



2022 Q3 EARNINGS PRESENTATION

November 23, 2022



Part 1

2022 Q3 Business Highlights

EngageLab.com Went Live on 8/24/2022!



- Our overseas messaging service platform EngageLab (<https://www.engagelab.com/>) officially launched
- Offering omnichannel messaging solutions to global enterprises and developers
- Providing five mainstream services including:
 - (1) AppPush
 - (2) WebPush
 - (3) Email Service
 - (4) SMS Service
 - (5) WhatsApp Business API

We Help Enterprises Boost Overseas User Reach

- We provide excellent services to Chinese enterprises going overseas and international customers
- Our international services offer:
 - Multi-node access to global servers
 - Overseas networks
 - International sending IPs
- Customers enjoy high availability of service, exclusive IP resources, and high-quality messaging
- We currently provide services to many well-known Chinese and international customers





Part 2

2022 Q3 Financial Highlights

Group Revenues - Defined

Developer Services

- Subscription
- Value-Added-Services



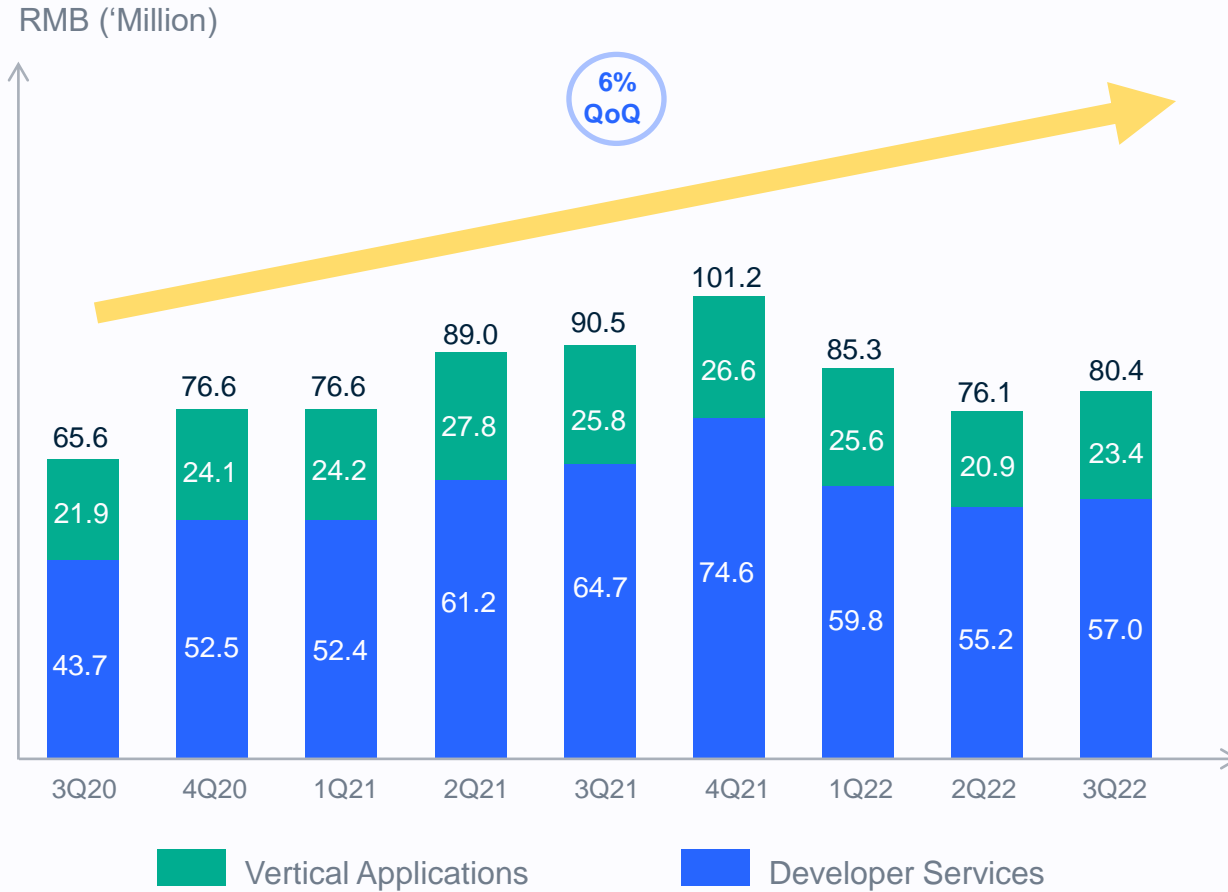
Vertical Applications

- Market Intelligence
- Financial Risk Management





Total Group Revenue Recorded 6% Growth QoQ Showing Encouraging Sign of Recovery



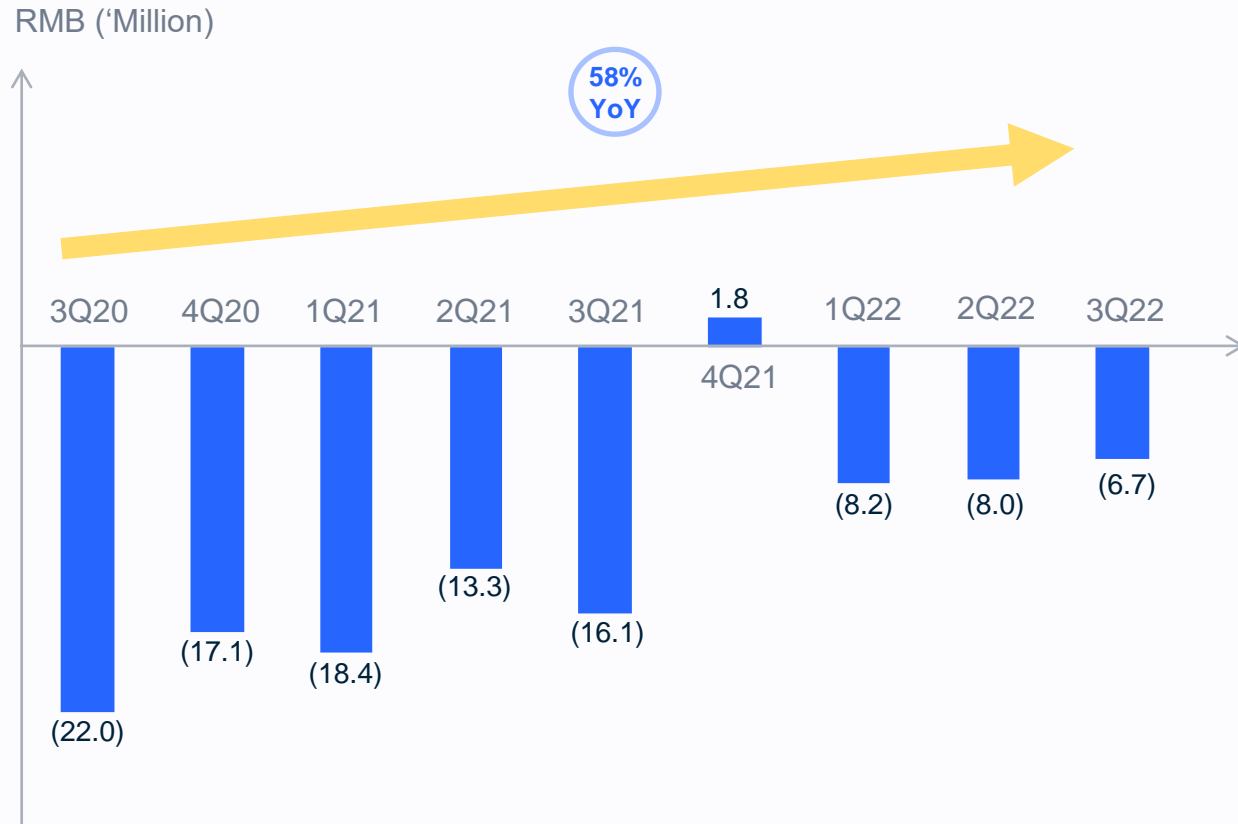
Revenue increased by a 6% QoQ
driven by growth in:

- Developer Services by 3% QoQ
- Vertical Applications by 12% QoQ

Revenue decreased by a 11% YoY
due to:

