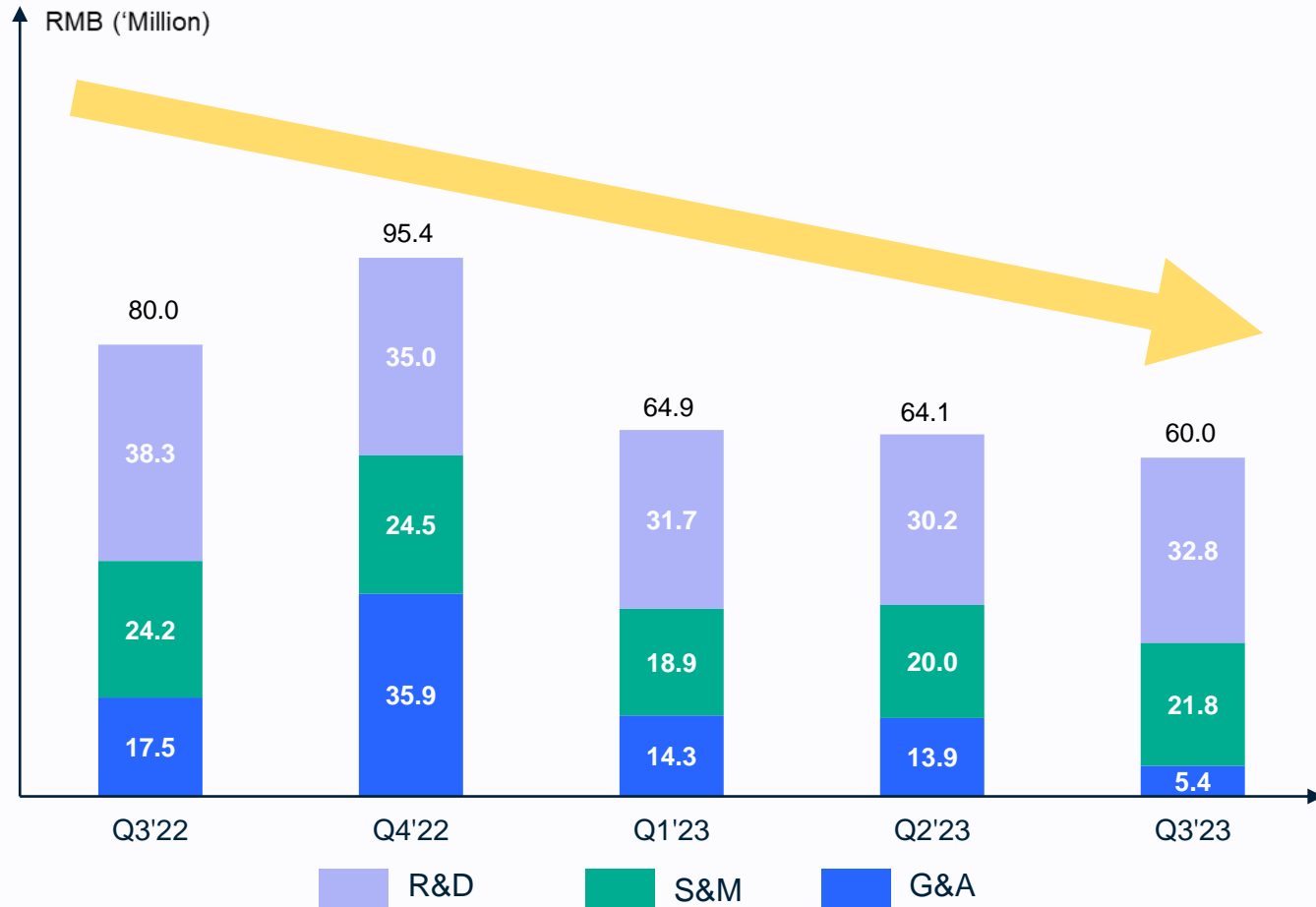
- **Adjusted EBITDA** turned **POSITIVE** in Q3'23 !
- This is attributable to the **disciplined expense monitoring** while **growing our high-margins SAAS business**
- Management will continue to execute its revenue growth plans and OPEX monitoring initiatives

