



Aurora Mobile's JPush Strengthens Shennong Group's Messaging Infrastructure to Support Timely Delivery of Critical Business Information

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SHENZHEN, China, Oct. 09, 2026 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services, today announced that it has partnered with Yunnan Shennong Agricultural Industry Group Co., Ltd. (605296.SS) ("Shennong Group") to deploy JPush, its intelligent push notification solution, and provide reliable messaging infrastructure supporting Shennong Group's digital agriculture initiatives.

Modern agriculture is undergoing a significant shift toward digital and intelligent operations. As a nationally recognized leading agricultural enterprise, Shennong Group operates an integrated business spanning feed production, livestock farming, slaughtering, and further processing. It is adopting Internet of Things ("IoT") technologies and mobile applications to strengthen operational management across its value chain. Timely information flow and reliable message delivery are essential to the smooth operation of these management systems. To improve message delivery through its mobile applications, Shennong Group has adopted JPush.

Overcoming Background App Restrictions to Support Timely Delivery of Critical Alerts

In modern pig farming and fresh food supply chain management, the timeliness of information directly affects production safety and operational efficiency. For example, when environmental control equipment at a farm detects abnormal temperature or humidity levels, or when a supply chain system issues urgent stock transfer or production scheduling instructions, relevant managers need to receive notifications promptly on their mobile devices.

In practice, however, employees' smartphones commonly impose stringent restrictions on background apps to conserve battery power. When a business app remains idle in the background, the operating system may suspend or close it, blocking or delaying important alerts and coordination messages. These delays can disrupt day-to-day agricultural operations and increase production risks.

Integrating System-Level Push Channels to Improve Messaging Reliability

To address this challenge, Shennong Group has integrated JPush to optimize its underlying message delivery infrastructure. JPush supports Android, iOS, HarmonyOS, QuickApp, and Web. It also integrates Aurora Mobile's own push channels, FCM, APNs, and system-level push channels from major device manufacturers, including Huawei, Xiaomi, OPPO, vivo, Meizu, ASUS, and NIO Phone.

Through intelligent channel selection, JPush enables high-priority environmental alerts and scheduling instructions to be delivered reliably over system-level push channels, even when employees' business apps are suspended in the background. This improves message delivery rates across a wide range of devices, helping frontline staff and management teams respond promptly. Standardized APIs also significantly reduce the development and maintenance costs of connecting to individual manufacturers' push channels.

Improving Coordination Across the Agricultural Value Chain

More reliable message delivery has significantly improved the flow of business information through Shennong Group's mobile platform. From alerts generated by farm monitoring systems to operational updates for retail stores, employees in different roles can more readily receive business notifications and instructions relevant to their work, supporting better coordination across the value chain.

Reliable IT infrastructure is essential to digital transformation across the agricultural value chain. Through its reliable messaging technology, Aurora Mobile supports the efficient movement of business information across Shennong Group's operations, helping it advance its digital agriculture initiatives.

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services. The Company is dedicated to empowering global enterprises with stable, efficient, and intelligent customer interaction solutions. Leveraging its first-mover advantage in mobile messaging, Aurora Mobile has evolved into a comprehensive platform that integrates Omnichannel Engagement, AI-Driven Marketing, Advanced AI Customer Support, and Frictionless Identity Security. Through its flagship brand EngageLab and its robust AI infrastructure GPTBots.ai, the Company helps businesses achieve seamless customer reach, automate complex marketing journeys, and optimize service efficiency with AI agents, accelerating digital transformation for clients worldwide.

For more information, please visit <https://ir.aurora-mobile.com/>.
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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 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 business model; its ability to 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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