- Developer Services by -12% YoY
- Vertical Applications by -9% YoY

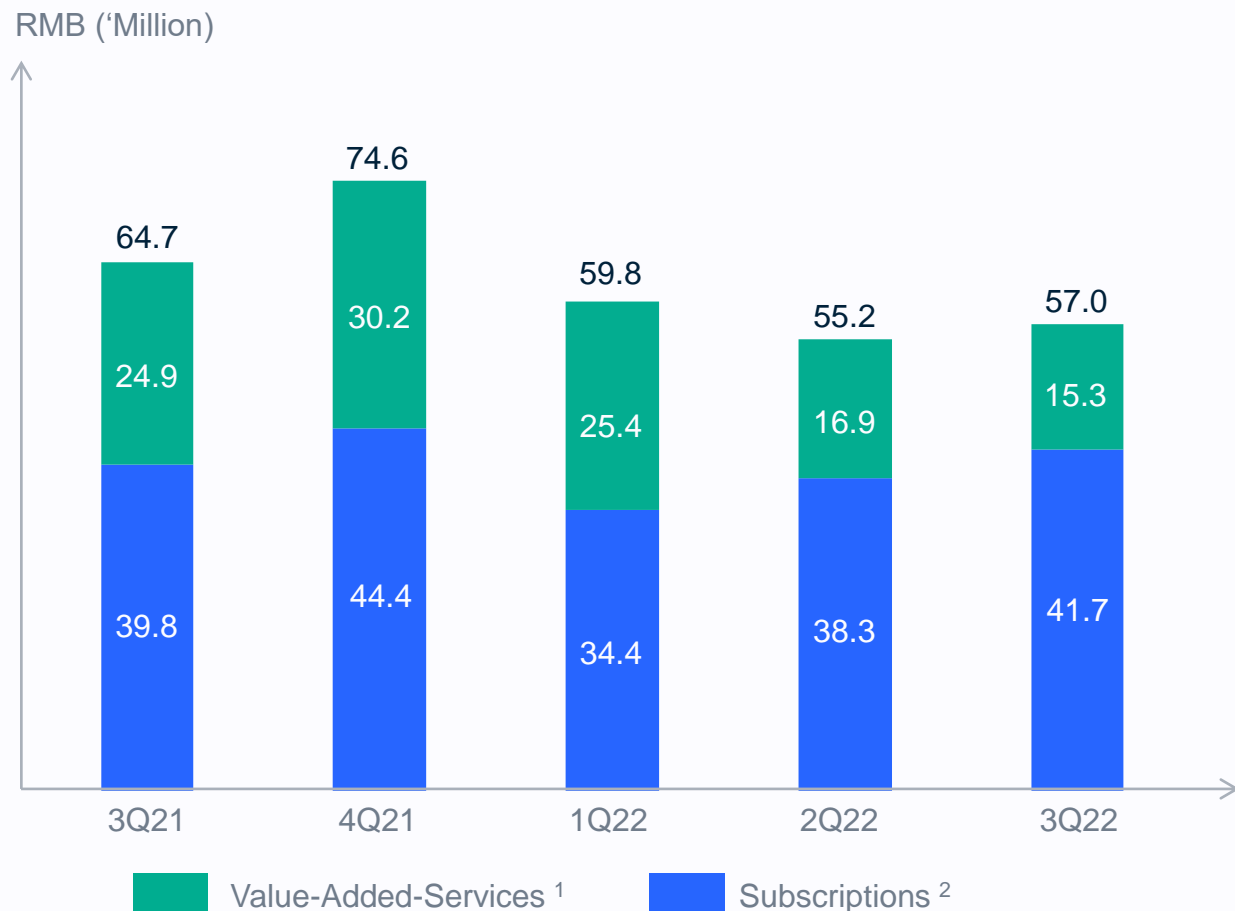
Adjusted EBITDA Improved Significantly By 58% YoY and By 16% QoQ



- Q3'22 OPEX was at lowest level for the past 16 quarters
- Year-over-Year **significant improvement of 58%** mainly due to OPEX decreased by 23% YoY or RMB23.7M as management continued to tightly control the spending of expenses