Gross Profits Recorded 3 Quarters of Sequential Growth



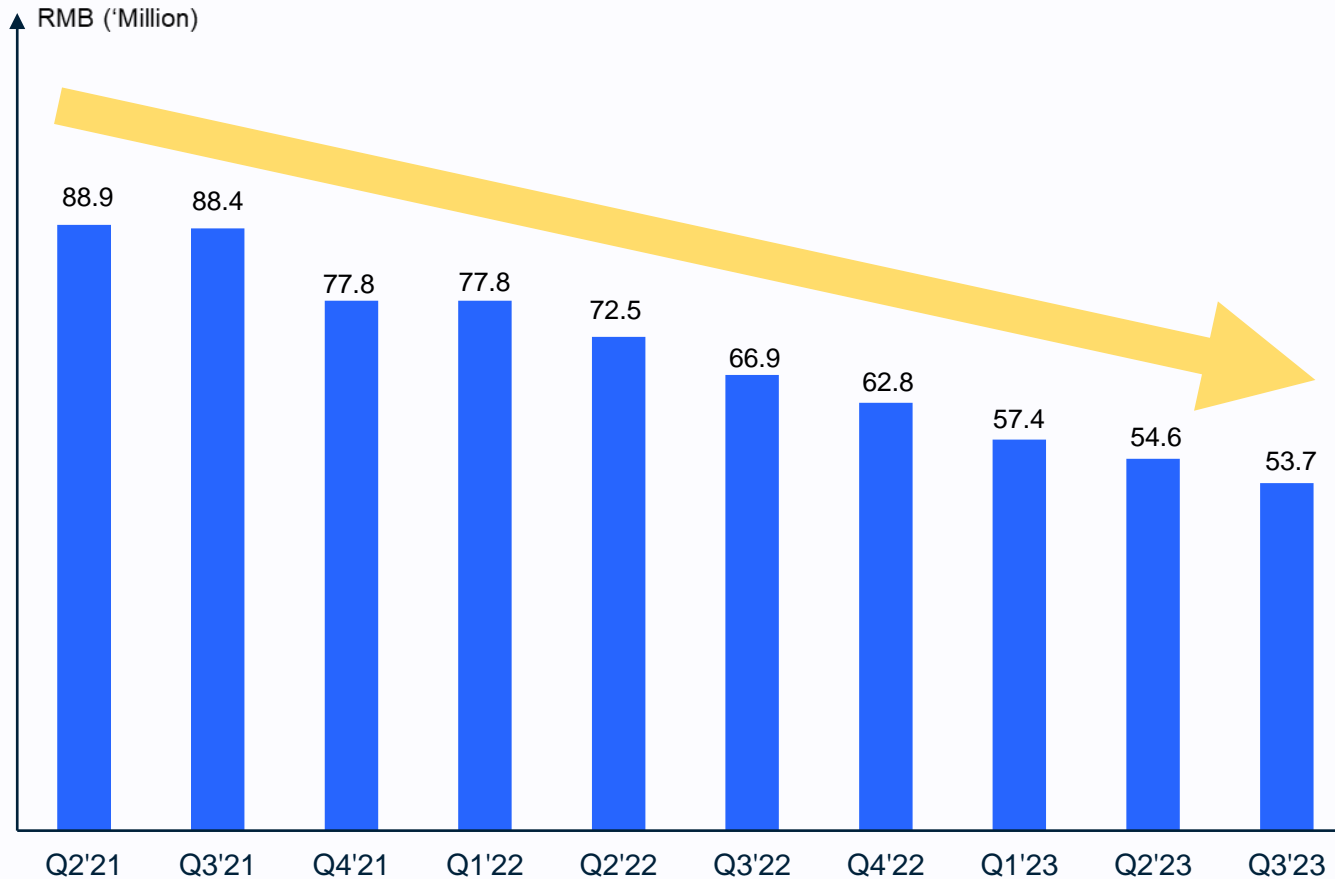
- Gross profits increased by 10% QoQ to RMB52.3M where it **grew consecutively in each of the 3 quarters in 2023**
- The **gross margins improved QoQ and YoY** due to the growth recorded by the **high-margins SAAS revenue** between the quarters
- Achieved the **highest** quarterly gross margin (of 70.6%) in 2023

