

China Renaissance Reiterates ‘BUY’ Rating on Aurora Mobile and Raises Target Price to US\$4.16

SHENZHEN, China, December 8, 2021 – Aurora Mobile Limited (NASDAQ: JG) (“Aurora Mobile” or the “Company”), a leading mobile developer service provider in China, today announced that China Renaissance has published a report on the Company. China Renaissance reiterates a BUY rating on Aurora Mobile and raises the SOTP-based target price to US\$4.16, up from US\$4.07, indicating a 246.7% upside compared with the Company’s closing price on December 7, 2021.

According to the report, China Renaissance reaffirms confidence in the Company based on its solid results in the third quarter of 2021 and lifted the Company’s revenue forecast for 2021E-23E. The analyst believes that JG VaaS (Video-as-a-Service) and JG UMS (Unification Messaging System) will anchor the growth of the subscription business in 2022 and bring a clearer breakeven timeline, further supported by stringent cost control, improved operation efficiency and efforts made across various products and services.

China Renaissance raised its target price on Aurora Mobile despite of headwinds in the tech sector and believes that the Company’s growth story is well on track and its stock is oversold amid regulatory concerns for Chinese ADRs.

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile is a leading mobile developer service provider in China. Aurora Mobile is committed to providing efficient and stable push notification, one-click verification, and app traffic monetization services to help developers improve operational efficiency, grow and monetize. Meanwhile, Aurora Mobile’s vertical applications have expanded to market intelligence, and financial risk management, empowering various industries to improve productivity and optimize decision-making.

For more information, please visit <http://ir.jiguang.cn/>

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates,” “confident” and similar statements. Among other things, the Business Outlook and quotations from management in this announcement, as well as Aurora Mobile’s strategic and operational plans, contain forward-looking statements. Aurora Mobile may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are

not historical facts, including but not limited to statements about Aurora Mobile's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Aurora Mobile's strategies; Aurora Mobile's future business development, financial condition and results of operations; Aurora Mobile's ability to attract and retain customers; its ability to develop and effectively market data solutions, and penetrate the existing market for developer services; its ability to transition to the new advertising-driven SaaS-model; its ability maintain or enhance its brand; the competition with current or future competitors; its ability to continue to gain access to mobile data in the future; the laws and regulations relating to data privacy and protection; general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.

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