Developer Service Revenue Recorded 3% Growth QoQ



- **Subscription revenue:**

- Increased by 5% YoY or 9% QoQ mainly driven by increase in customer number

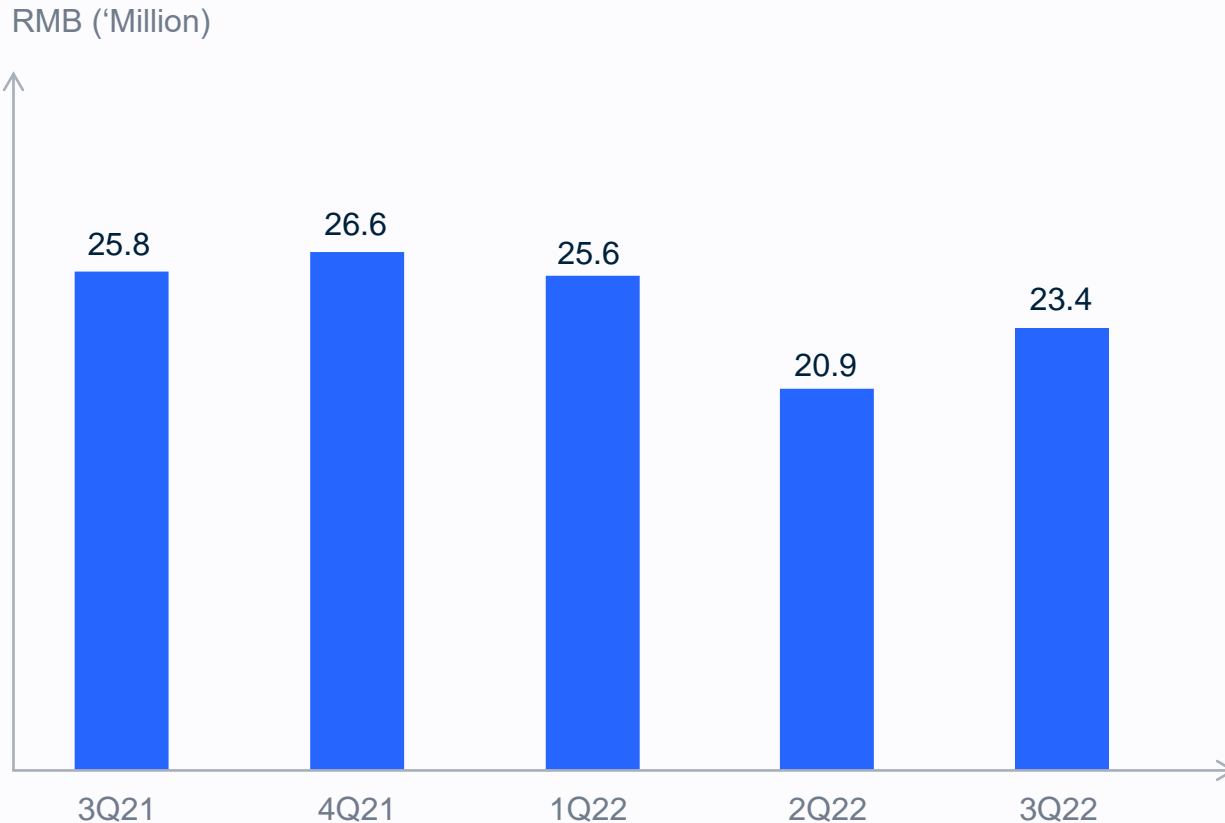
- **Value-Added-Services revenue:**