Operating Expenses At Lowest Level since IPO



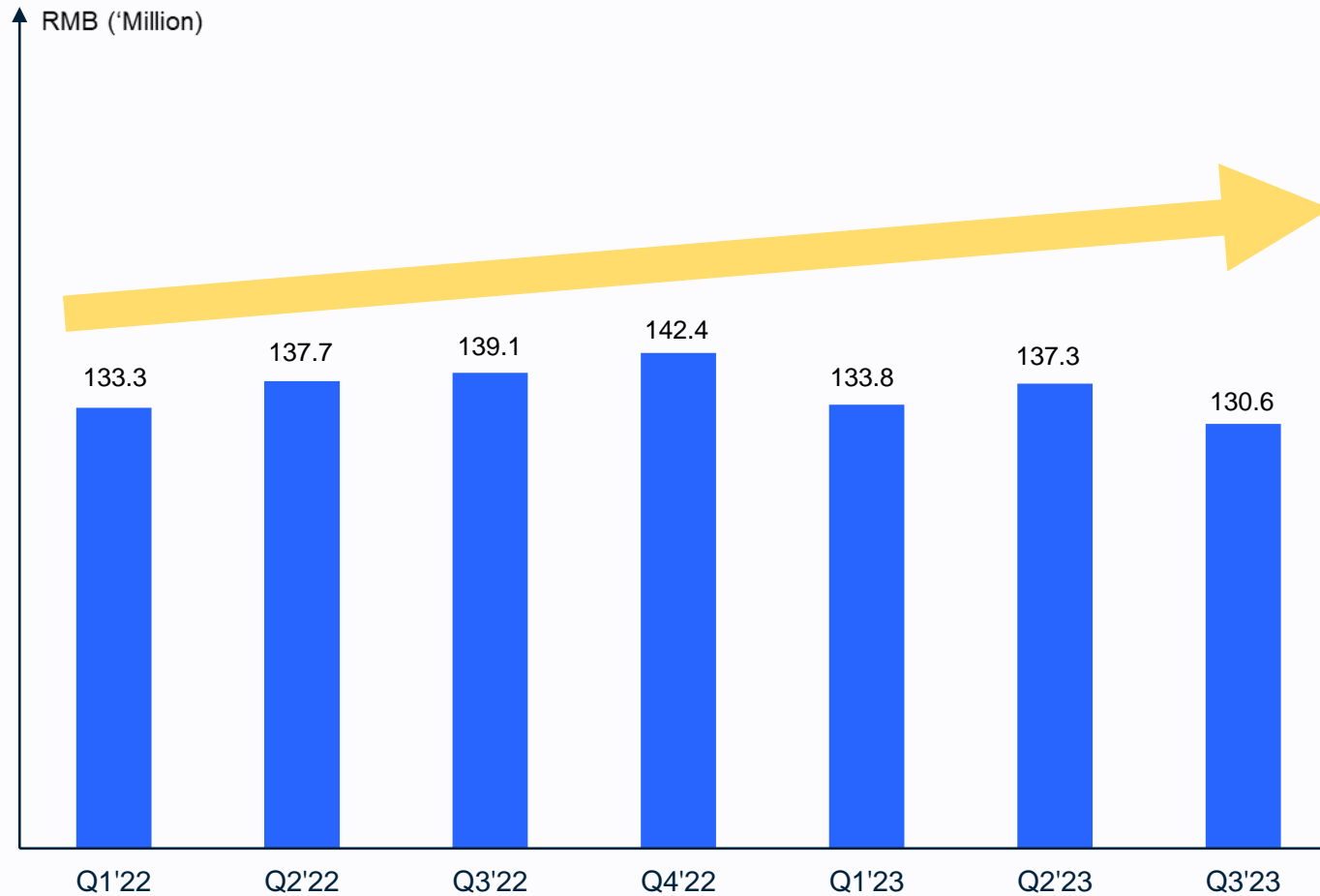
- For the **eighth consecutive quarters**, our OPEX are well below the RMB100M mark
- Operating expenses **decreased by 25% YoY and 6% QoQ** mainly due to one-time gain from disposal of fixed assets in Q3'23

Lowest Adjusted Operating Expense since IPO !



- **Q3'23 adjusted operating expense** (which represents the cash component of operating expense) **at a historically low balance at RMB53.7M**
- Adjusted operating expenses **decreased by 20%YoY and 2% QoQ** due to:
 - Management's commitment to achieve operational efficiency
 - Teams carried out group-wide strict cost monitoring strategy well

Deferred Revenue Over RMB130M for 7 Consecutive Quarters



- Deferred Revenue increased and achieved **7th consecutive quarter of > RMB130M**
- Our customers are continuing to purchase or renew our services
- More importantly, customers are paying us in advance (for both on-shore and overseas customers)

Balance Sheet at Healthy Level as of 9/30/2023

01

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

- Healthy level of cash and liquidity to support business growth

RMB 98.4M as of 9/30/2023

02

Deferred Revenue balance at high level:

- 7th consecutive quarter of > RMB130M
- Strong SAAS Business growth with foreseeable future revenue streams

RMB 130.6M as of 9/30/2023

03

AR Turnover Days at a low level:

- Great cash flow from customers, appropriate level of credit and low bad debts risk

At low level of 40 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