- Decreased by 39% YoY or RMB9.6M due to the slow-down of JG Alliance business

1. Includes both JG Alliance products and Advertisement SaaS

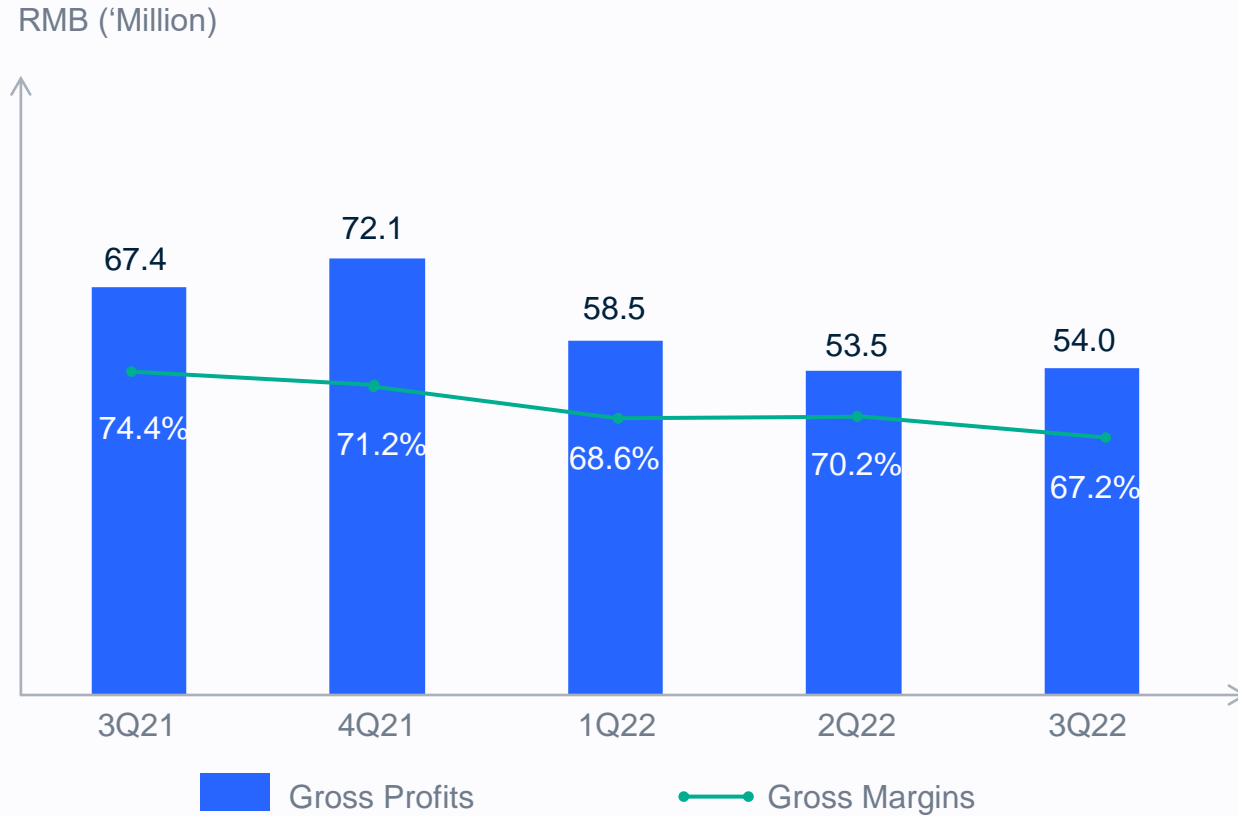
2. Includes push notification, sms, verification and other subscription based developer services

Vertical Application Revenue Recorded 12% Growth QoQ



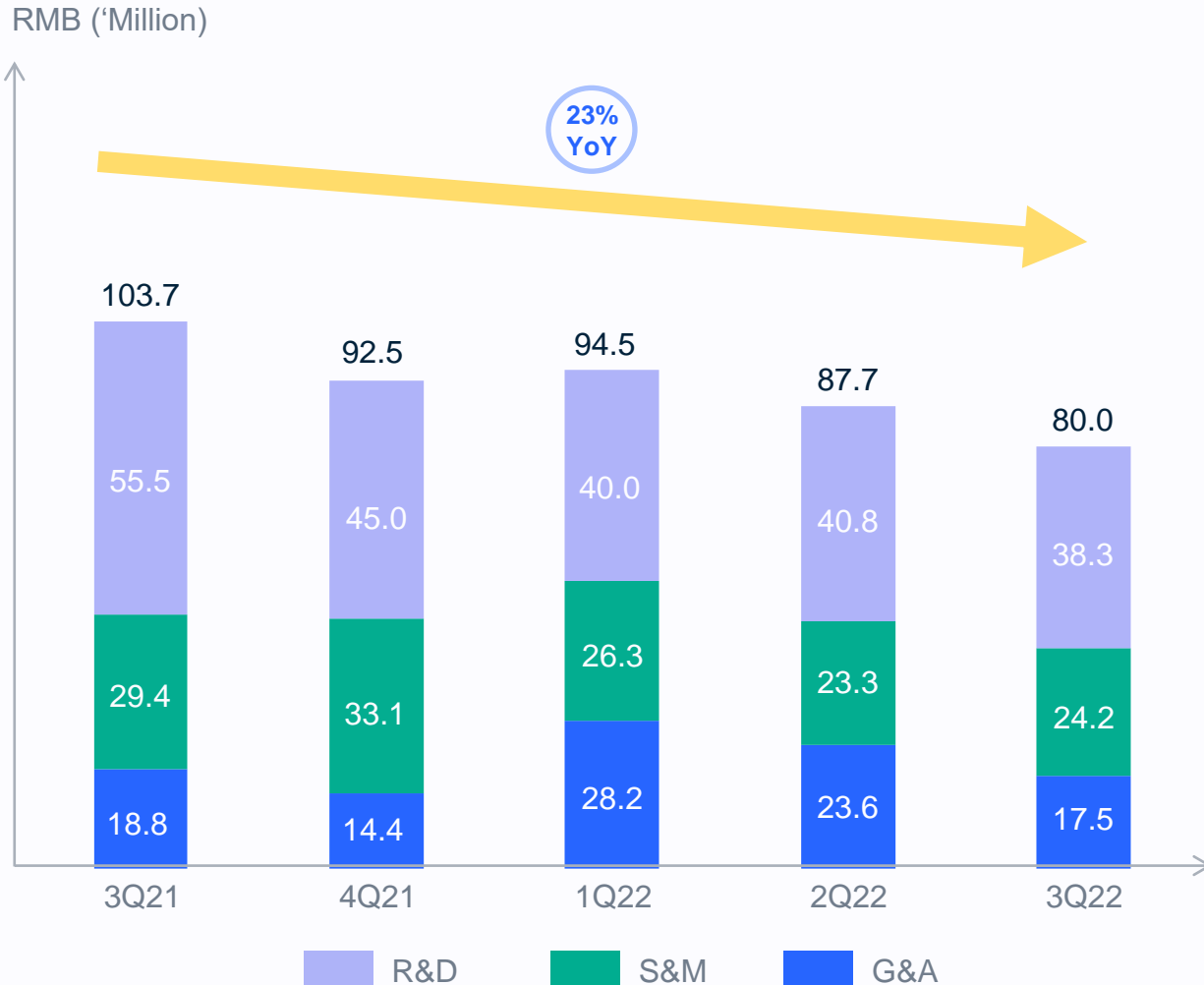
- **Include revenues from:**
 - a) Market Intelligence
 - b) Financial Risk Management
- **Revenue increased by 12% QoQ attributable to:**
 - Market Intelligence by 23% QoQ
 - Financial Risk Management by 20% QoQ
- The acquisition of new customers and increase in ARPU led to the growth of Vertical Application revenue

Gross Profits and Gross Margins



- Gross profits increased by 1% QoQ to RMB54.0M
- The gross profits and gross margins declined YoY due to:
 - Total revenue decreased by 11%
 - Higher traffic pool cost incurred for Value-Added Services revenue

Operating Expenses At Lowest Level Since Q4'2018



- **Operating expenses decreased by 23% YoY or 9% QoQ** as we have been very disciplined in spending and to ensure we operate at an optimal level of efficiency
- We recorded **the lowest operating expense (for the past 16 quarters)** since Q4 of 2018 at RMB80.0M
- For **the fourth** consecutive quarters, our operating expenses are below the **RMB100M mark**



Balance Sheet Staying Healthy as of 09/30/2022

01

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

- Healthy level of cash to support business growth

RMB108M as of 09/30/2022

02

Deferred Revenue balance at high level:

- 10th consecutive quarter of > RMB100M
- Indication of strong SAAS Businesses growth

RMB139M as of 09/30/2022

(The highest in the history of the company)

03

AR days at a healthy level:

- Sign of a much healthier financial condition and disciplined cash collection effort

Improved by 8 days

(Q3'22:38 days vs Q2'22:46 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.



Safe Harbor Statement

This presentation and the accompanying oral presentation have been prepared by Aurora Mobile Limited, (“Aurora”) for informational purposes only and not for any other purpose. Nothing contained in this presentation is, or should be construed as, a recommendation, promise or representation by the presenter or Aurora or any officer, director, employee, agent or advisor of Aurora. This presentation does not purport to be all-inclusive or to contain all of the information you may desire. Information provided in this presentation and the accompanying oral presentation speak only as of the date hereof.

This presentation may 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 presentation, 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-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 presentation and in the attachments is as of the date of the presentation, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.

THANKS

